



National Tile Day 2023 Toolkit

Overview

Coverings is excited to promote and celebrate **National Tile Day**, set to take place **Wednesday, February 23, 2023**. We invite you and your colleagues to join us in celebrating this fun and significant industry holiday.

The purpose of this toolkit is to share important information about Coverings' plan to generate awareness for National Tile Day, leading up to and on February 23.

You can participate in commemorating National Tile Day by using this toolkit.

After all, there is a lot to celebrate. There is no better design, building and installation material than tile!

This toolkit supplies you with resources and information regarding how you can get involved and make the most out of National Tile Day for you, your team and your business. The toolkit focuses on the following key areas:

- Social Media Ideas and Sample Posts
- Partner Content to Know
- Coverings 2023 event dates and URL to include in your social media posts before, during and after National Tile Day.
 - ✓ Mark your calendars! Other than National Tile Day, Coverings 2023 (April 18-21, 2023, at the Orange County Convention Center, in Orlando, FL) is the most important event of the year in the tile and stone industry.

Social Media: National Tile Day

Connect with Coverings and the tile community on social media! In preparation for National Tile Day, we have already begun posting relevant information, imagery and photos, with more to come.

Follow the handles below to stay up-to-date on all news related to National Tile Day...and Coverings 2023! Keep our top hashtag top of mind for your use: #Coverings2023

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

Coverings also recommends including hashtags **#NationalTileDay**, **#WhyTile**, **#TileStyle**, **#TileTalk**, and **#Coverings2023** for any posts you create in order to join the larger and engaging conversation.

Sample Social Media Content:

Below are a few examples of pre-written social media content posts that exhibitors, architects, designers, installers, distributors, retailers, industry partners, and show attendees can use to enjoy shared social dialog about National Tile Day. Language can be changed based upon key messaging for your business. The main idea is to have fun, interact and communicate with tile enthusiasts and professionals from around the globe.

As you promote **#NationalTileDay** and **#Coverings2023**, you will also be generating positive attention for your business and the industry. Let's get started with some great **#TileTalk**.

Add the hashtags (listed above) to your posts.

Exhibitors

- Facebook
 - **Pre-National Tile Day:** We are excited to participate in #NationalTileDay with @CoveringsShow this year on February 23 to share all the reasons we love being a part of the tile and stone industry. Then, come see us during @CoveringsShow, April 18-21, 2023!
 - **Day Of:** Did you know today is #NationalTileDay? We are pleased to participate in the #WhyTile discussion with @CoveringsShow and to share information about why tile and stone are great options for residential, commercial and hospitality spaces, and beyond.
- Instagram
 - **Pre-National Tile Day:** From our team to yours, are you ready to celebrate #NationalTileDay with @CoveringsShow this year on February 23 to talk all things tile? #WhyTile
 - **Day Of:** Happy #NationalTileDay! We are joining in the conversation with @CoveringsShow and showing some of our favorite #tile designs.

[Note: Include our asset photos linked below, or your own.]

- Twitter
 - **Pre-National Tile Day:** It's almost #NationalTileDay! We cannot wait to participate in the discussion hosted by @Coverings to talk #WhyTile on Feb. 23.
 - **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-National Tile Day:** There's no better day to celebrate tile than #NationalTileDay with @CoveringsShow this year on February 23! We will be sharing our favorite tile trends and projects that showcase tile in creative ways.
 - **Day Of:** Did you know today is #NationalTileDay? We encourage you to share your favorite tile projects. Celebrate with us and #TalkTile.
- Instagram
 - **Pre-National Tile Day:** 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 the conversation with @CoveringsShow and showing off tile used in our recent projects. #WhyTile

[Note: Include your project photos and conduct a social media survey to engage with your followers about their favorites.]

- Twitter
 - **Pre-National Tile Day:** Countdown to #NationalTileDay! Make sure you are following along as @Coverings shows off the latest tile trends for 2023 on February 23! #WhyTile
 - **Day Of:** Happy #NationalTileDay! We are excited to participate in a discussion with @Coverings and share some of our favorite #tile projects. Follow and join us.

[Note: Include your project photos and conduct a social media survey to engage with your followers about their favorites.]

Industry Partners / Others

- Facebook
 - **Pre-National Tile Day:** We are excited to participate in National Tile Day with @CoveringsShow this year on February 23 to share all the reasons we love being a part of the tile and stone industry! #WhyTile
 - **Day Of:** National Tile Day is here! Time to participate in the #WhyTile discussion with @CoveringsShow and find out how everyone has used tile in recent design, design-build or installation projects! Show and tell us your tile stories.
- Instagram
 - **Pre-National Tile Day:** We are jazzed up 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 for 2023. #WhyTile

- **Day Of:** It's #NationalTileDay! We are joining the conversation today with @CoveringsShow and showing some of our favorite #tile designs. How about yours?

