

# Coverings'18

THE GLOBAL TILE & STONE EXPERIENCE

## National Tile Day - Toolkit

### Overview

Coverings is excited to announce that the annual National Tile Day will take place for 2018 on Friday, **February 23**.

The purpose of this toolkit is to share important information about how Coverings will be generating awareness for National Tile Day leading up to - and on - February 23. We have also provided important information for how you can be involved. The toolkit focuses on the following key areas:

- **Coverings Activations on National Tile Day**
- **Social Media**
  - Overview
  - Sample Social Media Content
  - Partner Content

### Coverings Programming

The second annual National Tile Day will take place on February 23, 2018. Coverings will be hosting activations on the day outlined below:

- A Facebook Live with Interior Design Magazine and Coverings Ambassador Alena Capra. Timing TBD.
- Stay tuned to Coverings social media channels for information on tile trends and National Tile Day news.

We encourage you to tune in and engage with this content.

### Social Media

Connect with Coverings on social media! In preparation for National Tile Day, we will be posting relevant information and content starting in January. Follow the handles below to stay up to date on all news related to Coverings 2018:

- Facebook: [@CoveringsShow](#)
- Instagram: [@CoveringsShow](#)
- Twitter: [@Coverings](#)

Coverings also recommends including **#NationalTileDay** and **#WhyTile** for any posts you create in order to join the larger conversation!

## Sample Social Media Content

Below is sample social media content that exhibitors, architects & designers, industry partners, and show attendees can use to talk about National Tile Day. Language can be changed based upon key messaging for your business.

### Exhibitors

- Facebook
  - **Pre:** We are excited to participate in National Tile Day with @CoveringsShow this year on February 23 to share all of the reasons we love being a part of the tile & stone industry.
  - **Day Of:** Did you know that today is National Tile Day? We are excited to participate in the Why Tile discussion with @CoveringsShow and to share information about why tile & stone are a great option for both residential and commercial spaces and beyond.
  
- Instagram
  - **Pre:** We are excited to participate in #NationalTileDay with @CoveringsShow this year on February 23 to talk all things tile! #WhyTile
  - **Day Of:** It's #NationalTileDay! We are joining in the conversation with @CoveringsShow and showing some of our favorite #tile designs.
  
- Twitter
  - **Pre:** It's almost #NationalTileDay! We are excited to participate in the discussion hosted by @CoveringsShow to talk #WhyTile.
  - **Day Of:** Happy #NationalTileDay! We are excited to participate in a discussion with @Coverings and share some of our favorite #tile projects.

### Architects and Designers

- Facebook
  - **Pre:** We are excited to participate in National Tile Day with @CoveringsShow this year on February 23! We will be sharing our favorite tile trends and projects that use tile in creative ways.
  - **Day Of:** Did you know that today is National Tile Day? I will be tuning into @CoveringsShow's Facebook Live with Interior Design Magazine to see 2018's top tile trends and encourage you to share favorite projects.
  
- Instagram
  - **Pre:** We are excited to participate in #NationalTileDay with @CoveringsShow this year on February 23 to talk about how we use tile in projects! #WhyTile
  - **Day Of:** It's #NationalTileDay! We are joining in the conversation with @CoveringsShow and showing off tile used in our recent projects.
  
- Twitter
  - **Pre:** It's almost #NationalTileDay! Make sure you are following along as @Coverings shows off the latest tile trends for 2018.

- **Day Of:** Happy #NationalTileDay! We are excited to participate in a discussion with @Coverings and share some of our favorite #tile projects.

### Industry Partners

- Facebook
  - **Pre:** We are excited to participate in National Tile Day with @CoveringsShow this year on February 23 to share all of the reasons we love being a part of the tile & stone industry.
  - **Day Of:** Did you know that today is National Tile Day? We are excited to participate in the Why Tile discussion with @CoveringsShow and find out how you have used tile in recent projects!
- Instagram
  - **Pre:** We are excited to participate in #NationalTileDay with @CoveringsShow this year on February 23 to talk all things tile! Stay tuned for a look at the top tile trends in 2018 #WhyTile
  - **Day Of:** It's #NationalTileDay! We are joining in the conversation with @CoveringsShow and showing some of our favorite #tile designs.
- Twitter
  - **Pre:** It's almost #NationalTileDay! We are excited to participate in the discussion hosted by @CoveringsShow to talk #WhyTile.
  - **Day Of:** Happy #NationalTileDay! We are excited to participate in a discussion with @Coverings and share some of our favorite #tile projects.

### Show Attendees

- Facebook
  - **Pre:** National Tile Day is on February 23 and we are joining in the #WhyTile conversation with @CoveringsShow by sharing tile inspiration.
  - **Day Of:** Did you know that today is National Tile Day? I wanted to join in the conversation by sharing my favorite tile installations #WhyTile
- Instagram
  - **Pre:** 2018 means new tile trends! The countdown to #NationalTileDay is on so join in the conversation and share your favorite projects featuring tile.
  - **Day Of:** It's #NationalTileDay! We are joining in the conversation with @CoveringsShow and showing some of our favorite #tile designs.
- Twitter
  - **Pre:** It's almost #NationalTileDay! We are excited to participate in the discussion hosted by @CoveringsShow to talk #WhyTile.
  - **Day Of:** Happy #NationalTileDay! We are excited to participate in a discussion with @Coverings and share some #tile inspiration.

Remember to tag Coverings and use the official hashtags, #NationalTileDay and #WhyTile.

### **Sponsors of the Show**

Sponsors of the show, Tile of Spain, Ceramics of Italy, and TCNA, have all provided visual assets that illustrate tile and showcase its many diverse benefits. These assets are available for use on social media, if needed. Please download assets from the attached link: [ASSETS](#).

### **Additional Ideas (optional)**

We encourage all members of the tile & stone industry to participate in National Tile Day in any manner of ways. To provide inspiration for other ways you can celebrate, we've listed a few optional ideas for bringing National Tile Day to your local market. Feel free to expand on these or create your own unique activities.

- **Host a National Tile Day Sale:** Offer a discount on all tile sales finalized during National Tile Day. Promote the sale leading up to the day off the event.
- **Donation a portion of your profits on National Tile Day to a local organization:** Use National Tile Day as a moment in time to show your local commitment to your community. Donate a portion of your sales during National Tile day to a local charity such as Habitat for Humanity that provides homes for those in need.

### **Contact Information**

For questions or more information about how you can get involved with National Tile Day, please feel free to reach out to the individuals below.

#### Social Media

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