

# PWB Week 2025 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. 15 – SUPPORTING THE NEXT GENERATION**

If we keep inspiring the next generation of home builders—especially women—the future of the residential construction industry will be in good hands. Learn more about **#NAHB's** Professional Women in Building Week 2025: TOOLKIT LINK GOES HERE. **#NAHBWomenInBuilding #NAHBWomenInBuildingWeek**

Residential construction is a viable and rewarding career path for young women just starting out. The future of home building depends on the next generation of Professional Women in Building! Check out **#NAHB's** PWB Week 2025 Toolkit to learn more: TOOLKIT LINK GOES HERE **#NAHBWomenInBuilding #NAHBWomenInBuildingWeek**

## **TUESDAY SEPT. 16 – TRADESWOMEN TUESDAY**

Women working in the trades remind us that they can do anything! Read **#NAHB's** Tradeswomen Tuesday blog post to learn about three women breaking down barriers in the industry: TOOLKIT LINK GOES HERE

**#NAHBWomenInBuilding #NAHBWomenInBuildingWeek**

**#NAHBWomenInBuildingWeek** continues with Tradeswomen Tuesday! Women in the trades are a constant inspiration and reminder that they can work in any aspect of the residential construction industry—and succeed. Read **#NAHB's** Tradeswomen Tuesday blog post plus more: NAHB TOOLKIT LINK GOES HERE **#NAHBWomenInBuilding**

## **WEDNESDAY SEPT. 17 – DIVERSIFYING THE INDUSTRY**

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. See how you can help promote inclusion within the home building industry: TOOLKIT LINK GOES HERE **#NAHB #NAHBWomenInBuilding #NAHBWomenInBuildingWeek**

When we create inclusive workplaces, we promote a bright future for the residential construction industry. Learn how you can help inspire others and increase the number of women in the field: TOOLKIT LINK GOES HERE **#NAHB #NAHBWomenInBuilding #NAHBWomenInBuildingWeek**

## **THURSDAY SEPT. 18 – WOMEN MAKING AN IMPACT**

Let's celebrate and carry forward the legacy of women who are leading the way and have left a positive mark on residential construction industry. To discover ways to honor these trailblazing women, explore the **#NAHB** PWB Week Toolkit here: TOOLKIT LINK GOES HERE **#NAHBWomenInBuilding #NAHBWomenInBuildingWeek**

Women working in the home building industry today owe so much to those who came before. Cheers to continuing the legacy of women making a positive impact in residential construction. For more ways to honor influential women in the field, check out **#NAHB's** PWB Week Toolkit (and help spread the word): TOOLKIT LINK GOES HERE **#NAHBWomenInBuilding #NAHBWomenInBuildingWeek**

## **FRIDAY SEPT. 19 – CELEBRATING PWB MEMBERS AND LOCAL COUNCILS**

I've been celebrating PWB Week 2025 with [INSERT HBA NAME AND TAG HERE] all week long. Have you? Let's end the week with a bang! Check out **#NAHB's** helpful toolkit for highlights—and drop a social media post sharing your favorite moment from the week: TOOLKIT LINK GOES HERE **#NAHBWomenInBuilding #NAHBWomenInBuildingWeek**