



National Tile Day 2025 Toolkit

Overview

Coverings is excited to promote and celebrate National Tile Day, taking place Sunday, February 23, 2025.

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

There is so much to celebrate! There is no better and more sustainable design, building and installation material than ceramic 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 2025 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 2025 (April 29-May 2, 2025, at the Orange County Convention Center in Orlando, FL) 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 follow between now and February 23.

Follow the handles below to stay up-to-date on all news related to National Tile Day...and Coverings 2025!

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

Keep our hashtags top of mind for your use: **#Coverings2025** and **#NationalTileDay**.

Coverings also recommends including hashtags: **#WhyTile**, **#TileStyle** and **#TileTalk** 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 **#Coverings2025**, 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're excited to join @CoveringsShow on February 23 to celebrate the beauty and versatility of tile for #NationalTileDay. But the celebration doesn't stop there – come see us at #Coverings2025 in Orlando from April 29-May 2, and discover how tile can transform any space! #WhyTile
 - **Day Of:** Celebrate #NationalTileDay with us! Tile has evolved into a dynamic art form, redefining spaces with creativity and innovation. From timeless styles to trendsetting designs, there's so much to explore! Discover new possibilities and get inspired at #Coverings2025, happening April 29–May 2 in Orlando. Use promo code “NTD25” for free registration through February 25! #TileTalk @CoveringsShow
 - Exhibitors, please note: If you've already retrieved your exclusive registration promo code via the [Coverings exhibitor invitation system](#), feel free to utilize it. Alternatively, take advantage of the NTD25 promo code to offer your customers complimentary registration for a limited time.
- Instagram
 - **Pre-National Tile Day:** Tile is more than just a material—it's an art and the best building material to choose. Join us on #NationalTileDay, February 23, to explore the incredible beauty and endless design-build possibilities of ceramic tile with @CoveringsShow. #WhyTile #Coverings2025
 - **Day Of:** Cheers to #NationalTileDay! We're teaming up today with @CoveringsShow to spotlight our most-loved tile trends and designs. Swipe through for inspiration and share your favorites with us! #TileLove #WhyTile #Coverings2025 #CoveringsOrlando

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

photos.]

- **Post-National Tile Day:** #NationalTileDay may be behind us, but the tile fun is just getting started! Mark your calendars for #Coverings2025 in Orlando, April 29-May 2, and see how the beauty and versatility of tile can elevate your next design or installation project. Visit us in booth # __. @CoveringsShow

- Twitter

- **Pre-National Tile Day:** Tile lovers, unite! Feb. 23 is #NationalTileDay, and we're thrilled to celebrate with @Coverings. Let's honor tile's timeless charm and creativity together! #WhyTile #Coverings2025
- **Day Of:** It's the most wonderful time of the year for tile! We're celebrating #NationalTileDay with @Coverings by showcasing our top tile designs. Get inspired! #WhyTile #Coverings2025

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

Architects and Designers

- Facebook

- **Pre-National Tile Day:** The excitement is building for #NationalTileDay! On February 23, we'll be unveiling some of our most-loved tile projects with @CoveringsShow. Stay tuned for design inspiration galore! #WhyTile #Coverings2025
- **Day Of:** Happy #NationalTileDay! Celebrate with us and share #WhyTile continues to be a staple in your spaces and projects. #Coverings2025 #TileTalk @CoveringsShow

- Instagram

- **Pre-National Tile Day:** Tile enthusiasts, mark your calendars for #NationalTileDay, February 23! We are joining @CoveringsShow to highlight the best in tile design and architecture. Stay tuned for a full day of #Tile inspiration that's sure to spark your imagination and next project! #WhyTile #Coverings2025
- **Day Of:** Hooray, it's #NationalTileDay! We're joining @CoveringsShow to spotlight some of our favorite #tile designs! Use promo code "NTD25" to register free through February 25 for #Coverings2025 in Orlando, April 29-May 2, to continue the celebration at the show! #WhyTile
- **Post-National Tile Day:** After an inspiring #NationalTileDay, we're more excited than ever for #Coverings2025 in Orlando! Join us April 29–May 2 for revolutionary designs and tile trends that push boundaries to new heights. #WhyTile @CoveringsShow

[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 coming up on February 23, and we're joining @Coverings for a day packed with the most jaw-dropping tile designs. Follow along with us for all the inspiration! #WhyTile #Coverings2025
 - **Day Of:** Today is the day! We're excited to be celebrating #NationalTileDay with @Coverings! 🎉 Join the fun and share your favorite tile projects with us – let's showcase the beauty of tile together! #WhyTile #Coverings2025

