

SOCIAL MEDIA GUIDELINE



FOR REPS HOW TO PROMOTE YOUR BRAND ON SOCIAL



WHY IT MATTERS

Your social media presence helps build awareness, trust, and credibility with contractors, engineers, facility managers, and other customers. Use our professionally developed content to keep your audience engaged while boosting visibility for your territory and our products.

HERE'S HOW TO DO IT:



FOLLOW THE BRAND PAGES

- www.linkedin.com/company/price-industries/
- www.youtube.com/user/PriceHVAC
- www.x.com/PriceHVAC
- Like, share, and comment on posts to boost visibility.



USE APPROVED MARKETING MATERIALS

- Access our content available on the Price Portal page or **click here**.
- Or go to **RepNET/Price Corporate Branding**
- Reference our brand guidelines for detailed content usage.



POST CONSISTENTLY (BUT NOT EXCESSIVELY)

- Aim for 2–3 posts per week.
- Mix up your content: product spotlights, behind-the-scenes, team wins, customer stories, etc.



CUSTOMIZE FOR YOUR TERRITORY

- Add local insights (projects, events etc).
- Tag local partners and customers (with permission).



USE HASHTAGS AND MENTIONS

- Tag the manufacturer: add handles
- Use relevant hashtags: #ScienceOfComfort #Engineering #HVAC #HVACsolutions
- Use local hashtags



AVOID THIS

- **Don't** alter logos or brand colors. See brand guidelines.
- **Don't** make product claims not supported by official material.
- **Don't** post confidential pricing or proprietary project info.
- **Don't** get into debates or negative commentary



CONTENT TIPS

- Post photos from installs, trade shows, training sessions, or lunch-and-learns.
- Use “before-and-after” comparisons.
- Post short videos or reels for higher engagement.



TRACK WHAT WORKS

- Watch which posts get likes, comments and shares.
- Share successful posts with our team - we love to highlight reps!



NEED HELP?

- Contact us at ashna.sharma@priceindustries.com for help creating or customizing content.