



AGC of America  
THE ASSOCIATED GENERAL CONTRACTORS OF AMERICA  
Quality People. Quality Projects.



# Using Social Media to Reach Business Goals

Dana Galvin Lancour, FSMPS, CPSM  
Director of Communications  
Barton Malow Company

Quality People.  
Quality Projects.



# Today's Agenda

- Why Social Media
- How Social Media
- Connect
- Communicate
- Collaborate
- Case Study
- 5 Key Takeaways
- Q & A



# Why Social Media



# Using Social Media to Reach Business Goals



# Goals



**1. Google Rankings/SEO**

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**2. Recruiting/Employee Engagement**

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**3. Branding/Thought Leadership**

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THINK **BIG**  
START *small*





# Using Social Media to **CONNECT** **COMMUNICATE** and **COLLABORATE**





# CONNECT



# CONNECT



W A T G

# CONNECT

The screenshot shows the YouTube channel page for 'Data Center Pulse'. The main video player displays a title card with 'DATA CENTER pulse.ORG' over a background of server racks and a pulse line. Below the player, the video title is 'Episode 26 - Modular Data Center RFP Finalists' with a description mentioning an announcement by Ebay. To the right, a list of other episodes is shown, including 'Episode 20 - Chill Off 2: Vette', 'Episode 19 - Chill Off 2: Rittal', 'Episode 18 - Chill Off 2: OSoft', 'Episode 17 - Chill Off 2: ServerTech', 'Episode 26 - Modular Data Center RFP', 'Episode 16 - Modular Data Center RFP', and 'Episode 15 - The Stack'. The channel name 'Data Center Pulse' and a 'Subscribe' button are visible at the top of the page.



**22 Companies & Partners qualified so far**

[http://datacenterpulse.org/ebay\\_phx\\_rfp](http://datacenterpulse.org/ebay_phx_rfp)

# CONNECT



# CONNECT



The screenshot shows a Yammer social media feed on a browser window. The browser address bar shows 'bartonmalow.com'. The page title is 'Yammer'. The navigation bar includes 'My Feed', 'Groups', and 'Messages'. Below the navigation bar is a text input field with the placeholder 'What are you working on?'. The feed contains several posts:

- Daniel Stone** (ATC & Friends): Brian Threat in Southfield wants to update to SketchUp 2013. We have several network and stand-alone licenses, but don't know who is using them. Please let me know if you or someone you know is using SketchUp. Thanks. (24 hours ago)
- Beth Overmyer**: Sunday evening the Daytona office got together for a team holiday party. Team members participated in spirited games of Uno, Farkle and mini-Cornhole prior to a gift raffle. The DIS team donated over 140 Gifts to Toys for Tots in exchange for raffle tickets for prizes! (Monday at 11:10am)
- Hughes, Linda**: Two of the pictures won't open. Best regards, Linda. (Monday at 11:21am)
- David Price**: great party! thanks everyone for celebrating together...can't believe it's almost Christmas! (Tuesday at 9:58am)

# COMMUNICATE



# COMMUNICATE



## Prologis

**@ProLogis** Denver, CO

*The leading global provider of distribution facilities w/ 435 million SF+ of industrial space in 19 countries. Big on sustainable development, CSR & solar.*

<http://www.prologis.com>



## Ware Malcomb

**@WareMalcomb** 11 offices in N. America

*Architecture, interiors, civil engineering, graphics - experts at commercial real estate, designing projects all over the world!*

<http://www.waremalcomb.com>





# COMMUNICATE

The screenshot shows a website header with a logo on the left that says "40 YEARS" and a navigation menu with "FIRM", "SERVICES", "WORK", and "BLOG". Below the header is a sub-navigation bar with "Articles", "News", "Recognition", and "Studio". The main content area features a section titled "Posts by Brian Skripac" with a profile picture of a man in a suit and glasses. To the right of the photo is a bio: "Brian is the Director of Building Information Modeling (BIM) at DesignGroup. A recognized industry leader, he focuses on the integration of digital design technologies into all of the firms design processes. Brian has transformed the firm's approach to design and construction. He is frequently solicited by institutions, as well as professional organizations to present his expertise on the value BIM brings to industry." Below the bio are contact links for email (bskripac@designgroup.us.com) and Twitter (@BrianSkripac). The main article title is "The Mutually Beneficial Outcomes of Implementing BIM at Ohio State's Wexner Medical Center" with a date of "Tuesday, April 24th, 2012" and a category of "Posted in: News".



