

WE ASKED, YOU ANSWERED

Is social media worth your time?

➔ It is important to be present in social spaces because there *will* be people in those spaces looking to connect with your company. More and more people want information sent to them; they don't want to have to search for it. Social media is the best way to actively send out information to people who want to hear about it, versus having information static on your website and hoping people stumble upon it.

Information in social spaces and on a site is essentially the same, just presented in different ways. Sites tend to be more formal—social media is informal—al-

lowing companies to connect directly with potential customers. It is a great customer service tool where you can interact with customers and answer questions. This relationship makes customers feel closer to the company, ultimately making them more loyal to it.

➔ Website traffic comes from all different sources: typed/bookmarked, search engines, feeds, other websites, social media, newsletters, etc. All are tools to direct people to the website.

Tell us your thoughts.



Visit **CONCRETECONSTRUCTION.NET**, join us on LinkedIn, follow @ConcreteConst on Twitter, and like the Facebook page.

LETTER TO THE EDITOR



Salute to the Contributors

Through CC, I have grown in concrete knowledge. In the early stages, I focused on products and equipment only, however, the interesting articles of site reports and new technologies attracted my attention gradually. In 2000, I saw the potential of polishing concrete and tried to introduce it into Taiwan. Finally, we have a growing market in this respect. People are more and more aware that the possibilities of concrete are unlimited through education and the presentation of successful works.

I would like to salute all the contributors to CC magazine. Thank you all who plant the seeds all over the world and strengthen the concrete industry.

—Billy Liao, General manager,
Mascoris Co. Ltd.

San Chong District, New Taipei City,
Taiwan

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Moisture Measurement in Concrete Slabs webinar

Wagner Electronics is proud to offer, "Moisture Measurement in Concrete Slabs," a webinar presented by Howard Kanare of the Portland Cement Association's laboratory. Kanare speaks about breakthrough scientific data that seriously challenges what we have believed regarding traditional methods for moisture testing of concrete slabs. This free presentation was created to bring you the most current information on accurate moisture testing of concrete slabs.

When: For times and dates please visit www.constructionwebinars.com or email rapidrh@wagnermeters.com or call 541.582.0541.

Registration: This webinar is available by invitation only and online seating is limited. Please contact Wagner Electronics today to reserve your seat for this ground-breaking presentation.

TWEETED

Great article! RT @ConcreteConst: Learn how to use multilayered stencils to produce 3D images on concrete.

—GARAGEANDBEYOND

FACEBOOK

Love this page, great job guys!!

—CITY CONCRETE PUMPING

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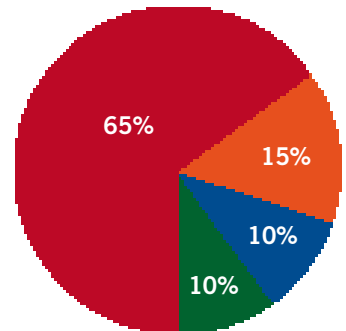
In this age of liability and blame, when everyone is looking to point the finger at someone if a project fails, having a certification program that is backed by a quality assurance program provides a contractor with a way to prove he did the work correctly. —Lori

Technology to the Rescue

I feel technology is lending a big hand to both large and small business. While many large companies truly need the output and performance of many data management softwares, I feel the small business of today can use this technology to get a bit of an efficiency edge over the competition. Gotta love technology! —daveh@allianceconcretepumps.com

QUICK POLL

Do you use fibers in concrete slabs?



- In both interior and exterior slabs
- Only in exterior slabs
- Only in interior slabs
- Never

Go to www.concreteconstruction.net to view the reader responses to this question.



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