

Smash the Stereotypes TikTok Challenge

This Careers in Construction Month*, NAHB Student Chapters challenges educators, students and professionals in residential construction and skilled crafts to change the misconceptions of our industry that *still* persist. Construction careers are still viewed by some as only for dropouts, unsafe work, dead-end careers, and only for those within certain demographics. Please join us in our TikTok challenge to smash the stereotypes of construction careers.

Smash the Stereotypes of Construction Careers TikTok Challenge!

- **Objective:** **Stitch** to the original TikTok an example of how you are defying a stereotype or misconception of construction careers that still echoes in society, share on TikTok, raise awareness about the awesome careers in construction.
- **Requirements:** On TikTok, follow AND tag **@NAHBstudents** and use **#CareersInConstruction** (additional hashtags welcomed). Meet the posting deadline of Oct. 18.
- **Eligibility:** Anyone can participate and be eligible to win. There is no limit to the number of videos an individual may create for the challenge, and no limit on the number of people involved creating a video. *One prize per winning entry.
- **Prizes:** Electronic \$250 (x4) Amazon gift cards
Four opportunities to win:
 - Best or original message
 - Most video likes
 - Most creative editing
 - Wild card
- There are NO restrictions on who can participate in the challenge. NAHB membership is not an eligibility requirement for participating or winning a prize.
- The promotion is in no way sponsored, endorsed or administered by, or associated with, TikTok or Amazon.

Timeline

- Contest begins Sept. 23
- Contest closes Oct. 18, 11:59 pm ET.
- Winners announced Oct. 21
- Week of Oct. 25- blog post and social media posts highlighting the 4 winners.

Questions?

Please contact Sarah Weber at sweber@nahb.org or visit nahb.org

**Careers in Construction Month is celebrated every October across the county*