



April 13–19, 2025

Social Media Toolkit

Please use these sample social posts for your posts about Architecture Week this year! Use as-is after inputting your event information or put your own spin on them.

Official hashtag: #ArchitectureWeek

Secondary hashtags: #NationalArchitectureWeek, #AIA, #BecomeAnArchitect

AIA landing page (shortened link): <https://bit.ly/3Pva0Ro>

Sample social posts

Creative is editable Canva templates.

1. [Call for volunteers during Architecture Week](#)
2. [Check out our wishlist](#)
3. [Celebrating Architecture Week](#)
4. [Climate cards](#)
5. [Announcing Architecture Week](#)
6. [Recap of Architecture Week activities](#)

AIA social handles

Facebook: @AIANational/The American Institute of Architects

LinkedIn: The American Institute of Architects

Twitter/X: @AIANational

Instagram: @aianational

Pre-Architecture Week (prior to April 13, 2025)

1. Call for volunteers during Architecture Week



[Access creative \(Facebook, LinkedIn, Twitter\) >](#)



[Access creative \(Instagram\) >](#)

Facebook & LinkedIn	<p>We need YOU to join us during #ArchitectureWeek, April 13-19, 2025! 🤔 🤔 🤔</p> <p>To celebrate Architecture Week, we are going all in on K-12 programming and events, and we need your help as a volunteer! Will you help us inspire the next generation to learn about the power of #architecture and #design?</p> <p>Sign up now: [LINK]</p> <p>#AIA #NationalArchitectureWeek #Architects</p>
Instagram	<p>We need YOU to join us during #ArchitectureWeek, April 13-19, 2025! 🤔 🤔 🤔</p> <p>To celebrate Architecture Week, we're going all in on K-12 programming and events, and we need your help as a volunteer!</p> <p>Will you help us inspire the next generation to learn about the power of #ArchitectureAndDesign?</p> <p>↑ Sign up via link in bio ↑</p>

	#AIA #NationalArchitectureWeek #Architects
X/Twitter	<p>We need YOU to join us during #ArchitectureWeek, April 13-19, 2025! 🤔 🤔 🤔</p> <p>To celebrate, we're going all in on K-12 programming and events, and we need your help as a volunteer! Sign up now to inspire youth to learn about the power of design: [LINK]</p>

2. Checkout our wishlist



[Access creative \(Facebook, LinkedIn, Twitter\) >](#)



[Access creative \(Instagram\) >](#)









3. Celebrating Architecture Week



[Access creative \(Facebook, LinkedIn, Twitter\) >](#)



[Access creative \(Instagram\) >](#)

<p>Facebook & LinkedIn</p>	<p>We're celebrating #ArchitectureWeek with @The American Institute of Architects this year, happening April 13–19!</p> <p>To celebrate, we are focusing on our K-12 programming to inspire the next generation to consider #architecture. Here's our plans for this year:</p> <ul style="list-style-type: none">  Event title  Event title  Event title <p>Learn more about #ArchitectureWeek here: https://bit.ly/3Pva0Ro</p>
<p>Instagram</p>	<p>We're celebrating #ArchitectureWeek with @aianational this year, happening April 13–19!</p> <p>To celebrate, we're focusing on our K-12 programming to inspire youth to learn about the power of design. Check out what we plan to do:</p> <ul style="list-style-type: none">  Event title  Event title  Event title <p> Learn more about #ArchitectureWeek via link in bio </p> <p>#AIA #NationalArchitectureWeek #K12education</p>
<p>X/Twitter</p>	<p>We're celebrating #ArchitectureWeek with @AIANational this year, happening April 13–19!</p> <p>To celebrate, we're focusing on our K-12 programming to inspire youth to learn about the power of design. Learn more: https://bit.ly/3Pva0Ro #NationalArchitectureWeek</p>

4. Climate Cards

1 Design for pedestrians & traffic flow

Traffic jams! Architects plan design elements to encourage people to walk, bus, or bike to buildings.

