# Draft social posts

## About this template

The three draft social post captions are optimised for X, LinkedIn, Instagram, and TikTok.

These posts can be paired with a variety of visual assets from the communications toolkit, include video case studies, designed assets and photography:

<https://www.hbf.co.uk/policy/campaigns-and-initiatives/wihb/toolkit/>

If you require any additional media or draft social support, contact Hannah.Gillman@hbf.co.uk

## Post 1 - Supporting the programme

We’re proud support the Women in Home Building programme, which offers…

➡️Training and work placements on home building sites across the UK.

➡️ Insight into a leadership career in home building

Check out the opportunities 👇

<https://pathwayctm.com/services/women-into-home-building>

## Post 2 - Opportunity in your area

Home builders have an opportunity for women in [Location.]

✅Free training and work placement

✅Insight into a leadership career in home building

✅No construction experience needed

Apply today 👇

<https://pathwayctm.com/services/women-into-home-building>

## Post 3 - Recruitment post

Are you available this November for a free work placement?

The Women into Home Building programme is accepting applications from local women looking for a new career challenge.

Check out the opportunities 👇

<https://pathwayctm.com/services/women-into-home-building>