

Messaging Checklist:

Talking to Gen Z in the Trades

A quick-reference guide for offsite construction brands

✔ Lead with Purpose:

- ☐ Have you clearly stated why your company exists beyond profit?
- ☐ Do your job posts, website, and social media reflect a sense of impact or mission?
- ☐ Are you highlighting how your work contributes to sustainability, equity, or innovation?

💡 Speak to Their Values:

- ☐ Does your messaging include language around climate action, inclusion, or community?
- ☐ Are you showing respect for mental health, work-life balance, and fair treatment?
- ☐ Have you avoided outdated assumptions (e.g. *"just work hard and keep your head down"*)?

🎯 Simplify the Language:

- ☐ Is your content jargon-free, or clearly explained if technical?
- ☐ Could a 19-year-old unfamiliar with your industry understand your message?
- ☐ Are you keeping it short, clear, and confident, not corporate or robotic?

👁️ Make It Visual:

- ☐ Are you using real photos or videos of your team, especially younger workers?
- ☐ Could someone scroll your Instagram or LinkedIn and quickly feel your culture?
- ☐ Have you adapted key content into video or mobile-first formats?

👥 Feature Their Peers:

- ☐ Are your apprentices, young team members, or interns visible in your brand?
- ☐ Do you ever let them *"take over"* your content or share their stories?
- ☐ Are you building community by showing Gen Z role models in the trades?

📖 Be Transparent:

- ☐ Are you honest about what's hard, not just what's great?
- ☐ Have you shown your jobsite conditions, not just renderings or stock photos?
- ☐ Do you talk about your company's growth plans and how young talent fits in?

🚀 Highlight Innovation:

- ☐ Are you showing the tech and tools your team uses, BIM, robotics, prefab workflows?
- ☐ Are you making it clear this isn't *"old school construction"*, it's the future of building?
- ☐ Do you show how offsite construction is advancing the industry?

💬 Sound Like a Human:

- ☐ Would your tone make a young person feel spoken to, not marketed at?
- ☐ Are you using first-person language where possible (*"we," "you," "let's"*)?
- ☐ Have you pressure-tested your copy with someone under 25?

