

Social Media Instructions

National Roofing Week will be held June 2 to 7, 2024 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](#)

Logos

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

National Roofing Week social media schedule	
Sunday, June 2:	Women in roofing – Share photos of your company's amazing women in the roofing/construction industry
Monday, June 3:	Signature projects – share photos of your company's signature industrial, commercial or institutional projects
Tuesday, June 4:	Charitable projects/events – share photos that demonstrate your company's charitable giving or participation in charitable events
Wednesday, June 5:	Employee appreciation – share photos of your company's employees
Thursday, June 6:	Employee training – share photos that demonstrate how you train your workers
Friday, June 7:	Celebration Day – 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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