

Help Us Amplify The Campaign

Share Your Story With Us: Do you have an employee to spotlight in the 'A Place To Stay' Campaign? Fill out [this form](#) or email us at hotelcareerstory@ahla.com to put your story on display.

Go Live: Go live on Facebook or Instagram for a few minutes or more to share your personal story or supporting thoughts on the hotel industry. In real time, you will be able to tell your friends and followers why hospitality paves the path towards successful career trajectories. Here are a few key items to discuss (with more detailed talking points with the instructions before you go guide):

- Your role, how long you have been in the industry, and why you love it.
- What do you look forward to everyday?
- How this job is unique and like no other.
- Visit thehotelindustry.com – a destination to explore the more than 200 career pathways in the industry

Tell Your Friends: From social media channels to high level meetings, share this campaign with your colleagues across the hospitality industry. By sharing this campaign broadly, you will play a critical role in filling the thousands of open hotel jobs nationwide. Here are some key talking points you can use:

- After the pandemic wiped out 10 years of job growth since 2020, the 'A Place Stay' ad campaign is looking to immediately recruit our country's diverse pool of talent and support their journey to establish a life-long career in the hotel industry.
- A multi-year effort, the campaign helps job seekers discover the 200+ career pathways and many perks that the industry offers, including competitive wages, benefits, flexible schedules, and travel opportunities.
- Through the campaign, job seekers will come to understand that the hotel industry is a place to grow, a place to succeed...and a place to stay. Visit thehotelindustry.com to learn more.

Reshare Our Posts: To gain momentum, please reshare our posts on Facebook and Instagram on your own social media channels.

Work With Us and Co-Brand on Social Media

Customize Your Posts: If you are an employer or employee, we have added alternative captions within the toolkit that you can personalize with your own company's social media pages and hashtags. This will allow you to add your own company's voice to each post. These alternatives look like this:

| VERSION A | | |
|--|--|---|
| Generic Caption | Branded Caption | Employee Caption |
| Use if you want messaging to remain generic. | Use if you are a hospitality brand. | Use if you are a hospitality employee. |
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Insert Your Own Logo: If you want to co-brand with the ad campaign, please insert your own logo into campaign collateral. The size of the logo should never be greater than 1/3 of the size of the image used, and the logo should always be legible and clearly visible. For more detailed information, please see the [Logo Guidelines document](#) in this toolkit.

Use "The Hotel Industry" Logo and Hashtag: Within the social media toolkit, use the saved PNG version of "The Hotel Industry" logo and tips to use for co-branded social media posts and videos. When inserting a logo over an image, the logo must have a vertical and horizontal margin of approximately 40-60px. Please make sure that the size, margins, proportions, and visibility remain clear and consistent.

Take Advantage of Our Brand Guidelines: As part of our brand guidelines, we have selected a series of fonts to use for our website copy. If you are filming your own video or publishing your own story, consider utilizing our brand guidelines document to match our style:

- The Hotel Industry Campaign uses the Helvetica Neue LT Std typeface across all communications and is the main font used on the campaign website. We use Helvetica Neue LT Std (in light, regular and bold weights) for main body copy and highlighting important words.
- Helvetica Neue LT Std Condensed and Bold Condensed are used for headlines and sub-headlines.

Use Images From Our Featured Stories: Did we profile a hotel from your company on our social pages? Share it on social media. By sharing videos, images and stories from your employees, you can make an even greater impact on our campaign.

Feature Your Own Employees: Do you want to feature your own employees as part of the campaign? Here are some tricks to add your own stories into our campaign.

- Our campaign centers on shining a spotlight on the real heroes of hospitality – our employees. If you want to feature your own employees, consider making a quick video or doing a written piece on them.
- One of the easiest ways to capture video is through Zoom. Consider recording a five-minute zoom interview about why they love working in hospitality. Here are some sample questions below:
 - What is your name, title and number of years working in the industry?
 - Where did you get your start in the hospitality industry?
 - How would you describe working in hospitality to your best friend?
 - What advice would you give to someone looking to enter the hospitality industry?
- If you want to add your logo and/or “The Hotel Industry” logo to the zoom video, go into the navigation panel and click “advanced” followed by “branding.” Select “meetings and webinars,” scroll to “live streaming watermark,” and click change to insert the logo.
- Share on social media using the hashtag #TheHotelIndustry.