# Social media copy

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.

## Regulators

### Example 1

Did you know that by law, plumbing practitioners must only install WaterMark certified products in plumbing and drainage installations where the Plumbing Code of Australia requires certified products? To find out if a plumbing installation requires a WaterMark certified product check the WaterMark Product Database at [watermark.abcb.gov.au](http://www.abcb.gov.au)/look

### Example 2

How do you know if a plumbing product you have been asked to install is certified for use? The WaterMark Product Database provides consumers, industry professionals and regulators an access point to confirm if a product has been certified before purchasing or installing the product. This simple check helps ensure that your plumbing and drainage systems work properly and the water you use is safe. To learn more, or to access the database – visit [watermark.abcb.gov.au](http://www.abcb.gov.au)/look.

### Example 3

Products covered by the WaterMark Certification Scheme are evaluated and certified against product specifications or standards and then listed on an online database. To check if a product is certified, look it up on the WaterMark Product Database – visit [watermark.abcb.gov.au](http://www.abcb.gov.au)/look.