



Quarterly Webinar: Social Media

June 25, 2026

Key Differences: LinkedIn, Facebook, Instagram, X

LINKEDIN = PROFESSIONAL VALUE

FACEBOOK = COMMUNITY & REACH

X = REAL-TIME CONVERSATION

INSTAGRAM = VISUAL INSPIRATION

Key Differences: LinkedIn, Facebook, Instagram, X

CORE PUPOSE

- **LinkedIn:** Professional networking, B2B marketing, career growth
- **Facebook:** Community, personal connections, broader content sharing
- **Instagram:** Visual storytelling, brand lifestyle, artsy
- **X:** Real-time updates, news, conversations

Key Differences: LinkedIn, Facebook, Instagram, X

AUDIENCE MINDSET

- **LinkedIn:** Career-focused, business oriented, industry insights
- **Facebook:** Social, community driven, brand interaction
- **Instagram:** Inspiration, entertainment, lifestyle exploration
- **X:** Information-seeking, opinion-sharing, fast-paced engagement

Key Differences: LinkedIn, Facebook, Instagram, X

CONTENT THAT PERFORMS BEST

- **LinkedIn:** Case studies, industry trends, professional updates
- **Facebook:** Videos, group posts, events, community discussions
- **Instagram:** Photos, reels, stories, influencer-driven content
- **X:** Short text updates, reactions to news, trending topics

OPTIMAL POSTING SCHEDULE

Optimal Posting Schedule

LINKEDIN

- Best Days: Tuesday–Friday
- Best Times: 8–10AM, 12PM (Noon), 3PM–5PM
- Frequency: 3–5 posts per week

**TIP: Post during work hours when professionals are active*

Optimal Posting Schedule

FACEBOOK

- Best Days: Monday–Friday
- Best Times: 8–10AM, 12PM (Noon), 3PM–5PM
- Frequency: 3–7 posts per week

**TIP: Consistency matters more than volume*

Optimal Posting Schedule

INSTAGRAM

- **Best Days:** Monday, Wednesday, Thursday, Friday, Sunday
- **Best Times:** 10AM–12PM, 5PM–7PM
- **Frequency:** 3–5 posts per week + daily stories

