# We’ve prepared a few **Sample Social Media Posts** for Careers in Construction Month during October:

1. Careers in Construction Month starts today! October is the month where NAHB members, state and local HBA’s, and member companies help raise awareness of the well-paying jobs that are available in homebuilding and related trade professions. *(Insert related hashtags, picture, and/or video)*
2. On Monday, Oct. 4 we’re encouraging all NAHB members to share the positive aspects of their chosen careers on social media using pictures, text, videos or however else you choose to express yourself. Just tag your post #CICDAY2021 to participate. *(Insert image)*
3. Today is Careers in Construction Day, a focused social media day of action during [#CareersinConstructionMonth](https://twitter.com/hashtag/CareersinConstructionMonth?src=hashtag_click). What are you working on today? Snap a picture and post it on social media #CICDAY2021. Let's change the perception of what construction jobs look like. *(insert image)*
4. Home builders are hiring, specialty trades are hiring, everyone is hiring! During [#CareersinConstructionMonth](https://twitter.com/hashtag/CareersinConstructionMonth?src=hash), get the message to high schools, trade schools, and colleges that this industry is where jobs can be found. #CICDAY2021 #YPWeek
5. Hosting an event can be an effective way of sharing career opportunities and engaging young individuals with your community’s builder members.

**OPEN YOUR SITE… Virtually!:** Work with your local middle or high school to host a virtual field trip for students to see your construction site. Camera phones and drones are great tools to capture the attention of any audience. Students can gather first-hand information about what it takes to have a successful career in construction. #CICDAY2021 *(insert image)*

**HIGHLIGHT A BUILDER:** Highlight successful builder members in your community with a short 2-5-minute video. Ask them to share examples of their typical work day/week and what makes a career in homebuilding or highly-skilled craft profession exciting and rewarding. Share highlights of your builder members’ careers on social media. #CICDAY2021 *(insert image)*

**EQUIPMENT DEMO DAY**: Take 5 minutes to showcase how to use one or more tools or equipment on the jobsite. You can do a live, remote demonstration and/or record your video and post on social media with the hashtag #CareersInConstructionMonth.

1. NAHB’s Young Professionals Week is Oct. 4-8 in conjunction with Careers in Construction Month! #YPWEEK [#NAHBYP](https://twitter.com/hashtag/NAHBYP?src=hashtag_click) #CICDAY2021
2. As a part of Careers in Construction Month, NAHB is launching a national day of action on social media on Monday, Oct. 4. How are you recognizing Careers in Construction? #CICDAY2021 *(insert image, video, article, etc.)*
3. It’s Careers in Construction Day! Tell us what you enjoy about your job! #CICDAY2021 *(insert image)*

***\*Important dates to remember:***

* *The entire month of October we celebrate Careers in Construction Month (#CareersInConstruction)*
* *Oct. 4 is Careers in Construction Day, a day of social media action (#CICDAY2021)*
* *Oct. 4-8 is NAHB Young Professionals Week (#YPWeek)*