# COMMUNICATE

The image shows a screenshot of the YouTube channel page for Barton Malow. The page layout includes a top navigation bar with the YouTube logo, a search bar, an 'Upload' button, and a 'Sign In' button. On the left side, there is a sidebar with navigation options: Popular on YouTube, Music, Sports, Gaming, Education, Movies, TV Shows, News, Live, and Spotlight. Below this is a 'CHANNELS FOR YOU' section with recommendations like Nerdist, towerofsaviors, PTXofficial, SteveKardynal, Kleessentials, and The Game Theorists. The main content area features a large banner image of construction workers on a site, with the Barton Malow logo and website URL (bartonmalow.com) overlaid. Below the banner, the channel name 'Barton Malow' is displayed with a 'Subscribe' button and a subscriber count of 57. Navigation tabs for 'Home', 'Videos', 'Discussion', and 'About' are visible. The 'Recent uploads' section shows three video thumbnails: 'Barton Malow Holiday Safety Message, Tree Trimming' (2:35, 859 views, 1 week ago), 'Barton Malow 2013 LEAPS Intern Interview' (4:45, 187 views, 3 months ago), and 'Wayne State University MBRB Demolition Milestone' (3:38, 248 views, 5 months ago). On the right side, there is a 'Popular channels on YouTube' section with recommendations like HolaSoyGerman, PewDiePie, nigahiga, Smosh, JennaMarbles, and RihannaVEVO, each with a 'Subscribe' button.

