

## Social Media Instructions

National Roofing Week will be held June 6 to 10, 2022 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](#)



### Instagram

Share your company's photos and videos on Instagram and be sure you include [#RoofingWeekCanada](#) [#RoofingCanada](#) and [@CRCAnews](#) in your post.

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



# National Roofing Week

JUNE 6-10, 2022

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