



14-20 OCTOBER 2024

## Rental Revealed: #RentalWeek2024 Social Media Challenge

As part of European Rental Week 2024, we want to show the world what it's like to work in the construction equipment rental industry. We aim to reach young, curious minds on social media and inspire them to consider a career in rental. To do this, we're asking employees like you to participate in popular social media trends and challenges that will be shared on TikTok, Instagram, X (Twitter), and YouTube.

You can help us highlight how rewarding and exciting it is to work in rental by sharing your own experiences. We encourage you to have fun and show off your unique perspective! Videos can be shared between today and 20 October.

### Join the Challenge in 3 Steps

#### 1. Record Your Video:

- Choose one (or more!) of the trends on the next page or any other trend or video idea you would like to work on.
- Record a very short video that shows what it's like to work in rental or share something insightful/fun about your job. Videos should preferably be 30 seconds to 2 minutes long. The shorter, the better. The video can be in your native language or English.
- You can use your personal account or the company's social media account to post the video.

#### 2. Use Hashtags:

- Be sure to include the official European Rental Week hashtags:

**#RentalWeek2024 #WorkInRental #Reasons2Rent #RentalSolutions  
#Rental4Sustainability**

Including these hashtags is very important to bring the attention to the European Rental Week. We will also use the hashtags to find your video.

- Please also include any hashtags relevant to the trend you're participating in (such as #OfCourseWe, #DayInTheLife, #ThingsIWontDo).
- If you are using TikTok and it works for your specific video, you could add a trending sound to get the video higher up in the algorithm and reach more views.

#### 3. Share It:

- Share your video on TikTok, Instagram, X, and/or YouTube **by 20 October at the latest.**
- Tag the company (and your colleagues) to increase engagement!
- After uploading your video, we will select some to share on LinkedIn and X to reach an even wider audience. You can also share your video on your personal LinkedIn using the hashtags!

## Key Social Media Trends

Here are the trends we'd love for you to participate in. Feel free to try one or multiple!

Trend	Content	Examples from other sectors	Hashtags
"We Work in Rental, Of Course We..."	Share a fun or quirky fact about working in rental! It can be something funny, unique, or insightful about what makes your job interesting.	<ul style="list-style-type: none"> <li>• <a href="#">Teacher</a></li> <li>• <a href="#">Zookeeper</a></li> <li>• <a href="#">Chiropractor</a></li> <li>• <a href="#">Samsung</a></li> </ul>	#RentalWeek2024 #WorkInRental #Reasons2Rent #RentalSolutions #Rental4Sustainability #OfCourseWe #OfCourse #OfCourseTrend #OfCourseChallenge
"Come to Work with Me"/"Day in the Life"	Show people what a typical (or not-so-typical) day at work looks like for you. Record a short video as you go about your day, explaining what you do and why you enjoy working in rental.	<ul style="list-style-type: none"> <li>• <a href="#">Pharma technician</a></li> <li>• <a href="#">Sales assistant</a></li> <li>• <a href="#">Teacher</a></li> </ul>	#RentalWeek2024 #WorkInRental #Reasons2Rent #RentalSolutions #Rental4Sustainability #DayInTheLife #ComeToWorkWithMe #DayInMyLife #WorkVlog #WorkDay #WorkVibes
"Things I Would Never Do"	Share lessons learned or things you've come to realise through your work—especially when it comes to safety and best practices. Bonus: share how these lessons also help you in your personal life!	<ul style="list-style-type: none"> <li>• <a href="#">ER nurse</a></li> <li>• <a href="#">Real estate agent</a></li> <li>• <a href="#">ER nurse</a></li> </ul>	#RentalWeek2024 #WorkInRental #Reasons2Rent #RentalSolutions #Rental4Sustainability #ThingsIWontDo #ThingIWouldNeverDo #5ThingIWouldNeverDo #ThingsIWontDo #ThingsIWishIKnew #5ThingsChallenge

## Have Fun!

This is your chance to be creative and show the world what makes the rental industry a great workplace. Whether through humour, insight, or showing a typical day, we want to see your perspective!

If you need any help, don't hesitate to reach out. Let's show everyone why working in rental is an exciting and rewarding career choice! Together, we can inspire the next generation of rental industry professionals.