# COLLABORATE



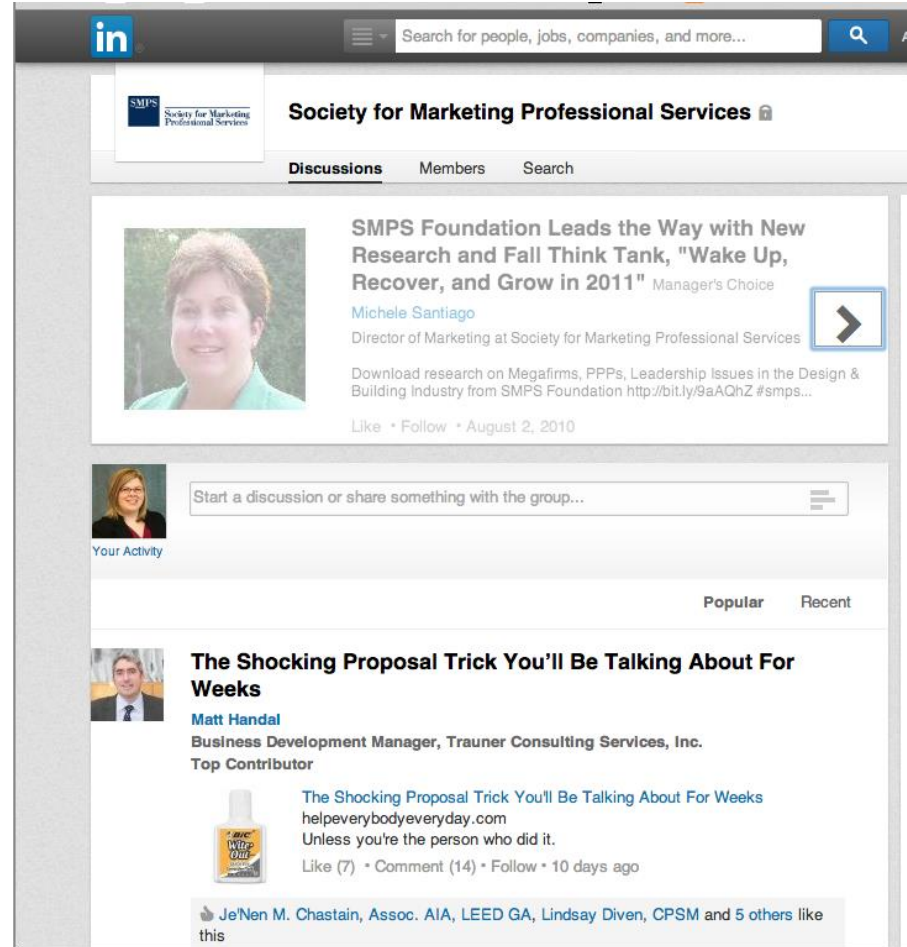
# COLLABORATE



# COLLABORATE



# COLLABORATE



# COLLABORATE



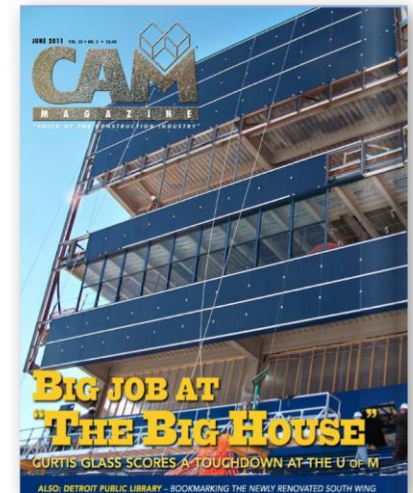
## ***Steel Manufacturer, One of the Largest in the World***





## Social Media Communications Plan

- Professional Photography
- In-house Video Production at Key Milestones
- Project Team Interviews / Testimonials
- Content Development / Articles





**flickr** from Yahoo! Signed in as Barton Malow Company Help Sign Out

Home You Organize & Create Contacts Groups Explore Upload Search

Barton Malow Company · Sets

Arrange Edit Order prints Delete this set

**Severstal, North America** Slideshow Email Facebook Twitter More

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**Barton Malow**

Barton Malow was selected as the General Contractor for Severstal's Pickle Line Tandem Cold Mill (PLTCM) and Hot Dip Coating Line (HDCL) projects. From the PLTCM, roughly 25% of the steel will continue on to the Hot Dip Coating Line (HDCL) via a tunnel between the two adjacent buildings. The HDCL is a high-speed continuous line, capable of applying a precise coating of either zinc or zinc alloy to the surface of the steel strip. The line will produce the "best-in-class" product quality and yield for the exposed automotive market. In addition to serving as the CM Agent on the project, Barton Malow is self-performing all civil, concrete, resteel, resteel fabrication, and mechanical installation services on the hot dip galvanizing process equipment (manufactured by CMI) for the project. The project consists of 18,450 cubic yards of concrete and 2,300 tons of resteel were fabricated and installed by Barton Malow.

28 photos | 18 views | [Add a comment?](#)

Items are from between 25 Oct 2010 & 14 Mar 2011.

[Feed](#) - Subscribe to the set "Severstal, North America"





YouTube

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**Design/Construction Services**  
BartonMalowCo's Channel

All Uploads Favorites

0:27 / 7:50 480p

Info Favorite Share Playlists Flag

**Severstal North America** Like

From: BartonMalowCo | Mar 31, 2011 | 415 views

Barton Malow was selected as the General Contractor for Severstal's Pickle Line Tandem Cold Mill (PLTCM) and Hot Dip Coating Line (HDCL) projects. The 320,000 SF (plus 180,000 band staging area) PLTCM incorporates two separate steel-making processes (pickling and cold milling) combined in a continuous line that spans nearly 1,600 feet. Barton Malow is performing all civil, concrete, resteel, mechanical installation of all equipment, as well as boilermaker work for L... [\(more info\)](#)

[View comments, related videos, and more](#)





YouTube

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## Severstal Bid Model Final

BartonMalowCo

20 videos

Subscribe



0:50 / 1:19 480p

This video is unlisted. Only those with the link can see it. [Learn more](#)

Like Add to Share

0 views

Uploaded by BartonMalowCo on May 25, 2011

no description available

0 likes, 0 dislikes





**Barton Malow Company**  
@bartonmalow UT: 42.607448,-82.992649  
100% American-owned World-Class Construction Firm  
<http://www.bartonmalow.com>

788 Tweets 245 Following 1,356 Followers 72 Listed

Following 245 Followers 1,356

Similar to you - view all

- annescariett - Anne Scarlett
- DMC\_Julian - Julian Bond
- ConstructionMag - ConstructionExecutiv
- TYLI\_Group - TYLI Un International

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ies Media Developers Resources © 2011 Twitter