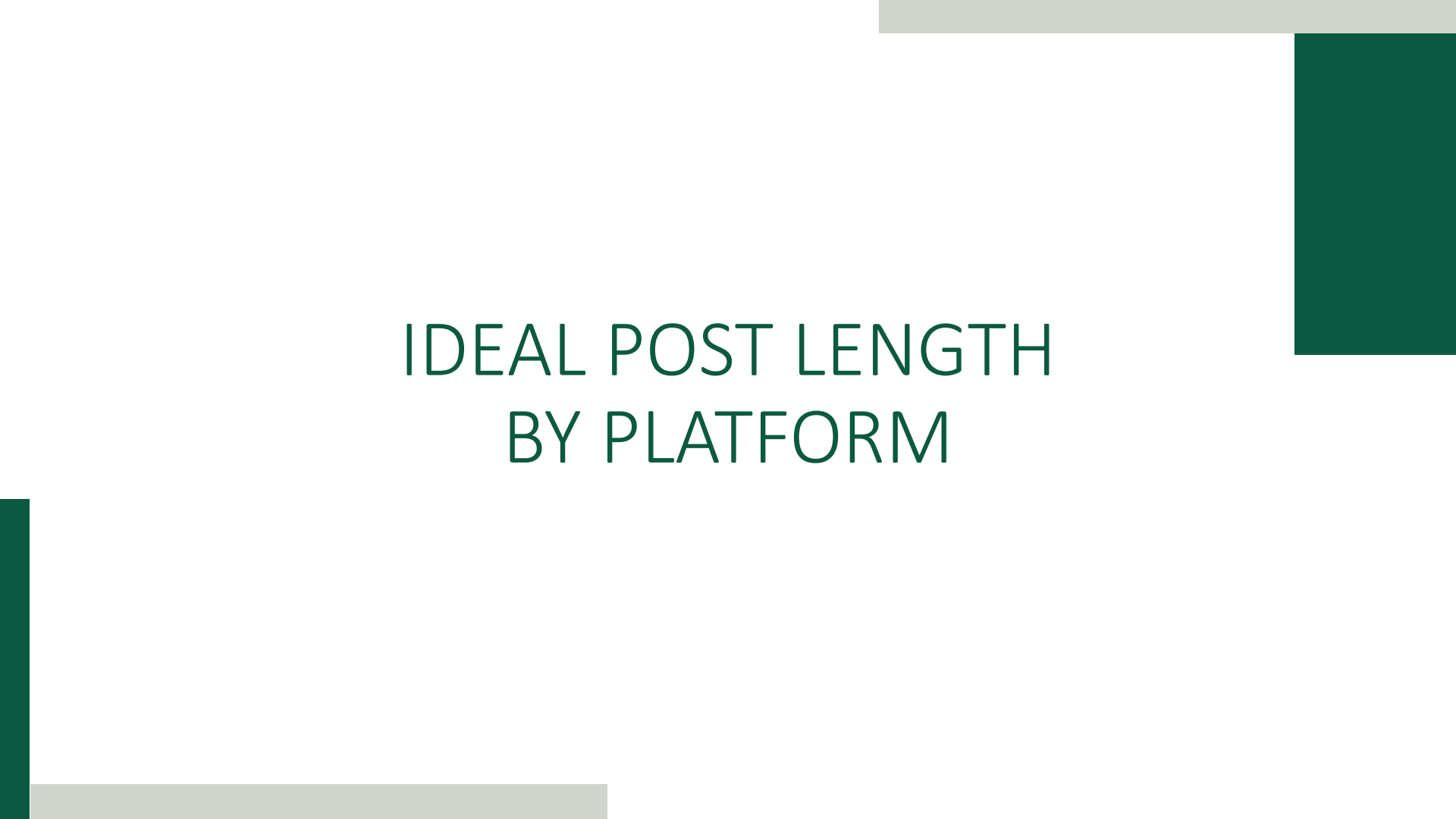
**TIP: Reels and stories should be posted consistently for reach*

Optimal Posting Schedule

X

- Best Days: Monday–Sunday
- Best Times: 8AM–12PM, 2PM–5PM
- Frequency: 1–3 posts/day

**TIP: Post frequently – content moves fast and has a short lifespan*



IDEAL POST LENGTH BY PLATFORM

Ideal Post Length By Platform

LinkedIn

- **Recommended Length:** 150-300 words
- **Max Tip:** Keep key messaging in first 2-3 lines before you say “read more”

Facebook

- **Recommended Length:** 40-80 words
- **Max Tip:** Shorter posts tend to get higher engagement

Ideal Post Length By Platform

Instagram

- **Recommended Length:** 125-150 words (you can use up to 5 hashtags per post)
- **Max Tip:** First line is critical – it determines if users want to expand and read more of the caption

X

- **Recommended Length:** 50-100 characters (can go up to 280 characters)
- **Max Tip:** Make sure to respond to comments and engage in conversation

HOW TO TAG PEOPLE/PLATFORM

How to tag People/Platform

LinkedIn

- Type “@ + name” in your post or comment
- Select the correct profile from the dropdown
- Works for people and company pages (if the individual has a private page, and you do not follow, they will not be able to get tagged)

Facebook

- Type “@ + name” in your post or comments
- Choose the person/page from the list
- You can also tag people in photos

How to tag People/Platform

Instagram

- Type “@username” in captions or comments
- Use “Tag people” feature on photos before posting

X

- Type “@username” directly (ex: @IntlCodeCouncil)
- Use in tweets, replies, or mentions

QUESTIONS

RECOMMENDED CONTENT

Recommended Content

1) The “In the Room” Shot

- Wide shot that captures the full session
- Speaker photographed from the back or side of the room
- Audience visibly engaged (listening, reacting, taking notes)
- A slide with a compelling, readable quote

****TIP:** When sharing session photos, make sure the image shows something worth noticing.*

Recommended Content

The “In the Room” Shot

Mark Fasel • 1st
Director of PMG Technical Resources at ICC | Codes & Standards Stra...
4w • 0

Great meeting today with our [ASPE Central Indiana](#) and local [ASHRAE](#) chapter at the [Skyline Club Indy](#)!

