

Social Club FAQs



What is Social Club?

American Standard Dealers can build their social media presence and gain access to specially curated, American Standard branded, social media posts and blogs. Dealers can easily customize and push the posts to their social media accounts (Facebook, Twitter, LinkedIn, or Instagram) from their phone, tablet, or PC. Social Club provides monthly access to 5 or more brand-specific, consumer focused social media posts that can be shared on social media channels.

Who has access?

All American Standard dealers can use this content free of charge

When will new content be available?

10 brand-specific, consumer-focused social media posts will be available on the American Standard MAX platform during the first week of each month. Dealers or distributors can edit these posts to add a website link, physical address and/or phone number before sharing them on their own social media channels.

How do you access the new content?

Navigate to ASDealerNet - Marketing Center - MAX - Advertising Materials - Image Library - Social Club

What do I do with the content?

You can download a specific image or all images at once for a content month. Corresponding captions can be copy and pasted directly from the image caption within MAX or by downloading the word document within each month with the corresponding captions for easy access/reference.

Is registration required?

No, there is no registration required to access the content. As long as you have access to MAX advertising center, you will have access to the content.

Who do I contact if I have issues accessing the content?

Please contact Rayanne DuChane, PR, Social Media, and Brand Communications Manager at Rayanne.duchane@tranetechnologies.com.