**Tweets** Favorites Following Followers Lists -

- bartonmalow** Barton Malow Company  
Toledo Public Schools Old Orchard Elementary School was recently highlighted on Ohio's Channel 13-ABC News to... <http://fb.me/Wlys7xy9>  
22 Mar
- bartonmalow** Barton Malow Company  
I posted 5 photos on Facebook in the album "Severstal, North America" <http://fb.me/EkT20aUQ>  
22 Mar
- bartonmalow** Barton Malow Company  
View the latest issue of Marvels featuring clients like Severstal, A123, Maryland General Hospital, University of... <http://fb.me/NER3LPvx>  
1 Apr
- bartonmalow** Barton Malow Company  
Congratulations to Barton Malow's Canyon Power Plant Team for achieving "First Fire" on Unit #4. <http://fb.me/LKV905YS>



## SeverstalNA Severstal NA

Heartfelt thanks to all the wonderful construction workers

@bartonmalow who built our new PLTCM in Dearborn!

18 Aug





**facebook** Search Home Profile Find Friends Account

## Barton Malow Company

Engineering/Construction - Southfield, Michigan Edit Info

Admins (22) See All

Use Facebook as Barton Malow Company

Notifications

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View Insights

Suggest to Friends

Wall Barton Malow Company · Top Posts

Share: Status Photo Link Video Question

Write something...

Barton Malow Company added 4 new photos to the gallery of University of Florida Sun Terrace Expansion Panda Express.

**Brian Fletcher** I would just like to say that as the high seniority driver for McCoig concrete, it has been a pleasure working at Severstal with the guys at Barton Malow, the early morning pours at etc., and I think I speak on behalf of all our drivers. Barton Malow is a class act !  
March 22 at 10:09pm · Unlike · 1 person

Write a comment...

Yesterday at 9:12am · Like · Comment · Share

3 people like this.

Write a comment...

Barton Malow Company

UNCG Research magazine devoted its entire Spring 2011 issue to the joint School of Nanoscience & Nanoengineering. The articles highlight the significance of nanotechnology, the vision of the JSNN's leadership, the features of the new facility and the positive impact it has had on the Triad region. Enjoy!  
[http://www.uncg.edu/rsh/pdfs/UNCGresearch\\_2011E.pdf](http://www.uncg.edu/rsh/pdfs/UNCGresearch_2011E.pdf)  
[http://www.uncg.edu/rsh/pdfs/UNCGresearch\\_2011E.pdf](http://www.uncg.edu/rsh/pdfs/UNCGresearch_2011E.pdf)  
[www.uncg.edu](http://www.uncg.edu)

817 Impressions · 0.24% Feedback  
Monday at 4:01pm · Like · Comment · Share

2 people like this.

Write a comment...

Sample Ad: Barton Malow Company  
Your ad text here.

Like · Marisa Varga likes this.

Promote My Page

Sponsored Create an Ad

Beer Baron - Livonia, MI  
Click "Like" if you LOVE BEER! Beer Baron is SE Michigan's best Craft Beer Store. Build Your own Six Pack from hundreds of beers.  
Like · Joey Price likes this.

Detroit 1-Day COUPON

Hidden Posts

- Info
- Friend Activity
- Photos
- YouTube
- Video
- Events
- Links
- Notes
- Edit

About Edit

Building Innovative Solutions. A world-class, 100% American-owned construct...  
More

2 check-ins

576 people like this

Likes See All

- GradeBeam Construction Communication
- Pure Michigan
- University of Notre Dame
- BSA LifeStructures



The image is a screenshot of the Barton Malow website. At the top left is the Barton Malow logo with the tagline "BUILDING INNOVATIVE SOLUTIONS". To the right is a search bar labeled "ENTER KEYWORDS". Below the search bar is a navigation menu with links for "BID LIST", "SERVICES", "MARKETS", "PROJECTS", "PLACES", "CAREERS", "CULTURE", and "CONTACT". The main content area features a large photograph of an industrial construction site with blue machinery and yellow safety railings. A blue call-to-action box in the bottom right of the image contains the text "SeverStal North America", "Dearborn, MI", and a "View Project >" link.







