

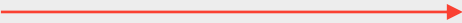
AIA’s campaign hashtags:

- **#BlueprintForBetter** (for AIA’s advocacy campaign galvanizing support for sustainability and equity in architecture)
- **#OneAIA** (membership campaign speaking to the unification of local, state and national campaigns and architects as one community)
- **#FutureFocused** (for EDI themes within the profession; this is currently attached to our year-long video series called Future Focused)

How to use:

1. Use these hashtags as it relates to the theme of your post (advocacy, membership or EDI themes) along with brand hashtag #AIA. **Example:** #OneAIA #AIA
2. If it relates to several themes, feel free to mix and match. **Example:** #FutureFocused #BlueprintForBetter #AIA
3. Feel free to add on other “industry” related hashtags and/or “event” hashtags. **Example:** #BlueprintForBetter #AIA #Architecture #Architects #COP28

Follow this structure when building your hashtag sequence, moving from left to right, using those hashtags that apply. (Note not all events and relevant themes are listed here, so please add based your event’s official hashtag or any other relevant theme.



Campaign hashtags	AIA events	External events	Industry hashtags	Relevant themes
#OneAIA #BlueprintForBetter #FutureFocused with #AIA (brand hashtag)	#AIA24 #AIAWLS #AIALeads24	Examples: #NOMA #COP28 #SWSW #Aspenideas #ClimateWeekNYC	Examples: #Architecture #Architects #AECIndustry #WomenArchitects #WomenInArchitecture	Examples: #sustainabledesign #design #landscapedesign #womenindesign

When to tag AIA:

Feel free to tag @AIANational across social media and the social team will be notified.