

## LINKEDIN: STRENGTH IN NUMBERS

Maintaining an active and up-to-date LinkedIn profile is important – not only does it offer a valuable opportunity to engage with your industry peers, it also enables SCNZ messages to be shared with a broader audience.

The collective use of LinkedIn by SCNZ members will help to enhance SCNZ’s reputation and build rapport for the wider structural steel construction industry.

This document is a guide to sharing SCNZ material, posting your own content and building your online profile as a structural steel construction ambassador.

## SHARING

Sharing content on LinkedIn is straightforward. To ‘share’ an article from SCNZ:

- Simply type ‘Steel Construction New Zealand’ into the ‘Search’ bar to find its LinkedIn company profile
- Click ‘Follow’ to have SCNZ updates show up in your LinkedIn feed
- Scroll down to view SCNZ’s posts and activity
- To share, click the ‘Share’ button at the bottom of the post
- This ‘posts’ the article directly to your profile and you can also write your own comment above the post.

Examples of SCNZ LinkedIn content:

**Steel Construction New Zealand (SCNZ)**

1mo

⋮

Congratulations to the Excellence in Steel Overall Supreme Award winner, PFS Engineering for Canada Street Bridge!  
Well done to all our category winners.  
SCNZ will be holding the Excellence in Steel Awards annually from 2018.  
To see all the winners for the Excellence in Steel Awards 2017, please click <https://lnkd.in/gd52njY>



8 Likes

Like
Comment
Share

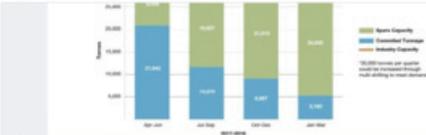
**Steel Construction New Zealand (SCNZ)**

7mo

⋮

SCNZ’s recent quarterly fabricator forward-workload survey has indicated that there is still significant spare industry capacity for the final two quarters of 2017 – estimated at 38,540 tonnes, based on a current estimated total capacity of 120,000 tonnes per annum.

Read the 3rd edition of the Structural Steel Industry Snapshot report <https://lnkd.in/gcPFGry>



Quarter	Industry Capacity (tonnes)	Spare Capacity (tonnes)
Q4-2017	120,000	38,540
Q3-2017	120,000	38,540
Q2-2017	120,000	38,540
Q1-2017	120,000	38,540

**KEY INDUSTRY STATS**

In the past two decades demand for structural steel solutions has grown substantially. Today, structural steel’s share of the multi-level construction market is more than 50 per cent nationwide. In Christchurch, due to structural steel’s strong seismic performance credentials, market share is over 80 per cent - up from virtually nil before the Canterbury earthquakes.

- Market share: 50 per cent nationally and 80+ per cent in Christchurch
- Annual output: circa 100,000 tonnes in the past 12 months
- Current annual capacity: estimated at 120,000 tonnes, which could be increased by multi-shifting to meet demand
- Material certification: approximately 75 per cent of steel used by New Zealand’s structural steel sector is third-party certified
- Number of fabricators: 84 nationwide
- Employment: approximately 5,000 workers
- Industry investment: six new state-of-the-art workshops built since 2007
- Fabricator certification - 27 fabricators representing over 75% of the sector’s annual output participate in an independent quality assurance scheme, SPC

**Structural Steel Industry Snapshot**  
scnz.org

Like
Comment
Share

## POSTING

---

To post your own article:

- On your LinkedIn feed, there is a box at the very top that allows you to 'Share an article, photo, video or idea'. You can write directly into the text box and add images to supplement your post. It could be your own original content, or you can use SCNZ content. For example, you could copy and paste text and images from SCNZ's *Steel Futures* newsletter into the required fields – make sure to include a link to SCNZ's LinkedIn company profile. When finished, click 'Post' and it will appear on your LinkedIn page.
- Alternatively, click 'Write an article'. This will allow you to enter a headline, write the body of the text and insert pictures as needed. When you have finished, click 'Publish' to post the article to your LinkedIn page.

Content ideas:

- SCNZ news and information
- Project information and updates
- Thought leadership articles
- Wider industry news and developments.

## CONNECTING

---

A strong LinkedIn network will help to spread SCNZ and structural steel industry messages.

LinkedIn can be a valuable networking tool if you use it to connect with relevant people in your professional fields. It is also a great way to get a glimpse of what is happening across SCNZ and all sectors of the industry.

Check you are connected with:

- Colleagues
- Industry peers
- Wider industry connections

Start strengthening your connections by interacting with them on LinkedIn. To demonstrate interest, 'Like' or 'Comment' on their posts.

### BEYOND LINKEDIN

Sharing SCNZ content is not restricted to LinkedIn. You can utilise other social networking platforms (e.g. Twitter and Facebook) to share news and information that is relevant to you and your network. This may be personal updates on a project you have been working on, sharing articles you have found online or simply posting SCNZ content.