The screenshot shows the Barton Malow website. At the top left is the Barton Malow logo. To the right is a search bar labeled "ENTER KEYWORDS". Below the logo is a navigation menu with links: BID LIST, SERVICES, MARKETS, PROJECTS, PLACES, CAREERS, CULTURE, CONTACT. Below the navigation is the tagline "BUILDING INNOVATIVE SOLUTIONS". The main content area features a breadcrumb trail: HOME > VOICES > 2011 > APRIL > CASE STUDY: AUTODESK BIM SOFTWARE USED ON STEEL PRODUCTION LINES AT SEVERSTAL DEARBORN PLANT. Below the breadcrumb is the date "April 29, 2011" and the title "CASE STUDY: Autodesk BIM software used on steel production lines at Severstal Dearborn Plant". Under the title are social media interaction buttons: "Like" and "Marisa Varga likes this. · Add Comment". The main text of the case study begins: "Two steel production lines currently under construction for the steelmaker Severstal North America Dearborn (Severstal Dearborn) illustrate Barton Malow's proactive approach to project delivery. To help manage the projects, Barton Malow uses Building Information Modeling (BIM) software from Autodesk, including Autodesk® Navisworks® Manage, Autodesk® Revit® Structure, Autodesk® Revit® Architecture, and Autodesk® Revit® MEP software. Playing a key role from preconstruction to handover to the client, BIM is an integrated process that has helped Barton Malow throughout this project. Read the Case Study on Severstal NA Dearborn." To the right of the main text is a sidebar titled "Voices - Recent Posts" containing a list of four posts. The first post is "Gateway University JSNN Project Surpasses Minority Participation Goals" dated May 5, 2011. The second is "Florida Hospital Nicholson Center for Surgical Advancement Tops Out" dated May 4, 2011. The third is "Barton Malow and L.C. Gaskins Take Home Top Honors at this Year's AGC of Greater Florida Horizon Awards" dated May 2, 2011. The fourth post, "The BIM process at Severstal NA", dated May 2, 2011, is highlighted with a red rectangular border and a yellow star icon. Below it is the case study title "CASE STUDY: Autodesk BIM software used on steel production lines at Severstal Dearborn Plant" dated April 29, 2011.

The screenshot shows the Autodesk website's 'Construction' section. At the top, the Autodesk logo is on the left, and navigation links for 'Company', 'Contact Us', and 'Partners' are on the right. Below the logo, there are links for 'Industries', 'Products', 'Purchase', 'Support', and 'Community'. A search bar is located to the right of these links. Further down, there are links for 'United States' and 'Worldwide Sites'. The main content area is titled 'Construction' and features a sidebar with categories like 'Drafting & Modeling', 'Quantity Takeoff', 'Construction Project Management', and 'Collaboration'. The main article is titled 'Barton Malow: Construction Services' and includes a sub-header 'Michigan-based general contracting company uses Autodesk Building Information Modeling (BIM) software for preconstruction, construction, and handover of steel production lines at the Severstal Dearborn Plant.' Below the text is a 3D BIM model of a steel production line. A 'View Larger' link is provided below the image. The article concludes with a 'Project Summary' section.

**Autodesk** Company Contact Us Partners

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Home > Industries > Architecture, Engineering & Construction > Construction

## Construction

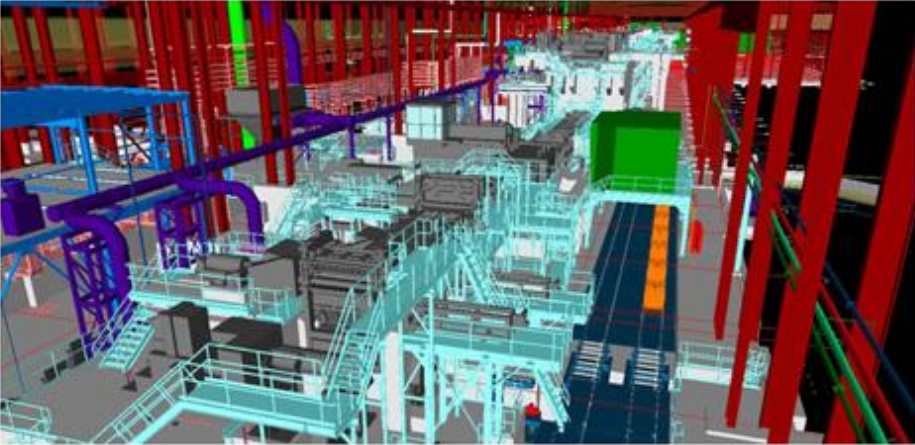
Share

**Drafting & Modeling**  
Quantity Takeoff  
Construction Project Management  
Collaboration

Industry Initiatives  
**Customer Stories**  
News & Events  
White Papers

### Barton Malow: Construction Services

Michigan-based general contracting company uses Autodesk Building Information Modeling (BIM) software for preconstruction, construction, and handover of steel production lines at the Severstal Dearborn Plant.



