

Suggest linking all social media posts to the Cement Progress microsite: <https://cementprogress.com/>; or the industry's Shaped by Concrete website: <https://www.shapedbyconcrete.com/#roadmap-to-carbon-neutrality>

VISUAL ASSET	FACEBOOK COPY	TWITTER COPY
Visual 1 - Video	<p>America's cement manufacturers are committed to reaching carbon neutrality across the cement and concrete value chain by 2050.</p> <p>Find out more about the industry's plan at [link]</p>	<p>America's cement manufacturers are committed to reaching #carbonneutrality across the cement and concrete value chain by 2050.</p> <p>Find out more about the industry's plan:</p>
Visual 2 - Card	<p>Innovations in the production of cement have allowed the industry to significantly reduce greenhouse gases and serve as an important lever in the industry's Roadmap to Carbon Neutrality.</p> <p>Learn more at [link]</p>	<p>Innovations in the production of cement have allowed the industry to significantly reduce greenhouse gases and serve as an important lever in the industry's Roadmap to Carbon Neutrality.</p> <p>Learn more about low-carbon cement blends:</p>
Visual 3 - Video	<p>Many of the solutions needed for the cement and concrete industry to reach carbon neutrality are products and technologies that exist today.</p> <p>Learn how we can work together to achieve carbon neutrality at [link]</p>	<p>Many of the solutions needed for the cement and concrete industry to reach #carbonneutrality are products and technologies that exist today.</p> <p>Learn how we can work together to achieve carbon neutrality:</p>
Visual 4 - Video	<p>We need resilient infrastructure that meets the demands of the sustainable future.</p> <p>That's why the cement and concrete industry is committed to achieving carbon neutrality across the value chain.</p> <p>Learn about our Roadmap at [link]</p>	<p>We need resilient infrastructure that meets the demands of the #sustainable future.</p> <p>That's why the cement and concrete industry is committed to achieving carbon neutrality across the value chain.</p> <p>Learn about our Roadmap:</p>
Visual 5 - Video	<p>The cement and concrete industry is engaging with thought leaders, researchers and companies along the value chain to reach carbon neutrality by 2050.</p> <p>Learn about how we will reach our goal at [link]</p>	<p>The cement and concrete industry is engaging with thought leaders, researchers and companies along the value chain to reach carbon neutrality by 2050.</p> <p>Learn about how we will reach our goal:</p>