**Sample Social Media Posts for Careers in Construction Month in October**

Share these posts on your social media channels, such as Facebook and LinkedIn, throughout the month of October. You can also enhance them with local information for your community or create your own. Be sure to use #CareersInConstructionMonth in your messages.

**General Messaging**

* October is #CareersInConstructionMonth! Explore rewarding, high-demand jobs and start building your future today. Contact [local HBA name] to learn more about local career opportunities. [insert HBA URL]
* This month, help us celebrate the skilled professionals who build our homes and communities. Reach out to [local HBA name] to explore career opportunities in the home building industry. #CareersInConstructionMonth [insert HBA URL]
* #CareersInConstructionMonth is a chance to introduce students to real-world opportunities. From framing houses to running job sites, skilled trades offer clear paths to success. [insert HBA URL]
* During #CareersInConstructionMonth, celebrate the people shaping the future. Your students. Your staff. Yourself. Share how you're celebrating careers in construction this month! [insert HBA URL]

**Workforce Development Trends**

* About 1.3 million women are employed in the construction industry today, and their presence continues to grow. Home building offers meaningful opportunities for women ready to break new ground. #CareersInConstructionMonth [https://www.youtube.com/watchv=jzr4jqGU9GM&list=PL\_I3IPKIZAv9LhvllO06a0qS0pzzMrrbA&index=2](https://www.youtube.com/watch?v=jzr4jqGU9GM&list=PL_I3IPKIZAv9LhvllO06a0qS0pzzMrrbA&index=2)
* The home building industry offers strong earning potential. Half of all construction workers earn more than $60,320, compared to the U.S. median wage of $49,500. Start building your career by connecting with local opportunities today. #CareersInConstructionMonth <https://eyeonhousing.org/2025/05/highest-paid-occupations-in-construction-in-2024/>
* As many construction workers near retirement, more than 245,000 residential building jobs are open each month. Career and Technical Education students are well positioned to fill the gap. Contact your local HBA to learn more! #CareersInConstructionMonth <https://eyeonhousing.org/2025/07/flat-job-openings-for-construction/>
* Building your neighborhood community takes a team. From start to finish, the average home involves 24 subcontractors. Celebrate the many roles that make your community thrive during #CareersInConstructionMonth. <https://www.nahb.org/-/media/4A97F5BAA5BB459EBE26459B2159C79B.ashx>

**Workforce Resources**

* The [insert local HBA name] can connect students to apprentice programs and other job training programs. Explore programs near you to begin your career in residential construction! #CareersInConstructionMonth <https://hbi.org/programs/>
* Home building offers a range of career paths, from carpentry and plumbing to HVAC and more. These trades are in high demand and offer long-term opportunity. Explore what’s available in your area and take the first step. #CareersInConstructionMonth [https://www.youtube.com/watchv=a5bskPVBjoA&list=PL\_I3IPKIZAv9LhvllO06a0qS0pzzMrrbA&index=1](https://www.youtube.com/watch?v=a5bskPVBjoA&list=PL_I3IPKIZAv9LhvllO06a0qS0pzzMrrbA&index=1)
* The NAHB Student Chapters program gives students real access to the industry through jobsite visits, professional mentors and internships that lead to full-time careers. Join your local chapter or consider starting one today. #CareersInConstructionMonth <https://www.nahb.org/why-nahb/types-of-membership/student-chapter-membership>
* Skilled trade professionals take pride in building high-quality homes and stronger communities. Make a lasting impact and find your rewarding career in the residential building industry today. #CareersInConstructionMonth <https://www.nahb.org/advocacy/top-priorities/workforce-development/careers-in-the-construction-trades>