



## National Tile Day 2024 Toolkit

### Overview

Coverings is excited to promote and celebrate National Tile Day, set to take place Friday, February 23, 2024.

We invite you and your colleagues to join Coverings in celebrating this fun and significant industry holiday.

There is a lot to celebrate. There is no better and more sustainable 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 2024 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 2024 (April 22-25, 2024 in Atlanta, GA) is the most important industry event of the year.

### 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 2024! Keep our top hashtag top of mind for your use: #Coverings2024

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

Coverings also recommends including hashtags **#NationalTileDay**, **#WhyTile**, **#TileStyle**, **#TileTalk**, and **#Coverings2024** 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 **#Coverings2024**, you will also be generating positive attention for your business and the industry. Let's get started with some great **#TileTalk**.

### Exhibitors

- Facebook
  - **Pre-National Tile Day:** We can't wait to join the #NationalTileDay festivities alongside @CoveringsShow this year on February 23 to share our passion for all things tile. And, don't forget to visit us at #Coverings2024 from April 22-25, 2024 – It will be the best tile event of the year. #WhyTile
  - **Day Of:** #NationalTileDay has officially arrived, and we're thrilled to celebrate the artistry and craftsmanship of ceramic tile with @CoveringsShow and the rest of the global tile community. Celebrate with us by sharing all the reasons #whytile reigns supreme. Visit us at #Coverings2024 in Atlanta, April 22-25, to keep this tile party rolling!
- Instagram
  - **Pre-National Tile Day:** Join us on February 23 for #NationalTileDay with @CoveringsShow to appreciate the versatility, durability, sustainability and resiliency of ceramic tile. Share your favorite tile designs, tips, benefits and projects with us in the comments below, and let's celebrate together! #WhyTile #Coverings2024
  - **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 for you to use, or post your own tile photos.]*

- **Post-National Tile Day:** Exciting news! After an amazing #NationalTileDay, we're gearing up for the year's next biggest tile celebration – #Coverings2024 in Atlanta, April 22-25! 🎉 Mark your calendars because the first day of Coverings 2024 also falls on #EarthDay, so we can celebrate tile's sustainable properties! We can't wait to see you there! #WhyTile #EarthDay2024 #TileForTheEarth

- Twitter
  - **Pre-National Tile Day:** It's almost #NationalTileDay! We cannot wait to participate with @Coverings to talk #WhyTile on Feb. 23. #Coverings2024
  - **Day Of:** It's a Tile Party today! We are excited to celebrate #NationalTileDay with @Coverings by sharing some of our favorite #tile projects. #WhyTile #Coverings2024

*[Note: Include our asset photos linked below for you to use, or post your own tile photos.]*

### Architects and Designers

- Facebook
  - **Pre-National Tile Day:** There's no better day to celebrate the sustainability, durability and versatility of ceramic 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. #Coverings2024 #WhyTile
  - **Day Of:** Today is #NationalTileDay! Whoot, whoot! We encourage you to celebrate with us and #TalkTile by posting your favorite ceramic tile design and installation projects. #Coverings2024 #WhyTile
- Instagram
  - **Pre-National Tile Day:** We can't wait to participate in #NationalTileDay with @CoveringsShow this year on February 23 to talk about our favorite applications of ceramic tile! Join us then! #WhyTile #Coverings2024
  - **Day Of:** It's #NationalTileDay! We are joining the conversation with @CoveringsShow and showing off tile used in our recent projects. #WhyTile #Coverings2024
  - **Post-National Tile Day:** Exciting news! After an amazing #NationalTileDay, we're gearing up for the year's next biggest tile celebration – #Coverings2024 in Atlanta, April 22-25! 🎉 Mark your calendars because the first day of Coverings 2024 also falls on #EarthDay. We can't wait to celebrate tile's sustainable properties and see the latest tile and stone design trends at #Coverings2024! #WhyTile #EarthDay2024 #TileForTheEarth

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

- Twitter
  - **Pre-National Tile Day:** #NationalTileDay is right around the corner! Follow along as @Coverings shows off the latest tile trends for 2024 on February 23! #WhyTile #Coverings2024

- **Day Of:** Happy #NationalTileDay! Follow our tweets and post your own. Join us and @Coverings in sharing your favorite #tile designs and projects. #WhyTile #Coverings2024

