



## PWB Week 2022 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. 12– SUPPORTING THE NEXT GENERATION OF THE RESIDENTIAL CONSTRUCTION WORKFORCE

When it comes to inspiring the next generation of the residential construction workforce, [council/HBA] understood the assignment! **#PWBWeek #PWB Proud #SheUnderstoodTheAssignment**

As long as we keep inspiring the next generation of home builders – & especially Professional Women in Building – the future of the industry will be in good hands. **#PWBWeek #PWB Proud**

Happy **#PWBWeek!** What makes you **#PWB Proud?** I am proud of the ways in which [council/HBA] inspires the next generation of the residential construction workforce.

Residential construction is not only a viable career path for young women, but an extremely rewarding one, as well. The future of home building depends on the next generation of Professional Women in Building! **#PWBWeek #PWB Proud**

### TUESDAY SEPT. 13 – TRADESWOMEN TUESDAY

Women in the trades remind us that women can do anything! Tradeswomen make me **#PWB Proud!** **#PWBWeek**

I am proud to support of tradeswomen in the industry. Tradeswomen make me **#PWB Proud!** **#PWBWeek**

**#PWBWeek** continues with Tradeswomen Tuesday! Women in the trades are a constant inspiration, showing the world that women can do anything. Tradeswomen make me **#PWB Proud!**



### **WEDNESDAY SEPT. 14 – WOMEN MAKING AN IMPACT ON THE INDUSTRY**

[Name] understood the assignment! Her lasting impact on the home building industry is only one of the many reasons I am **#PWB Proud**. **#PWBWeek #SheUnderstoodTheAssignment**

Women are making a positive impact on the home building industry every day. Who is a woman in the building industry that makes you **#PWB Proud**? **#PWBWeek**

Home builders, take notes! [Name] is leaving her mark on the home building industry. **#PWBWeek #PWB Proud #SheUnderstoodTheAssignment**

### **THURSDAY SEPT. 15 – PRIORITIZING DIVERSITY IN THE INDUSTRY**

We can learn so much from each other. When we support a variety of perspectives by promoting diversity in our workplaces, we promote a home building industry where innovation is the standard. **#PWBWeek #PWB Proud**

When we create inclusive workplaces, we promote a bright future for the home building industry. **#PWBWeek #PWB Proud**

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. **#PWBWeek #PWB Proud**

### **FRIDAY SEPT. 16 – CELEBRATING PWB MEMBERS AND LOCAL COUNCILS**

What does PWB mean to you? **#PWBWeek #PWB Proud**

Why are you **#PWB Proud**? **#PWBWeek**

[Name] understood the assignment! Her lasting impact on the home building industry is only one of the many reasons I am **#PWB Proud**. **#PWBWeek #SheUnderstoodTheAssignment**

When it comes to inspiring the PWB Community, [council/HBA] understood the assignment! **#PWBWeek #PWB Proud #SheUnderstoodTheAssignment**