We had some meaningful conversations around equity and inclusion in the workforce, especially focusing on the representation of women in engineering and the trades. While progress has been made, it's clear there's still work to do to close the gap.

One theme that stood out was the importance of early encouragement. Supporting and inspiring young women to pursue STEM fields, both in college and in their careers.

It was also great reconnecting with so many colleagues I've had the pleasure of working with over the years!

[#STEM](#) [#WomenInEngineering](#) [#EquityInTheWorkplace](#) [#Leadership](#) [#ASPE](#) [#ASHRAE](#) [#InternationalCodeCouncil](#)



Beth Tubbs • 1st
Vice President (VP) of Codes
1w • Edited • 0

Day 4 of the ICC 2026 Public Comment hearings. Long days but important work! Talking about the IRC at the moment. Hearings can be viewed live through tomorrow. Videos will be available in about 2 weeks. https://lnkd.in/e_t6uWHK [#BuildingSafety365](#) [#BuildingCodes](#) [#CodeCouncil](#)



Karl Fippinger, CEM, PMP • 1st
Vice President, Fire and Disaster Mitigation at International Code Co...
1mo • 0

Great things happening in Reno, NV at the [International Association of Fire Chiefs \(IAFC\)](#) WUI Conference!

[Insurance Institute for Business & Home Safety - IBHS](#)
[International Code Council](#)

Wade Shepherd • 3rd+
Roofing Systems Strategy Leader | Product Innovation, Mar...
1mo • Edited • 0

[Insurance Institute for Business & Home Safety - IBHS](#) and [International Code Council](#) presenting on [#IBHS](#) [#WildfirePrepared](#) home certification program and [#IWUIC](#) codi...more



[Joseph Iliff](#) and 20 others

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Lesley Brown Garland • 1st
Deputy Senior Vice President, State and Local Relations at Internatio...
3w • 0

The [International Code Council](#) is honored to be a part of this week's [California Building Officials](#) annual business meeting in Santa Clara. ICC CEO [John Belcik](#) and President [Michael Boso](#) shared updates at today's Model Codes Organizations Luncheon.



Recommended Content

2) The “We’re Here” Shot

- You or teammates wearing event badges
- Branded merchandise or giveaway table
- Stage signage or keynote set-up before or during a session
- Team members at the ICC table or booth

Recommended Content

The “We’re Here” Shot



Recommended Content

3) Speakers, Colleagues and Conversations!

- Candid moments with speakers or attendees
- Group photos with colleagues or peers
- People mid-conversation or networking (with permission)
- Visual callouts or key takeaways (quotes, notes, slides)

Recommended Content

3) Speakers, Colleagues and Conversations!



Dottie Mazzarella • 1st
Vice President, Gov't Relations at International Code Council
3m • 6

Great day attending the annual Rockland County NYSBOC Chapter Conference! NYSBOC President Valerie Scott, CEO CPCA named May 5th as "Adam Peltz Day" after Rockland County NYSBOC President for all the hard work and dedication to the chapter members and producing such a successful conference!! [International Code Council](#) [#BuildingSafety365](#)



Tamika Sturgeon Dunning • 1st
Manager of Member Services at International Code Council | Market...
2w • Edited • 6

What a wonderful weekend it was in Hartford, CT, spending time with our [International Code Council](#) chapter leaders at the annual Chapter Leadership Academy!

It was our most well-attended event yet, with over 125 chapter leaders gathered to hear presentations related to chapter management, share ideas, and network with industry professionals. This event kicked off Leadership Week + Hearings.

I'm extremely proud of the work that we do at the Code Council, and the incredible individuals and organizations we serve. We are honored to be in partnership with you! I had a wonderful time in the presence of so many great people that I only get to see on Teams calls. A "time" was had by all!!!