*[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're thrilled to join @CoveringsShow in celebrating #NationalTileDay on February 23 this year. We can't wait to share our passion for the tile and stone industry and all the reasons it's close to our hearts! #WhyTile #Coverings2024
  - **Day Of:** Happy #NationalTileDay! This holiday is rooted in a desire to celebrate the many great benefits tile has to offer as a design material, such as its resiliency, durability and beauty. Celebrate with us by sharing the countless reasons why you love tile! Don't forget to celebrate this tile-tastic holiday by registering to attend @CoveringsShow in Atlanta, April 22-25. – Hit the link below to get registered! #WhyTile #Coverings2024

<https://registration.experientevent.com/showTIL241/?VIP=NTD>

- 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 2024. #WhyTile #Coverings2024
  - **Day Of:** Happy #NationalTileDay! It's #TileTime, and we're kicking off the conversation today with @CoveringsShow by showcasing some of our most beloved #tiledesigns. What are your favorites? #WhyTile #Coverings2024
  - **Post-National Tile Day:** Exciting news! After an amazing #NationalTileDay, we're gearing up for the year's next biggest tile celebration – #Coverings2024 in Atlanta, April 22-25! 🎉 Mark your calendars because the first day of Coverings 2024 also falls on #EarthDay. We can't wait to celebrate tile's sustainable properties and see the latest tile and stone design trends at #Coverings2024! #WhyTile #EarthDay2024 #TileForTheEarth

*[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. #Coverings2024

- **Day Of:** Tile on Twitter! Happy #NationalTileDay! Join us in the discussion with @Coverings and share some of your favorite #tile projects. #WhyTile #Coverings2024

### 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! #WhyTile #Coverings2024
  - **Day Of:** Today is #NationalTileDay! I'm joining the conversation by sharing my favorite tile installations, and you should too! It is also a great day to register to attend #Coverings2024. #WhyTile.

<https://registration.experientevent.com/showTIL241/?VIP=NTD>

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

- Instagram
  - **Pre-National Tile Day:** I can't wait to see the tile trends for 2024! The countdown to #NationalTileDay, Feb. 23, is on; join the conversation and share your favorite projects featuring tile. Share your stories today and on Feb. 23 with @CoveringsShow. #WhyTile #Coverings2024
  - **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 22-25, 2024? #WhyTile #Coverings2024
  - **Post-National Tile Day:** Exciting news! After an amazing #NationalTileDay, we're gearing up for the year's next biggest tile celebration – #Coverings2024 in Atlanta, April 22-25! 🎉 Mark your calendars because the first day of Coverings 2024 also falls on #EarthDay. We can't wait to celebrate tile's sustainable properties and see the latest tile and stone design trends at #Coverings2024! #WhyTile #EarthDay2024 #TileForTheEarth
- 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 in celebrating the beauty, resiliency and sustainability of tile! #Coverings2024
  - **Day Of:** Happy #NationalTileDay! Celebrate by sharing your #tileinspirations and what ceramic tile and #WhyTile means to you. @Coverings #Coverings2024

**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**, & **#Coverings2024** wherever possible.

Bookmark this webpage: [www.coverings.com/national-tile-day](http://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.
- **Promote tile's sustainable properties and traits:** Start a weekly social media series on National Tile Day and continue it until and including Earth Day, which is the first day of Coverings 2024 (April 22). In your weekly posts, feature one fact or characteristic about tile being one of the most sustainable building and design materials. Use [www.WhyTile.com](http://www.WhyTile.com) and [www.Coverings.com](http://www.Coverings.com) as content resources.
- **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.
- **Organize a National Tile Day Raffle.** A week before National Tile Day, host a raffle to award one of your staff members to be a company representative at Coverings 2024. Have everyone on your team write a sentence about why they'd like to attend Coverings 2024 and then select one winner at random on National Tile Day, presenting the victor with his or her registration, plane ticket and hotel accommodations.
- **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 **#Coverings2024** (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](http://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 2024:**

**Coverings 2024**  
**April 22-25, 2024**  
**Georgia World Congress Center**  
**Atlanta, Georgia**

[Coverings.com](http://Coverings.com)

[Learn more and register at no cost.](http://Coverings.com)

*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 Relations, Atlanta office:  
404-574-2900

Don Eberly, [deberly@ecpr.com](mailto:deberly@ecpr.com)

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