



INDIANA MINERAL AGGREGATES ASSOCIATION

IMAA INDUSTRY IMAGE CAMPAIGN

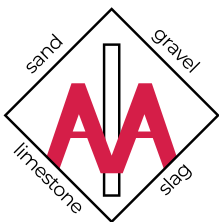
GUIDELINES

OUR MESSAGE

The Indiana Mineral Aggregates Association has developed a statewide campaign to build recognition of the importance and significance of the aggregates industry and how it impacts each and every person in the state of Indiana. The campaign will ultimately reach not only legislators within the state but also the general public and future workforce candidates. Please support the IMAA in using these campaign tools within your company's marketing efforts.

For additional information on this campaign contact:

Katie Allison
katie@indmaa.org
317.580.9100



AS AN INDUSTRY, WE DO INCREDIBLE THINGS EVERYDAY:

**WE PROVIDE CRITICALLY
NEEDED RESOURCES.**

WE PROVIDE **AWESOME JOBS THAT**

SUPPORT FAMILIES ALL OVER THE STATE OF INDIANA.

WE CARE ABOUT THE ENVIRONMENT

AND HAVE AMAZING EXAMPLES OF STEWARDSHIP AND RECLAMATION.

WE ENGAGE WITH OUR COMMUNITIES

IN MEANINGFUL WAYS

— BOTH BIG AND SMALL



***OUR STORIES ARE
BETTER TOGETHER***

SO MANY GREAT STORIES THAT NEED SHARING! PLEASE
JOIN IMAA'S EFFORTS TO **RAISE AWARENESS AND
SPREAD** THE WORD ABOUT OUR GREAT INDUSTRY.



SOCIAL MEDIA

SOCIAL MEDIA

IMAA has a library of **24 media posts** that include copy, photography, video files and recommended hashtags.

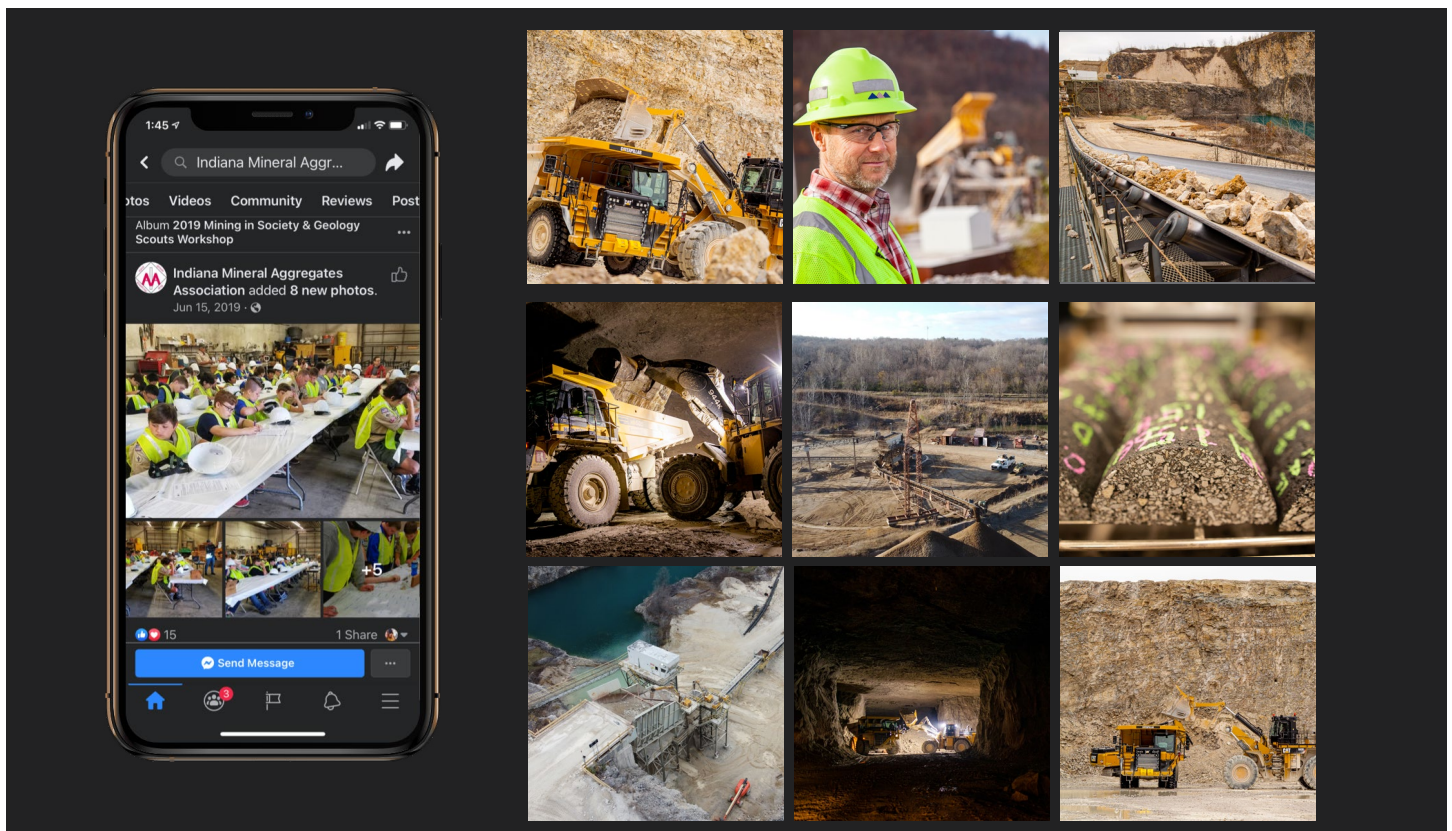
The photos and videos have been sized for the following platforms: Facebook, LinkedIn, Instagram and Twitter.