Safe travels back home to everyone still in Hartford and I look forward to seeing everyone again very soon -- hopefully at the Annual Conference in Nashville, TN.

For those who missed this year's Chapter Leadership Academy, we look forward to seeing you at the next one! Reach out if you want to know how you can attend.

Special thanks to those who worked to make this a huge success, Ronald Plester, AIA Grayce McGregor Stephen D Jones, CBO, MCR MS, NICEM Jackie Claus Danna Hallmark

[#ICC](#) [#ChapterLeadershipAcademy](#) [#CLA](#) [#chapters](#) [#chapterleaders](#) [#buildingsafety](#)



Joan O'Neil • 1st
Executive Leader | Products & Services | Technology
2mo • 6

Terrific meetings in Scottsdale, AZ at [SPAB \(Standards Publishing Advisory Board\)](#) as we navigate the impact of moving from the digital transformation age to the AI age. It was an honor to chair this event while collaborating with other Standards Development Organizations (SDOs) and the Accuris team. The [International Code Council \(ICC\)](#) has been well represented by our ICC Innovation, and [International Accreditation Service, Inc. \(IAS\)](#) teams. I also had my first Waymo driverless experience!

[#BuildingSafety365](#) [#ICCInnovation](#) [#ICCDigitalCodes](#)



Judy Zakreski 赵简 • 1st
Building Code Ambassador
2w • Edited • 6

Closing out the fantastic 3-day [#SBCS2026](#) conference with the powerhouse [Global Alliance for Buildings and Construction \(GlobalABC\)](#) Adaptation Hub leadership!

Key takeaways:

- 🌟 persistence pays
- 🤝 collaboration is key
- 🔄 adaptation is finally part of the mainstream conversation
- 🚀 ACT NOW - there is something that each of us can do

[#buildingsafety365](#) [#adaptation](#) [#resilience](#)



Recommended Content

4) Behind the Scene Moments

- Behind-the-scenes setup and prep
- Walking into a session as audience arrives
- Pre-event moments with colleagues (arriving, exploring signage, getting ready)
- Post-event recaps and end-of-day moments

Recommended Content

4) Behind the Scene Moments



It was a pleasure spending time with our clients during [Laserfiche](#) Empower week! Our [ICC Innovation](#) Team hosted a client event at Diablo's Cantina, bringing together incredible partners from across the country. Pictured are some of our clients from the City of Tucson, AZ, Cortlandt, NY, and Queensbury, NY.

The evening was a great opportunity to connect outside the event, share insights, and strengthen the relationships that drive innovation forward. Thank you to everyone who joined us and helped make it such a successful event - we truly value the time spent with our clients.

[#LFEmpower](#) [#ClientAppreciation](#) [#Innovation](#) [#ICCFamilyofSolutions](#) [ICC Community Development General Code®](#) [International Code Council](#)



Mark Fasel • 1st
Director of PMG Technical Resources at ICC | Codes & Standards Stra...
1w • Edited •

Great day for training at the beautiful Centennial Center in Veterans Park here in Tulsa, Oklahoma. Today's topic: A2L refrigerants and 2024 I-Codes. Thank you to the [OKLAHOMA MECHANICAL INSPECTORS ASSOCIATION](#) for hosting this event!

[#Training](#) [#Buildingsafety365](#) [#ICC](#) [#Oklahoma](#) [#OMIA](#)



Tamika Sturgeon Dunning • 1st
Manager of Member Services at International Code Council | Marketi...
3mo • Edited •

We had the whole team in our [International Code Council](#) Birmingham office this week planning and discussing ICC Membership strategies. [Ronald Piester](#), [AIA](#) Teresa Morse Joanna Hill and I were excited to have [Grayce McGregor](#) and [Stephen D Jones](#), CBO, MCP, MS, NJCEM in person. I am personally thankful for each of them and the incredible work they do for ICC and our team. I shared our outtake photos as a reminder that if at first you don't succeed try-try again, and again, and again, and again if you have to! LOL. I was trying to use a new selfie stick my daughter gave me for Christmas. As you can see, they supported me with laughter (literally behind my back) and kind words, and I remembered that it's OK to laugh at yourself as well. Never forget that! And the last photo symbolizes that we put our heart and soul in everything we do! And in our biscuits. Make it a great day friends.



