

## SOCIAL MEDIA INSTRUCTIONS

National Roofing Week will be held June 7 to 11, 2021 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** and **#RoofingCanada**.

For example: **"We are proud of our roofing crews! Keep up the great work!"**  
**#RoofingWeekCanada** and **#RoofingCanada**. 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** **#RoofingCanada** and **@CRCAnews** in your tweet.

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



### LinkedIn

Share your company's photos and videos on LinkedIn and be sure to include **#RoofingWeekCanada** **#RoofingCanada** and tag **@Canadian Roofing Contractors Association**



# National Roofing Week

JUNE 7-11, 2021

## LOGOS

To download National Roofing Week logos or additional marketing material visit [roofingcanada.com/nrw](http://roofingcanada.com/nrw).

### National Roofing Week social media schedule

Monday, June 7:	<b>Signature projects</b> – share photos of your company's signature industrial, commercial or institutional projects
Tuesday, June 8:	<b>Charitable projects/events</b> – share photos that demonstrate your company's charitable giving or participation in charitable events
Wednesday, June 9:	<b>Employee appreciation</b> – share photos of your company's employees
Thursday, June 10:	<b>Employee training</b> – share photos that demonstrate how you train your workers
Friday, June 11:	<b>Celebration Day</b> – share how you and your team celebrated 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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