# Social media copy

This table contains suggested social media posts for use by regulators, plumbers and other practitioners involved in the specification and installation of plumbing products, and retailers. We have included a range of copy options depending on who your intended target audience is.

**File format:** Word doc.

## Practitioners

### Example 1

If it’s not WaterMark certified, you may not be able to install it! The ‘W’ gives you piece of mind that the product has been certified, is safe, and fit for purpose. Always check the WaterMark Product Database for certification details and to make sure its licence is still valid. Find more information at [watermark.abcb.gov.au](http://www.abcb.gov.au)/look.

### Example 2

Thinking about doing some renovations in your bathroom, kitchen or laundry? Make sure you know that the plumbing and drainage products you purchase are safe for you and your family. Most plumbing and drainage products in Australia need to be WaterMark certified – this means that they have been tested, comply with an applicable product specification and are authorised for use. You can look up a product’s certification details on the online WaterMark Product Database. Visit [watermark.abcb.gov.au](http://www.abcb.gov.au)/look for more information.

### Example 3

In Australia it is illegal for licensed practitioners to install certain plumbing products unless they are WaterMark certified, and sanctions can apply. Look for the ‘W’ on products and packaging or check the WaterMark Product Database to ensure your product has a valid licence. Learn more at [watermark.abcb.gov.au](http://www.abcb.gov.au)/look