[View Larger](#)

**Project Summary**  
Founded in 1924, Barton Malow delivers a broad range of construction services, including general contracting and construction management. From planning to closeout, Barton Malow can help advance even the largest and most complex projects more efficiently. Two steel production lines currently under construction for the steelmaker Severstal North America Dearborn (Severstal Dearborn) illustrate Barton Malow's proactive approach to project delivery. To help manage the projects, Barton Malow uses Building Information Modeling (BIM) software from Autodesk, including Autodesk® Navisworks® Manage, Autodesk® Revit® Structure, Autodesk® Revit® Architecture, and Autodesk® Revit® MEP software. Playing a key role from preconstruction to handover to the client, BIM is an integrated process that has helped Barton Malow to:



Barton Malow performed all project equipment installation services. Over 750 major equipment units will be moved, staged and installed by our team utilizing a set quality and commissioning process.

**EQUIPMENT INCLUDES:**  
 Mill Stands, Transformers, Storage Tanks, Pumps, Rollers, Conveyors, Trimmers, Drive Equipment, Carousel Tension Drive & Reel, Looper Equipment, Levelers, Deflector Rolls, Laser Beam Welder, Entry Processor, Furnace, After-Pat Cooling Tower and Temper Mill

BUILDING INNOVATIVE SOLUTIONS

## A RESURGENCE

by Steve Freed

The steel industry is experiencing a welcome resurgence in the United States. The Severstal Dearborn Modernization Program in Dearborn, Michigan is part of this vital market revitalization. Barton Malow is managing the construction program, self performing civil, concrete, resteel production and installation, process equipment setting and installation as well as structural and miscellaneous steel.

The massive modernization program includes the Pickle Line Tandem Cold Mill, Hot Dip Coating Line, Hot Strip Mill and numerous smaller projects all-totalling over \$600 million. The projects will be completed within an aggressive 17-month schedule. From end-to-end the PLTCM and HXCL projects spans nearly one mile in length encompassing over 800,000 square feet of production and storage area.

Safety is a key element - there will be well over 900 team members on site at any time. Barton Malow formed a partnership with MROSHA along with the State of Michigan, Labor Unions and Severstal to protect workers. Collectively, the projects entail 1.3 million manhours with over 2,300 safety orientations.

Building Information Modeling (BIM) is a key component to this large-scale, schedule-driven project. Barton Malow applied a BIM approach from the beginning of the bid process through preconstruction, construction and equipment installation. The initial model verified quantities, logistics approach, work-in-place and sequencing to aid estimating and project management.

The BIM model integrated all systems (over 6,000 drawings for the PLTCM Project). Subcontractors participated in continuous updates integrated into one primary project model. Review meetings resolved any interferences before fabrication and field installation. To date, over 800 interferences have been resolved avoiding cost and schedule delays associated with material, fabrication and labor inefficiencies.

▶ WATCH THE PROJECT TEAM IN ACTION



ISSUE 11A

**Barton Malow**

# Marvels

BARTON MALOW NEWS

## Innovators

PERSONNEL PROFILE

**CHRIS HORNEY, LEED AP**   
Project Engineer, Severstal Dearborn Modernization Program



The Severstal Pickle Line and Tandem Cold Mill (PLTCM) is the first *large-scale* opportunity to implement BIM for our **self perform trades**. This project and the lessons learned has impacted how we deliver self perform work.

At PLTCM, Barton Malow's preconstruction team used BIM to model project concrete. Creating a model sped-up project understanding, allowing the team members to visualize items onsite crews would need during construction. We were also able to use quantities pulled from the model to verify our estimate.

After realizing the BIM benefits in preconstruction, a decision was made to place Chris Horney, LEED AP on site as full-time BIM coordinator for the project duration. Chris immediately submitted RFI's to clear up dimensional busts realized during model creation. He developed a process to export points from the model in AutoCAD into Total Stations for field layout. This process cut layout time in half and saved area foremen 10-15% in coordination time. We also used Navisworks Manage to coordinate trades and implemented Vela systems via tablet PC's to digitize parts of our QA/QC, punchlisting, and equipment commissioning work. This provided time-savings and a usable, digital database for facilities management once construction is complete.



