



International Cleaning Week ISSA Promotional Partner Toolkit

Thank you for partnering with ISSA to promote and celebrate International Cleaning Week!

International Cleaning Week (ICW) is March 24-30, 2024. The week represents a unique opportunity to celebrate the value of clean, honor essential front line cleaning industry professionals, and raise public awareness of what your industry is doing to create healthy environments for workers and customers.

This toolkit includes resources to help you spread the word about International Cleaning Week:

- ICW Logos and other Promotional Imagery
- Sample Social Media Posts for LinkedIn, Facebook, and Twitter
- Sample Newsletter Copy

ICW Logo



ICW Partner Logo





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Promotional Imagery for Your Campaigns

Download ICW logos and other imagery for your promotional use via Dropbox [here](#).

Sample Newsletter Copy

(Add the ICW logo and the sample copy below to your newsletter, website, or other promotions)

(Insert Association) has joined ISSA, the worldwide cleaning industry association, in celebrating International Cleaning Week, March 24-30, 2024. The week represents a unique opportunity to celebrate the value of clean, honor fellow cleaning industry professional, and raise public awareness to the industry's commitment to maintaining healthy environments for workers and customers.

We encourage you to recognize your own cleaning professionals and your company's commitment to safe and healthy spaces. Take a picture of your crew celebrating, and share it on social media using #ICW.

Find out more at www.issa.com/icw

Together, let's celebrate and highlight the important role the cleaning industry plays in keeping people safe and healthy.

Sample Social Media Posts

Use the ICW logos and other imagery to pair with social media posts.

[@ISSA](#)-The Worldwide Cleaning Industry Association on LinkedIn and Facebook
[@issaworldwide](#) on Twitter and Instagram

You can easily share content posts directly from the ISSA social media pages throughout February and March

[LinkedIn](#)

[Facebook](#)

[X](#)

[Instagram](#)



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Timing	Facebook/LinkedIn	X
As soon as you get this toolkit	<p>About 40% of employees globally often worry about becoming ill due to poor hygiene. Cleanliness is more important than ever, and we are excited to highlight our industry’s commitment to cleanliness. We look forward to celebrating International Cleaning Week (March 24-30). Learn more at www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>About 40% of employees globally often worry about becoming ill due to poor hygiene. We are excited to highlight our industry’s commitment to cleanliness. Join us in celebrating International Cleaning Week (March 24-30). Learn more at www.issa.com/icw #ICW @ISSAworldwide</p>
Any time before March 11	<p>Maintaining clean and healthy spaces is vital in keeping our workers, customers, and the public safe and healthy. Showcase your organization’s dedication to cleanliness during the upcoming International Cleaning Week (March 24-30): www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Maintaining clean and healthy spaces is vital in keeping our workers, customers, and the public safe and healthy. Showcase your organization’s dedication to cleanliness during International Cleaning Week (March 24-30): www.issa.com/icw #ICW @ISSAworldwide</p>
Any time before March 11	<p>Cleaning and disinfection of surfaces, when combined with hand hygiene, reduces virus concentrations by 85.4%. Cleanliness is an everyday essential. Join us promoting International Cleaning Week (March 24-30): Learn more at www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Cleaning and disinfection of surfaces, when combined with hand hygiene, reduces virus concentrations by 85.4%. Cleanliness is an everyday essential. Join us in promoting International Cleaning Week (March 24-30). Learn more at www.issa.com/icw #ICW @ISSAworldwide</p>



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Timing	Facebook/LinkedIn	X
Week of March 11	<p>Cleanliness is essential for maintaining healthy and safe (insert industry i.e. hotels, schools, restaurants,etc) From March 24-30 join us bringing recognition to essential cleaning professionals during International Cleaning Week. Info: www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Cleanliness is essential for maintaining healthy and safe (insert industry i.e. hotels, schools, restaurants,etc) From March 24-30 join us bringing recognition to essential cleaning professionals during International Cleaning Week. Info: www.issa.com/icw #ICW @ISSAworldwide</p>
Week of March 18	<p>International Cleaning Week, a time to celebrate and honor our essential cleaning professionals, is around the corner! Learn more at www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>International Cleaning Week, a time to celebrate and honor our essential cleaning professionals, is around the corner! Learn more www.issa.com/icw #ICW @ISSAworldwide</p>
Start of International Cleaning Week- Sun. March 24	<p>International Cleaning Week kicks off today! Share photos and anecdotes about your hardworking cleaning professionals with #ICW through March 30. www.issa.com/icw @ISSA-The Worldwide Cleaning Industry Association</p>	<p>International Cleaning Week kicks off today! Share photos and anecdotes about your hardworking cleaning professionals with #ICW through March 30. www.issa.com/icw @ISSA worldwide</p>



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Timing	Facebook/LinkedIn	X
<p>International Cleaning Week. March 24-30</p>	<p>Cleaning and maintenance preserves facility assets, reducing costs and enhancing appearance. Join us in celebrating International Cleaning Week: www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Cleaning and maintenance preserves facility assets, reducing costs and enhancing appearance. Join us in celebrating International Cleaning Week: www.issa.com/icw #ICW @ISSAworldwide</p>
<p>International Cleaning Week. March 24-30</p>	<p>Absenteeism from illness costs businesses billions each year. Proper cleaning and hygiene practices can help reduce cases of illness and support productivity. www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>Absenteeism from illness costs businesses billions each year. Proper cleaning and hygiene practices can help reduce cases of illness and support productivity. #ICW www.issa.com/icw</p>
<p>International Cleaning Week. March 24-30</p>	<p>The majority (92%) of customers consider cleanliness an important factor when deciding whether to be a repeat customer. That's one of many reasons why (Insert Company Name) is celebrating International Cleaning Week! www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>The majority (92%) of customers consider cleanliness an important factor when deciding whether to be a repeat customer. That's one of many reasons why (Insert Company Name) is celebrating International Cleaning Week! www.issa.com/icw #ICW @ISSAworldwide</p>
<p>International Cleaning Week. March 24-30</p>	<p>International Cleaning Week is coming to a close soon! Don't forget to highlight your hardworking cleaning professionals with www.issa.com/icw #ICW @ISSA-The Worldwide Cleaning Industry Association</p>	<p>International Cleaning Week is coming to a close soon! Don't forget to highlight your hardworking cleaning professionals with www.issa.com/icw #ICW @ISSAworldwide</p>