



Social Media Tips for Qualified Net Zero Builders and Renovators

Why should you be active on social media?

You deserve national recognition for your hard work and dedication to the industry! By sharing images and videos of your project, you're demonstrating your commitment to advancing high performance homes in Canada.

Consistent social media content helps amplify your brand awareness among all types of audiences far beyond those engaged with [CHBA's Net Zero Home Labelling Program](#). For instance, Facebook tends to garner more attention from homeowners and prospective home buyers, whereas Twitter often catches the eyes of fellow industry leaders. Instagram typically captures interest from both homeowners and fellow builders/renovators, while LinkedIn connects your business with other professionals in the residential construction industry.

What to share

Try to diversify the type of content you publish from time to time to capture the attention of a vast range of audiences. Great imagery and video do well on *any* social media platform. In each post, include a link to your website and/or netzerohome.com where visitors can find more information about your business and the CHBA Net Zero Home Labelling Program. Example of content you might want to share include:

- Images of your Net Zero project (including interior and exterior at various stages of completion)
- Links to more information about your Net Zero project, why it's important, when it is expected to be completed, who is involved in the project, etc.
- Images of happy homeowners in their Net Zero / Net Zero Ready Home
- Quote from happy homeowners
- Quotes about why you/your team chose to become a Qualified Net Zero Builder/Renovator
- Behind the scenes video of the work your team is doing on your Net Zero project (timelapse videos are always popular)
- Photos and/or videos of training sessions
- Photos and/or videos of training graduates

Who to tag

By tagging the CHBA Net Zero social media profiles in all your posts, we can easily share your content nationwide on CHBA's profiles.

CHBA Net Zero

Facebook: [@CHBA Net Zero](#)

Twitter: [@chbanetzero](#)

Instagram: [@chbanetzero](#)

LinkedIn: [@CHBA Net Zero](#)

CHBA National

Facebook: [@CHBA National](#)

Twitter: [@CHBANational](#)

Instagram: [@chbanational](#)

LinkedIn: [@Canadian Home Builders' Association National](#)

RenoMark

Facebook: [@RenoMark](#)

Twitter: [@RenoMark_ca](#)

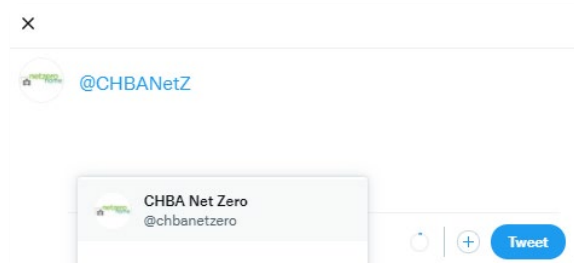
Instagram: [@renomark_ca](#)



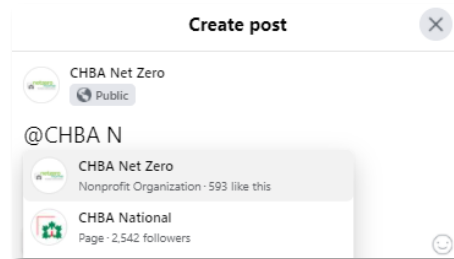
How to tag someone

Begin by typing the person/company's social media handles with the @ symbol in front of it. A list of possible names will appear as a dropdown feature. Choose the name you're trying to tag. This applies to tagging people or companies on:

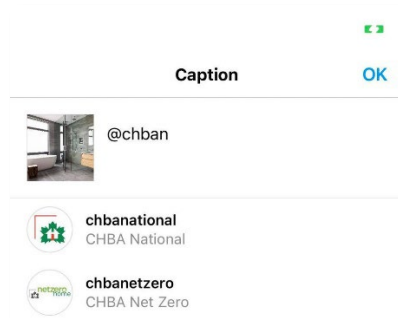
Twitter



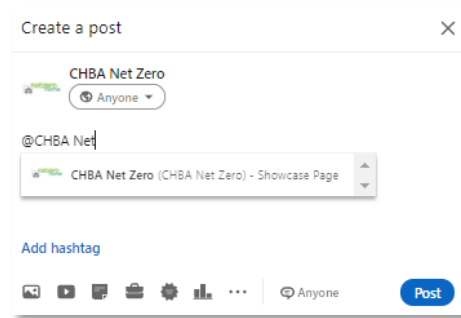
Facebook



Instagram



LinkedIn



NOTE: If you know the company you are trying to tag in your post has a profile on the platform you're using, but you can't tag them, the company may have turned off a setting that limits or does not allow others to tag them in posts.

Hashtags to use

Hashtags help people find content by identifying similar images, links, videos, etc. The following hashtags are examples of what you may want to include in your social media posts from time to time.

#chbanetzero

#chbanetzerohome

#chbanetzeroreno

#netzero

#energyefficiency

#renomark

#NZHLS2021 (note: this is the official hashtag for the 2021 Net Zero Home Leadership Summit)