



## **Guidelines for Sharing Content from GAF Roof Views**

We're happy to see that you want to share or republish a piece of content from GAF Roof Views.

We kindly ask you to adhere to the following guidelines when doing so:

### **Social Media Sharing**

We love it when you share our content on your social media pages.

If you'd like us to engage with your post, include **#GAFRoofViews** and tag us using:

**@gafroofing** (Facebook, Instagram and Twitter)  
or **@gaf** (LinkedIn)

### **Images, Videos and Infographics**

All creative assets can be used in your shared or republished content as long as you follow our Content Attribution Policy (see below).

### **Article Summaries**

You are welcome to publish a summary of any of our articles on your website or blog, along with a link to the full piece, as long as you write the summary in your own words and do not cut and paste directly from the original article copy.

### **Full blog posts on the web**

If you would like to republish the article in full, we ask that you abide by the Content Attribution Policy below. In addition, please do the following:

- Wait two weeks between the publication date and the time you re-post an article.

- Include the canonical tag to the article so GAF is noted as the original source:  
<link rel="canonical" href="**URL OF BLOG POST**"> (or use an appropriate plugin).

### **Print articles**

We allow print publications to repurpose GAF Roof Views articles, as long as you adhere to the Content Attribution Policy (see below) and seek prior approval from the GAF editors (blog@gaf.com).

### **Translation of articles**

You are welcome to translate articles from GAF Roof Views into another language. Please email the GAF editors (blog@gaf.com) for prior approval.

### **Content Attribution Policy**

For summaries, social sharing, reprints, images, videos and infographics, we require the following.

1) Cite GAF Roof Views as the original source.

2) Link to the source on gaf.com:

- Article/blog post summaries: Link to the URL of the original article
- Print articles: Include the blog homepage gaf.com/blog
- Images: Link to the URL where our original image is stored
- Embedded infographics and video: Embed the original infographic, video, or presentation using the provided embed code
- Content that is gated (requires readers to complete a form in order to access): Link to the landing page, not the PDF

**Any questions on GAF's content sharing guidelines? Please email [blog@gaf.com](mailto:blog@gaf.com)**