[Gabe Maser](#) and 76 others

3 comments • 1 repost



Mohamed Ahmed Amer, MSc • 1st
Managing Director | Building Businesses from the Ground Up | Drivin...
[Visit my website](#)
2mo •

The [International Code Council](#) has recently concluded a five-day, in-person [Oman Building Code \(OBC\)](#) training program in [Muscat](#), hosted at the [Ministry of Housing & Urban Planning](#) Capacity Building Center. The program marked an important step in transitioning the OBC from development to implementation, bringing together several key industry stakeholders to strengthen consistent application, professional judgment and effective enforcement.

Capacity building remains central to turning codes into living tools that advance building safety, [#resilience](#) and [#sustainability](#) across Oman's built environment.

[#ICCMENA](#) [#buildingsafety365](#) [#OmanBuildingCode](#)



NOT RECOMMENDED
CONTENT

Not Recommended Content

1) Posting a Photo Just Because

- If there's no story, context, or purpose, it doesn't need to be posted.

Example Post Copy: "Day 1 at conference!"

Why this doesn't work?

- No context
- No takeaway
- No reason for the audience to care

Not Recommended Content

2) Random Room Photos With No Explanation

- We don't know why this room matters
- It looks like all other conference photos

**TIP: If you're sharing a room photo, explain what is happening— or what you learned while you were there.*

Not Recommended Content

3) The Same “Behind the Table” Photo Over and Over

- We already know you’re working the conference – and repetition makes this photo easy to scroll past.
 - We don’t want **Same Angle, Same Setup, Same Story**

Example Post Copy: “Holding it down at the ICC table today! Come say hi!”

Why this doesn’t work?

- Same post people see often, where they will skip over
- No interaction
- Bland, boring

How to MIX IT UP:

- Share more than one perspective at the table – visitors stopping by, conversations happening, or a view of the activity around you.

Not Recommended Content

4) Alcohol Photos (If you want ICC love)

- If you want your content reposted, shared, or engaged with by ICC, **avoid photos featuring alcohol.**

ICC HASHTAGS: HOW AND WHEN TO USE

ICC Hashtags

Conference Hashtags

- **#ICCAC26**

- Used for Annual Conference content
- Format = #ICCAC + year (changes annually)

Building Safety Month (BSM)

- **#BuildingSafetyMonth2026**

- Primary campaign hashtag (updates each year)

- **#BuildingSafety365**

- Supports year-round messaging

Always Used ICC Hashtags

- **#CodeCouncil**

- **#BuildingSafety365**

ICC Hashtags

Best Practices for Hashtags

- **LinkedIn**

- Recommended: 3-5 hashtags
- AVOID overloading- too spammy

- **Facebook**

- Recommended: 1-3 hashtags
- Hashtags are not as big on this platform

- **Instagram**

- Recommended: 2-5 (5 is the max.)
- Bigger on hashtags, used for search

- **X**

- Recommended: 1-2 hashtags
- Used for trends/key topics

3 FREE TOOLS YOU CAN USE

CANVA

- **What is Canva?** A beginner-friendly tool for creating social media posts, presentation, flyers, and more!
- Works on desktop + mobile



COPILOT

- **What is Copilot?** Microsoft's AI-powered assistant (similar to ChatGPT)
- Helps you create content faster using simple prompts

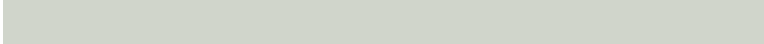


Microsoft
Copilot

HOOTSUITE

- **What is Hootsuite?** A social media management platform
- Lets you manage multiple accounts (Facebook, LinkedIn, Instagram, X) in one place
- Designed to help you schedule, monitor, and engage with your audience





Maxie Zomick

Senior Social Media Manager

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QUESTIONS