PWB Week 2023 Sample Social Media Posts

Check out the marketing and advertising materials in the PWB Week Toolkit for social media graphics to pair with your posts.

MONDAY SEPT. 11– SUPPORTING THE NEXT GENERATION OF THE RESIDENTIAL CONSTRUCTION WORKFORCE
If we keep inspiring the next generation of home builders -- especially Professional Women in Building -- the future of the residential construction industry will be in good hands. #NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild

Happy #NAHBWomenInBuildingWeek! What makes you #PWBProud? I am proud of the ways in which [council/HBA] inspires the next generation of the residential construction workforce. #NAHB #WeAllBuild

Residential construction is not only a viable career path for young women, but also an extremely rewarding one. The future of home building depends on the next generation of Professional Women in Building! #NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild

TUESDAY SEPT. 12 – TRADESWOMEN TUESDAY
Women in the trades remind us that women can do anything! Tradeswomen make me #PWBProud!
#NAHBWomenInBuildingWeek #NAHB #WeAllBuild

I am proud to support tradeswomen in the residential construction industry. Tradeswomen make me #PWBProud! #NAHBWomenInBuildingWeek #NAHB #WeAllBuild

#NAHBWomenInBuildingWeek continues with Tradeswomen Tuesday! Women in the trades are a constant inspiration, showing the world that women can do anything. Tradeswomen make me #PWBProud! #NAHB #WeAllBuild

WEDNESDAY SEPT. 13 – WOMEN MAKING AN IMPACT ON THE INDUSTRY
[Name]’s lasting impact on the home building industry is only one of the many reasons I am #PWBProud.
#NAHBWomenInBuildingWeek #NAHB #WeAllBuild

Women are making a positive impact on the home building industry every day. Who is a woman in the building industry that makes you #PWBProud? #NAHBWomenInBuildingWeek #NAHB #WeAllBuild

Home builders, take note! [Name] is leaving her mark on the home building industry. #NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild

THURSDAY SEPT. 14 – PRIORITIZING DIVERSITY IN THE INDUSTRY
We can learn so much from each other. When we support a variety of perspectives by advocating for diversity in our workplaces, we promote a home building industry where innovation is the standard.
#NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild

When we create inclusive workplaces, we promote a bright future for the home building industry.
#NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild
The strongest teams are ones that promote a variety of different perspectives. That’s why it is important to create inclusive workplaces, councils and HBAs. #NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild

FRIDAY SEPT. 15 – CELEBRATING PWB MEMBERS AND LOCAL COUNCILS
What does Professional Women in Building mean to you? #NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild

Why are you #PWBProud? #NAHBWomenInBuildingWeek #NAHB #WeAllBuild

[Name]’s lasting impact on the home building industry is only one of the many reasons I am #PWBProud. #NAHBWomenInBuildingWeek #NAHB #WeAllBuild

When it comes to inspiring the PWB Community, no one does it quite like [council/HBA]! #NAHBWomenInBuildingWeek #PWBProud #NAHB #WeAllBuild