[Note: Include your tile photos and conduct a social media survey to engage with your followers about their favorites.]

- Twitter
 - **Pre-National Tile Day:** It's almost #NationalTileDay! We cannot wait to join the discussion Feb. 23 hosted by @Coverings to talk #WhyTile.
 - **Day Of:** Tile on Twitter! Happy #NationalTileDay! Join us in the discussion with @Coverings and share some of your favorite #tile projects. #WhyTile

Show Attendees

- Facebook
 - **Pre-National Tile Day:** #NationalTileDay is February 23, and we are joining the #WhyTile conversation with @CoveringsShow by sharing tile inspiration, ideas and more. Join us!
 - **Day Of:** Did you know today is #NationalTileDay? I wanted to join the conversation by sharing my favorite tile installations! Show us yours. It is also a great day to register to attend #Coverings2023. #WhyTile.
<https://bit.ly/COV23RegisterTodayPR>

[Note: Include your tile photos and conduct a social media survey to engage with your followers about their favorites.]

- Instagram
 - **Pre-National Tile Day:** Tile trends abound in 2023! The countdown to #NationalTileDay, Feb. 23, is on; join the conversation and share your favorite projects featuring tile. Share your stories today and Feb. 23 @CoveringsShow
 - **Day Of:** It's #NationalTileDay! Join the party and post your comments about what makes you love #tile as much as we do. Who's coming to @CoveringsShow April 18-21, 2023?
- Twitter
 - **Pre-National Tile Day:** It's almost #NationalTileDay, Feb. 23. We are excited to participate in the discussion hosted by @Coverings to talk #WhyTile. Join us!
 - **Day Of:** Happy #NationalTileDay! Join the fun by sharing your #tile inspirations and what #tile and #WhyTile means to you. @Coverings

Don't forget this: Remember to tag Coverings (see above for handles/details), and we'll do our best to reshare your posts! - Please use the official hashtags: #NationalTileDay, #WhyTile, #TileStyle, & #Coverings2023 wherever possible.

Bookmark this webpage: www.coverings.com/national-tile-day

Sponsors of the Show

Sponsors of the show—**Tile of Spain, Ceramics of Italy, and Tile Council of North America**—and their members illustrate the beauty of tile and showcase its diverse benefits every day, especially National Tile Day.

The graphic, photo and video assets found at the following link are available for use on social media, as you'd like.

Please download the National Tile Day logo and the other files, which you are welcome to use as assets for your own social media posts, blogs and newsletters.

View and download the National Tile Day [assets here](#).

Additional Ideas

We encourage all members of the tile and stone industry to participate in National Tile Day in any way that works well for their businesses. To provide inspiration for other ways you can celebrate, we've listed a few optional ideas for shining the spotlight on National Tile Day in 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 of the event.
- **Donate a portion of your profits on National Tile Day to a local philanthropic 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. Communicate this in advance via blogging and social media or a press release.
- **Enlist your staff to participate:** Kick-off prior to National Tile Day with a lunch for your staff members. Invite them to spend time leading up to February 23 promoting #NationalTileDay, #WhyTile and #Coverings2023 (see handles / tags above per channel). Have a contest and award the staff member or team who generates the most "likes," reshares, comments, or questions from your customers or members regarding your business/organization and all things tile!
- **Create Reels that highlight your tile designs or installations:** Plan ahead and create your Reels in advance of National Tile Day, and have them ready to post and share on Feb. 23.
- **Host a Tile Trivia game on social media:** Tap into the near-countless resources and insights provided by www.WhyTile.com to conduct a Tile Trivia game on your social channels during National Tile Day. Focus and generate channel engagement on the fact that ceramic tile has the lowest environmental impact of popular flooring types,

without sacrificing style or functionality.

- **Tag Coverings on your social posts** (see the handles above), and Coverings will reshare all posts that are possible.
- **Register to attend Coverings 2023:**

Coverings 2023
April 18-21, 2023
Orange County Convention Center
Orlando, Florida

[Coverings.com](https://coverings.com)

[Learn more and register at no cost.](#)

See you there!

Contact Information

For answers to your questions or more information about how you can get involved with National Tile Day, please feel free to contact Coverings' social media/public relations contacts as follows. They will be happy to help!

Social Media / Public Relations Contacts:

Eberly & Collard Public
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