***Back to Work on America’s Roofs* Coalition Social Media Posts**

**Post 1: Overall Introduction**

* **Facebook/LinkedIn:** [Association] is working with our roofing industry partners to get contractors Back to Work on America’s Roofs! Learn about the 4 policies we’re promoting to create jobs, support homeowner investments, and encourage business owners to invest in capital improvement projects: [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Twitter:** [Association] is working with our roofing industry partners to get contractors Back to Work on America’s Roofs! Learn about the 4 policies we’re promoting: [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Suggested Graphic:** Use any roofing graphic or the “Back to Work on America’s Roofs - Generic”

**Post 2: Protecting Homes/Businesses Policy**

* **Facebook/LinkedIn:** Our first “Back to Work on America’s Roofs” policy urges Congress to recognize the important protections roofs provide to new and existing homes and businesses. This should be reflected in any physical infrastructure investments made as part of the nation’s COVID-19 response and recovery. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Twitter:** Our first "Back to Work on America’s Roofs" policy urges Congress to ensure physical infrastructure investments responding to and recovering from COVID-19 recognize roofing's important role protecting homes and businesses. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Suggested Graphic:** Use the “Protect” graphic – looks like a shield

**Post 3: Skills Gap/Expanded Hiring**

* **Facebook/LinkedIn:** Our second “Back to Work on America’s Roofs” policy calls on the federal government to address industry efforts to overcome skills gaps and expand hiring by supporting career and technical education and providing incentives to businesses to increase their payrolls above pre-crisis levels. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Twitter:** Our second “Back to Work on America’s Roofs” policy calls on the federal government to help address skills gaps in the roofing industry and help provide opportunities to expand hiring. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Suggested Graphic:** Use the “Skills” graphic – looks like a hardhat

**Post 4: Short-Term Relief for Long-Term Success**

* **Facebook/LinkedIn:** Our third “Back to Work on America’s Roofs” policy urges Congress to enable entrepreneurs to serve as the economic engine of the recovery by improving access to critical programs and providing additional funding to programs created under the CARES Act. These have served as a lifeline for small businesses in many industries, including roofing. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Twitter:** Our third “Back to Work on America’s Roofs” policy urges Congress to help enable recovery for entrepreneurs and small businesses by improving access to critical programs and providing additional funding to programs created under the CARES Act. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Suggested Graphic:** Use the “Relief” graphic – looks like buildings

**Post 5: Incentivizing Tax Policies**

* **Facebook/LinkedIn**: Our fourth “Back to Work on America’s Roofs” policy calls on Congress to adopt tax policies to incentivize improvements to existing homes and buildings. This includes tax credits for small businesses and tax relief for homeowners that make improvement projects more affordable. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Twitter:** Our fourth “Back to Work on America’s Roofs” policy advocates for expanding small business tax credits and providing tax relief to homeowners to incentivize improvements to existing homes and buildings. [LINK to the position paper on your own website]. #roofing #EconomicRecovery
* **Suggested Graphic:** Use the “Tax” graphic – looks like scissors