[▶ HEAR MORE ABOUT THE BIM PROCESS](#)

BUILDING INNOVATIVE SOLUTIONS

[www.bartonmalow.com](http://www.bartonmalow.com)

CONTACT  
**DANA GALVIN, CPSM**  
FOR MORE INFORMATION







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Issue: 08/01/2011

## Auto Sector Expands On Hybrid, Electric Cars

07/27/2011

By John Gregerson

[ Page 1 of 2 ]

Text size: **A** **A**



If the Obama administration can engineer it, one million hybrid and electric vehicles will hit American roads by 2015. The president's goal is to accelerate construction of manufacturing plants with federal loans and grants.

In July, the U.S. Dept. of Energy made a \$730-million loan commitment to Dearborn, Mich.-based Severstal North America to fund the construction and modernization of finishing facilities that will supply advanced high-strength steel for fuel-efficient vehicles. Severstal estimates the projects will generate 2,500 construction jobs for Detroit-area workers.

As a provision of the Advanced Technology Vehicles Manufacturing Loan Program, DOE has set aside \$25 billion to increase production of clean, renewable fuels. The initiative also funded a substantial portion of a \$1.7-billion Nissan battery plant currently under construction in Smyrna, Tenn.

To date, DOE has issued more than \$9 billion in loans to vehicle manufacturers, including Ford Motor Co., Fisker Automotive, Tesla Motors and Vehicle Production Group, according to a DOE spokesperson who says the loans require the plants be built in the U.S.

Under the American Recovery and Reinvestment Act, DOE has issued grants to construct more than 30 battery and component plants in 19 states, including a \$244-million electric-motor plant for GM in Baltimore, the first of its kind built by a U.S. automaker. By 2015, the projects will have the capacity to exceed 600,000

JULY 2011 VOL. 32 • NO. 4 • \$4.00

# CAM

MAGAZINE

VOICE OF THE CONSTRUCTION INDUSTRY

## BLOOD, SWEAT AND GEARS

### Barton Malow Modernizes Dearborn Steel Facility with Heavy Equipment and Experience

CENTRAL MICHIGAN UNIVERSITY - EVENT CENTER MORE THAN JUST A CHIP OFF THE OLD BLOCK





LinkedIn Account Type: Basic
Marisa Varga, CPSM, LEED AP [Add Connections](#)

Home Profile **Contacts** Groups Jobs **Inbox 13** Companies News More
People  [Advanced](#)

[Find A Great Job Now - \\$100K+ Jobs Database- \\$100K+ Jobs at TheLadders](#) From: TheLadders.

People [Go back to Home Page](#)
[Suggest a profile update for Mario](#)

**Mario Garza** (1st)

Preconstruction Manager at Barton Malow Co.  
Greater Detroit Area | Construction

**Current**

- Preconstruction Manager at Barton Malow Co.

**Education**

- University of Michigan

**Connections**

174 connections

**Websites**

- Barton Malow Company
- ACI Greater Michigan Chapter

**Public Profile**

<http://www.linkedin.com/pub/mario-garza/8/638/70a>

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**The Ladders** Find \$100K+ jobs in your area

**FIND A GREAT JOB NOW**

**Mario's Activity**

Mario Garza is now connected to Mike Jacobsen  
6 days ago

[See more Activity](#)

**Contact Information**

**Email & Phone:**

mario.garza@bartonmalow.com primary

**Tags:**  
[Edit tags](#)

**Notes:**

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**Mario's Connections (174)**

**Shared (56)**

**Gregg Montowski**  
Director of Sales & Marketing at Construction Association of Michigan

**Lee Sellenraad**  
Director of Project Development at Barton Malow

**Donna Jakubowicz**  
Corporate Marketing Director at Barton Malow Company

**Experience**

**Preconstruction Manager**  
**Barton Malow Co.**  
Construction industry  
Currently holds this position  
[Recommend](#) Mario's work at Barton Malow Co.