A company's **corporate brand logo** can be added to any of these images. Please reach out to Katie Allison and she will provide the original photo files for editing.

These posts can be updated with tags or hashtags of your company's preference.

Always include the following hashtags:

#indmaa **#indianamineralaggregatesassociation** **#crossroads**
#indianaaggregates **#crossroadsofamerica** **#indianamining**



Always **tag the IMAA**. Here is a list of the Association's platform tags:



SOCIAL MEDIA

Do not edit or change the video in any way when posting on your corporate social media page.

Recommended Ways To Share These Campaign Tools:



Include one post about the IMAA in your weekly or monthly social media calendar



Encourage employees to share the IMAA posts on their personal pages.



During certain times of the year, select an IMAA post that corresponds with an event or theme your company is promoting

For example: Women in Construction Week, Construction Safety Week, Careers in Construction Month (October), National Apprenticeship Week (November), National Miners Day, National Safety Month (June)



PRINT **MATERIALS**

BROCHURES

Available for download: www.indmaa.org/crossroads

3 versions of the campaign brochures:



01



02



03

Corporate Logos can be added to these brochures. Please contact Katie Allison for this editable file.

Please **do not edit the photography or copy** in any way as this is property of the IMAA.

Recommended Ways To Share These Campaign Tools:



Include in your company's welcome packets to provide an overview of the industry



Plant Tours – print brochures to distribute to visitors, vendors, and potential customers.



Career Days – print brochures to distribute



Presentations – include the brochure pages within your PowerPoint slides



Leave behind for legislators or local government officials



MARKETING **VIDEOS**

VIDEOS

Available for download: www.indmaa.org/crossroads



01

CROSSROADS OF AMERICA



02

RECRUITMENT

Recommended Ways To Share These Campaign Tools:



New Employee Orientation – the Crossroads video can be incorporated into a company's orientation program



Plant Tours – videos can be displayed for visitors, vendors and potential customers before the tour of the facility



Career Days – video can be featured at your company's booth during the event



Embed videos in industry presentations.



Share on social media platforms

