

Draft Social Media Posts

FACEBOOK POSTS

- New research from MIT takes a life-cycle approach to measure the full environmental costs of building and paving materials. MIT's initial report shows homes built with concrete realize long-term energy savings of >20% compared to wood. Studies also show that concrete office buildings see HVAC energy savings of 5% - 6% annually compared to steel. Check out MIT's findings at www.WhatAreTheRealCosts.org!
- MIT's latest research on the life-cycle environmental impact of building and paving materials sheds light on the "use phase." MIT's new studies show that the use phase, which has not been fully addressed in other studies, represents the bulk of life-cycle CO2 emissions – up to 85% for high-volume highways and over 90% for residential buildings.
- Ongoing studies at the Massachusetts Institute of Technology are showing it's possible to measure the full environmental costs of building and paving materials over a time frame that matches up with the real world life of roads and buildings. That's 50 years for pavements and 75 years for buildings. Learn more at <http://web.mit.edu/cshub>!
- Word of the day? Life-cycle. It's the best way to measure the full environmental & economic costs of infrastructure and building projects. Visit www.WhatAreTheRealCosts.org to learn more!
- MIT released cool new research today showing concrete is one of the most sustainable building materials in the world. Check it out at <http://web.mit.edu/cshub>!
- Wood, steel, or concrete – which is the most energy-efficient building material? Find the answer at www.WhatAreTheRealCosts.org!

TWITTER POSTS

- Word of the day? Life-cycle. Best way to measure enviro/econ costs of infrastructure/buildings. www.WhatAreTheRealCosts.org!
- New MIT research on concrete, one of the most sustainable building materials in the world. Learn more at <http://web.mit.edu/cshub>!
- Wood, steel, or concrete – which is the most energy-efficient building material? Find the answer at www.WhatAreTheRealCosts.org!
- MIT: concrete office buildings see HVAC energy savings of 5%-6% annually compared to steel.
- Pavement: age 50. Buildings: age 75. Learn more at www.WhatAreTheRealCosts.org!