TASK
Use the building materials to create ways to reduce vehicle use and traffic.

ENVIRONMENTAL BENEFITS

- Reduces carbon emissions from traffic congestion
- Encourages exercise
- Reconnects people with nature

2 Design for renewable energy

Buildings are responsible for 40% of carbon emissions every year! Architects add renewable energy sources to their design to reduce carbon emissions.

TASK
Use the building materials to create ways for your building to produce its own energy using natural energy sources.

ENVIRONMENTAL BENEFITS

- Reduces carbon emissions
- Reduces stress on the existing electrical grid
- Utilizes natural renewable energy sources like wind, water, and sun

3 Design for water conservation

Water conservation helps save money and the environment. It's the architect's responsibility to make a building and its surrounding site water efficient.

TASK
Use the building materials to create ways to conserve water and to collect rain.

ENVIRONMENTAL BENEFITS

- Reduces stress on the existing municipal water system
- Reduces run-off pollution into bodies of water
- Utilizes natural renewable energy sources

4 Design for extreme weather

Storms incoming! Architects use specific design strategies to keep buildings safe and make communities more resilient to the extreme weather caused by natural disasters.

TASK
Use the building materials to create ways to make your building more resilient to the high winds caused by hurricanes or storms.

ENVIRONMENTAL BENEFITS

- Reduces building damage & environmental pollution
- Reduces injury and loss of life
- Conserves the environment & natural weather conditions design

5 Design for earthquakes

Earthquakes can cause serious damage. Architects use a variety of design strategies, such as shear walls, pendulums, and the removal of ground floor columns, to keep buildings standing and people safe.

TASK
Use the building materials to make your building safe to withstand or recover quickly from an earthquake.

ENVIRONMENTAL BENEFITS

- Reduces building damage & environmental pollution
- Reduces injury and loss of life
- Conserves the environment & natural weather conditions design

6 Design for healthy living

Lettuce (let us) promote healthy eating through design! Designers incorporate renewable food sources to promote healthy living & eating in buildings and communities.

TASK
Use the building materials to create ways to add renewable food sources.

ENVIRONMENTAL BENEFITS

- Reduces carbon emissions from travel to grocery stores
- Encourages healthy eating and living
- Reconnects people with nature

7 Design for high heat

AC isn't the only way to keep cool in the summer. Architects design buildings to be heat-resilient using windows, shade, green roofs, and more.

TASK
Use the building materials to create ways to naturally cool your building and offset its energy requirements.

ENVIRONMENTAL BENEFITS

- Reduces carbon emissions from air conditioning
- Encourages natural ventilation
- Reconnects people with nature

8 Design for flooding

Climate change causes rising sea levels, which leads to flooding for millions of people. It's an architect's job to make a building resilient to floods.

TASK
Use the building materials to create ways to help your building adapt to rising flood waters.

ENVIRONMENTAL BENEFITS

- Reduces building damage & environmental pollution
- Reduces injury and loss of life
- Conserves the environment & natural weather phenomena to inform design

9 Design for drought

Some parts of the country experience droughts year-round. Architects use design strategies to collect and contain rainwater for irrigation and other purposes.

TASK
Use the building materials to create ways to collect and retain rainwater on-site for future use.

ENVIRONMENTAL BENEFITS

- Reduces stress on the existing municipal water system
- Reduces run-off pollution into bodies of water
- Utilizes natural renewable energy sources

10 Design for equitable communities

Equitable communities remove barriers and borders, physical or mental, and enable people to gather and connect, live, and flourish to their highest potential!

TASK
Use the building materials to create ways to create an equitable community that connects the needs of the masses. Consider design with universal design principles, universal accessibility, universal design, and more to create spaces that are usable by all.

