# Social media copy

## For Retailers to use

Below is suggested social media content for use over the campaign period by retailers involved in the sale of plumbing products. You can use this on its own, or with the social media tiles provided for various social platforms.

In Option 3, please insert your specific details in the highlighted <text>.

### Option 1

Saving $100 now on a cheaper plumbing product could mean $100s down the drain later! Make sure the plumbing and drainage products you purchase are WaterMark certified – meaning, they are fit for purpose and safe to use. You can be sure they are by looking them up on the WaterMark Product Database at [watermark.abcb.gov.au](http://www.abcb.gov.au)/look.

### Option 2

Thinking about updating your kitchen tap? Or fixing that laundry sink? Before you purchase, make sure you know that the products are safe and fit for purpose by looking them up on the WaterMark Product Database – available online. Visit [watermark.abcb.gov.au](http://www.abcb.gov.au)/look.

### Option 3

At <insert store name>, we stock WaterMark certified products. Make sure you look for the ‘W’ before you buy or install plumbing and drainage products. You can also check the database at [watermark.abcb.gov.au](http://www.abcb.gov.au)/look, while in store or shopping online, to ensure that your product has a valid licence.