

5 WAYS TO SHARE YOUR SUCCESSFUL INSTALLATIONS

1

With permission, **highlight successful projects or quotes from happy customers on your website or blog.** It is a great, easy way to show how active you are in your community and helps build trust.

2

Share pictures or videos of successful installations and happy customers on social media sites such as Facebook, Instagram, Twitter or YouTube.* (Again, always ask permission.)

3

If you have a satisfied customer who is willing to share his/her thoughts about their YORK® Direct Fit™ system, or has sent you positive feedback, we would love to hear about it! Please let us know by emailing YORKPR@godfrey.com.

4

If you have a unique installation that is helping your local community, talk to your customer about reaching out to local media. For more information about local market public relations, please visit the Marketing Action Center ([YORK > Marketing Resources > Public Relations](#)).

5

Share before and after photos of high-quality YORK® installations on the "Wall of Pride" on www.HVAC-Talk.com.

*Tips:

- On Twitter, include our [@YORKHVAC](#) twitter handle in your tweet.
- For information related to YORK® Direct Fit™, use the hashtag [#DirectFit](#).

These two items alert us to your content; we can possibly share it with a wider audience.