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:
  &lt;link rel="canonical" href="URL OF BLOG POST"&gt; (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