

SOCIAL MEDIA INSTRUCTIONS

National Roofing Week will be held August 24 - 28, 2020 and social media plays a crucial role in its success. Following are some tips to help make your National Roofing Week social media posts stand out.



Facebook

Share your company's photos and videos on Facebook and write a message to post with your photo or video, making sure you include **#RoofingWeekCanada #CRCA #NationalRoofingWeek**.

For example: **"We are proud of our roofing crews! Keep up the great work!"**
#RoofingWeekCanada #CRCA #NationalRoofingWeek. Be sure to tag **"Canadian Roofing Contractors Association"** (spelling out the name) in your posts.



Twitter

Share your company's photos and videos on Twitter and be sure you include **#RoofingWeekCanada #CRCA #NationalRoofingWeek** and **@CRCAnews** in your tweet.

For example: **"We are proud of our roofing crews! Keep up the great work!"**
#RoofingWeekCanada #CRCA #NationalRoofingWeek @CRCAnews



LinkedIn

Share your company's photos and videos on LinkedIn and be sure to include **#RoofingWeekCanada #CRCA #NationalRoofingWeek** and tag **"crcanews"**



National Roofing Week

AUGUST 24-28, 2020

LOGOS

To download National Roofing Week logos or additional marketing material visit roofingcanada.com/nrw.

National Roofing Week social media schedule

Monday, August 24	Employee appreciation – share photos of your company's employees
Tuesday, August 25	Employee training – share photos that demonstrate how you train your workers
Wednesday, August 26	Charitable projects/events – share photos that demonstrate your company's charitable giving or participation in charitable events
Thursday, August 27	Signature projects – share photos of your company's signature industrial, commercial or institutional projects
Friday, August 28	Celebration/Specification writers/Architects/Designers/Consultants – share photos showing us how your company celebrated National Roofing Week

If you have questions or need help regarding sharing your company's photos on social media during National Roofing Week, please contact:

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