[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 can't wait to join @CoveringsShow on February 23 to celebrate #NationalTileDay and talk all things tile! Stay tuned for the big reveal of the annual Top Tile Trends for 2025. #WhyTile #Coverings2025
 - **Day Of:** Tile fans, today's the day—#NationalTileDay! Join us by sharing your favorite tile design and installation photos; then secure your all-access badge for #Coverings2025 at the Orange County Convention Center in Orlando, April 29-May 2, where the world's top #TileTrends will be on display. Register free now through February 25 using promo code "NTD25"! @CoveringsShow
- Instagram
 - **Pre-National Tile Day:** The countdown for #NationalTileDay is officially on! We're joining @CoveringsShow on February 23 for a "tile-tastic" day filled with social media discussions and pics, along with all the reasons why we love tile. Be sure to join in on the fun! #WhyTile #Coverings2025
 - **Day Of:** It's finally #NationalTileDay! Join us as we kick off the conversation with @CoveringsShow and discuss all things tile. Today, we'll be showcasing some of our favorite tile designs, sharing the benefits of tile, and so much more! You won't want to miss this. #WhyTile #Coverings2025
 - **Post-National Tile Day:** We had so much fun celebrating the tile and stone industry on #NationalTileDay! Hope you did, too! Let's continue the celebration at the tile and stone industry's largest event in North America, #Coverings2025 in Orlando, April 29-May 2. We can't wait to see you there! #WhyTile @CoveringsShow
- Twitter
 - **Pre-National Tile Day:** Who is ready for #NationalTileDay? We are! We are excited to join the discussion Feb. 23 hosted by @Coverings to talk #WhyTile. #Coverings2025

- **Day Of:** Today is #NationalTileDay! Celebrate with us and @Coverings by sharing some of your favorite #tile designs and projects. #WhyTile #Coverings2025

Show Attendees

- Facebook
 - **Pre-National Tile Day:** Did you know #NationalTileDay is Feb. 23? I'll be joining @CoveringsShow to talk all things tile and stone and gear up for #Coverings2025! Join me! #WhyTile
 - **Day Of:** Happy #NationalTileDay! I'm sharing my favorite #TileInspiration, ideas and more today. Share your favorite tile designs, installations and inspirations, too! #WhyTile #Coverings2025 @CoveringsShow
- Instagram
 - **Pre-National Tile Day:** Only __ (#) days left until #NationalTileDay! I'm joining the #WhyTile conversation with @CoveringsShow on February 23 by sharing my favorite tile pics, inspiration, ideas and more. Join me! #Coverings2025
 - **Day Of:** It's finally #NationalTileDay! Join me and @CoveringsShow by sharing your top #tileinspirations and what ceramic tile and #WhyTile means to you. Then, register FREE for #Coverings2025 in Orlando, April 29-May 2 using promo code "NTD25" now through February 25!
 - **Post-National Tile Day:** #NationalTileDay was just a sneak peek of what's to come! Now it's time to get ready for #Coverings2025 in Orlando, April 29-May 2. We can't wait to see the latest tile and stone design trends from 1,100 global exhibitors! #WhyTile #TileTrends @CoveringsShow
- Twitter
 - **Pre-National Tile Day:** Mark your calendar for #NationalTileDay on Feb. 23! We are thrilled to dive into the tile conversation with @Coverings and explore #WhyTile shines in any design or installation. #Coverings2025
 - **Day Of:** Happy #NationalTileDay! We can't wait to see the 2025 Top Ten Tile Trends from @Coverings! Stay tuned for the big reveal. #WhyTile #TileTrends

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, & #Coverings2025 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, download and use 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:

- **Highlight your favorite sustainable tile offerings:** Feature eco-friendly or sustainable tile options to raise awareness about environmentally conscious choices. Showcase your favorite sustainable tile by featuring the tile itself or a project that incorporates it. See more about tile sustainability at the above link to the assets.
- **Create a tile mood/inspiration board:** Create and share a mood board using your tile products, showcasing your design vision and creativity. Feel free to mix and match with other materials that complement tile, or focus on tile alone.
- **Tile Spotlight Series:** Start a weekly social media series on National Tile Day and continue it until the first day of Coverings 2025 (April 29). Feature a different tile style or project each week on social media, highlighting its unique qualities and applications.
- **Have a tile-themed photo contest:** Encourage followers to post their favorite tile photos with a unique hashtag for a chance to win a gift card or a tile-themed prize.
- **Create a tile social media poll:** Use social media stories to create fun polls about tile styles, colors and preferences to engage your audience.
- **Organize a National Tile Day party and sale:** Host a party or event at your showroom or office on National Tile Day! Offer drinks and snacks while celebrating the beauty, versatility and sustainability of tile. You could also offer attendees of the event a special discount on all tile sales finalized during National Tile Day. Promote the sale leading up to the day of the event.
- **Celebrate with tile transformation photos:** Showcase the beauty of tile by sharing photos of how one of your tile designs or installations transformed a space. Don't forget to tag Coverings!
- **Tag Coverings on your social posts:** See the handles above, and Coverings will reshare all posts that are possible.
- **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.

- **Register to attend Coverings 2025.**

Coverings 2025
April 29-May 2, 2025
Orange County Convention Center
Orlando, Florida

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

[Learn more and register.](#)

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:

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