---

**Education**

**University of Michigan**  
BSE CEE, Civil Engineering  
1994 – 1998  
[Recommend](#) Mario's work at University of Michigan

---

**Additional Information**

**Websites:**

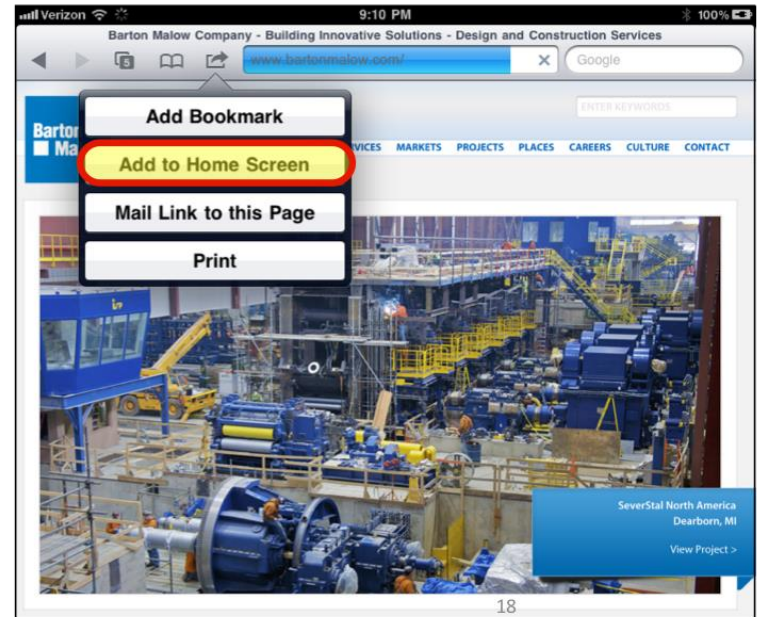
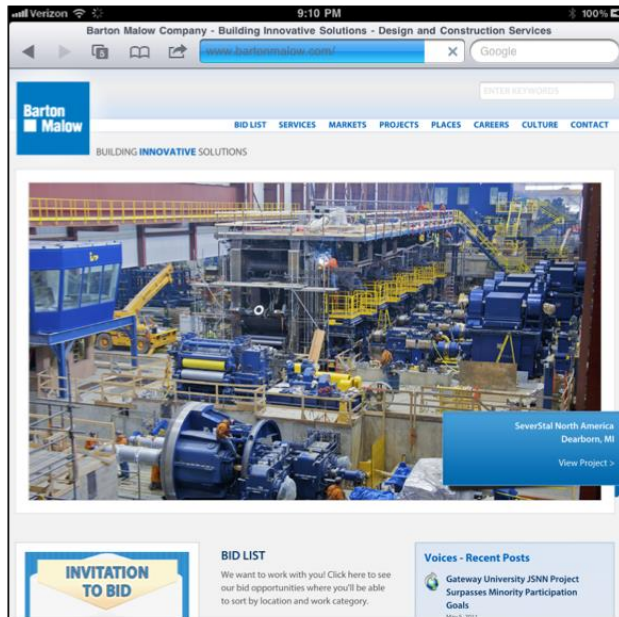
- Barton Malow Company
- ACI Greater Michigan Chapter

**Interests:** hunting, fishing, baseball, football, golf

**Groups and Associations:**

- [ACI](#) American Concrete Institute [Join](#)
- [Barton Malow Company](#) Already a member
- [Concrete Construction Magazine](#) [Join](#)
- [Letterwinners M Club](#) [Join](#)
- [Linking CONSTRUCTION](#) [Join](#)
- [PCA](#) Portland Cement Association [Join](#)





# KEY TAKEAWAYS



# Using Social Media to Reach Business Goals



## **Dana Galvin Lancour, FSMPS, CPSM**

Director of Communications

[dglancour@bartonmalow.com](mailto:dglancour@bartonmalow.com)

## **Barton Malow Company**

Follow us on **TWITTER**: [www.twitter.com/bartonmalow](http://www.twitter.com/bartonmalow)

Find us on **FACEBOOK**: [www.facebook.com/bartonmalow](http://www.facebook.com/bartonmalow)

Connect on **LINKEDIN**: [www.linkedin.com/danagalvin](http://www.linkedin.com/danagalvin)

## AGC Business Development Forum

- Visit [www.agc.org/businessdevelopment](http://www.agc.org/businessdevelopment) for more information.
- Not a member of the Forum? Email Sarah Gallegos at [gallegoss@agc.org](mailto:gallegoss@agc.org).
- Follow the Building Division & AGC of America on Twitter @AGCBuildingDiv & @AGCofA
- [Click here](#) to connect with the Building Division on LinkedIn