ENVIRONMENTAL BENEFITS

- Characterizes a healthy food system
- Safe and diverse public spaces, public, and semi-public
- Provides overall physical and mental well-being to communities

[Access Creative >](#)

Facebook & LinkedIn

Looking for an #architecture-inspired activity to do with your kids or students? We got you. Best part? It includes Legos. 🧱

During #ArchitectureWeek in 2025, we're inspiring youth to learn about the power of #architecture and #design. As authors of the #BuiltEnvironment, architects have extensive opportunities to design resilient and sustainable communities.

This activity puts that power into the hands of students, where they can imagine and design unique solutions to common climate-related issues architects face. With Legos, of course. 😊

➡ Share this with the teachers and educators in your life! ⬅

Get the directions here: <https://bit.ly/3Pva0Ro>

#AIA #NationalArchitectureWeek #BecomeAnArchitect #Sustainability @The American Institute of Architects

Instagram

Looking for an #architecture-inspired activity to do with your kids or students? We got you. Best part? It includes Legos. 🧱

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⤴ Get the directions via link in bio ⤵

#AIA #NationalArchitectureWeek #ClimateAction #SustainableDesign
#BecomeAnArchitect @aianational

During Architecture Week (April 13–19, 2025)

5. Announcing Architecture Week



[Access creative >](#)

Facebook & LinkedIn	<p>#ArchitectureWeek is finally here! 🎉</p> <p>This year, we’re excited to promote #architecture as a vital and popular career option for students who express interest in drawing, creating, building, and problem-solving. Starting early is 🔑. That’s why we're highlighting our K-12 events and programming to inspire a future generation of #architects.</p> <p>Tell us—how are you celebrating? Let us know in the comments! ↓</p> <p>Learn more about #ArchitectureWeek here: https://bit.ly/3Pva0Ro</p> <p>#AIA #NationalArchitectureWeek @The American Institute of Architects</p>
Instagram	<p>#ArchitectureWeek is finally here! 🎉</p> <p>This year, we’re excited to promote #architecture as a vital and popular career option for students who express interest in drawing, creating, building, and problem-solving. Starting early is 🔑. That’s why we're highlighting our K-12 events and programming to inspire a future generation of #architects.</p> <p>How are you celebrating? Let us know in the comments! ↓</p> <p>#AIA #NationalArchitectureWeek #ArchitectureAndDesign @aianational</p>
X/Twitter	<p>#ArchitectureWeek is finally here! 🎉</p>

This year, we're excited to promote #architecture as the vital and popular career option for students who express interest in drawing, creating, building, and problem-solving because starting early is key. Learn more:

<https://bit.ly/3Pva0Ro>

Post-Architecture Week (After April 19, 2025)





Note—You may also use this post during Architecture Week if you'd like to post your recap immediately.

6. Recap of Architecture Week activities

[Access creative \(1080x1920\) >](#)

[Access creative \(1920x1080\) >](#)

These are video templates. In each of the 2.5-second slots, you can replace the videos with your own, duplicate slides to add more videos or photos and adjust the timing to be longer or shorter. For more guidance on basic video editing in Canva, [visit this link](#).

Facebook & LinkedIn	<p>How did we celebrate #ArchitectureWeek in 2025? Check it out! </p> <p>ArchWeek is focused on K-12 programming that inspires youth to learn about the power of #architecture and #design. To celebrate, we [INSERT YOUR EVENT DETAILS/DESCRIPTION].</p> <p>Do you want to help inspire the next generation of #architects? You can support us! Learn how: https://bit.ly/3Pva0Ro</p> <p>#AIA #NationalArchitectureWeek</p>
Instagram	<p>How did we celebrate #ArchitectureWeek in 2025? Swipe! </p> <p>ArchWeek is focused on K-12 programming that inspires youth to learn about the power of #architecture and #design. To celebrate, we [INSERT YOUR EVENT DETAILS/DESCRIPTION].</p> <p>Do you want to help inspire the next generation of #architects? You can support us! Visit the link in bio to learn more </p> <p>#AIA #NationalArchitectureWeek @aianational</p>
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