

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 #PWB Proud #NAHB #WeAllBuild**

FRIDAY SEPT. 15 – CELEBRATING PWB MEMBERS AND LOCAL COUNCILS

What does Professional Women in Building mean to you? **#NAHBWomenInBuildingWeek #PWB Proud #NAHB #WeAllBuild**

Why are you **#PWB Proud**? **#NAHBWomenInBuildingWeek #NAHB #WeAllBuild**

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

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