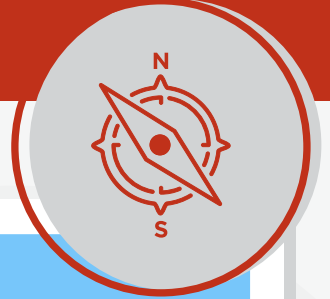


Awareness days do's and don'ts



Do:

Be authentic	Engage with awareness days that genuinely align with your business and your values. Don't jump on the bandwagon unless you have something to say - and claim you can back up.
Plan ahead	Last-minute and rushed posts won't cut through the noise. Add key awareness days to your content calendar so you can create thoughtful, engaging content well ahead of time.
Make it interesting	Avoid the same old well-worn messages. Post behind-the-scenes videos, employee stories, or a 'myth-busting' thread—whatever engages your audience and makes your post that little bit different.
Use official hashtags	If you want to be part of the wider conversation (and get those all-important impressions), make sure to use the official hashtags and if you can, tag the creator of the awareness day.

Don't:

Force it	If it's got nothing to do with your industry, don't shoehorn it in. There are plenty of days to choose from but if nothing quite hits the mark, you could take direct action and create your own! That's what we helped our client Senior Architectural Systems do with the annual Aluminium Day event.
Greenwash	This is a big issue for all companies but particularly those working in the construction industry. If you're posting about sustainability, make sure your company is actually doing something about it. People can spot vague, unverified eco-claims a mile off.
Overdo it	Jumping on too many awareness days can make your brand look scattered and disingenuous. Always choose quality content over quantity!

