



# Social Media Toolkit

*EXHIBITORS*

Thank you for participating in the Visit San Antonio Hospitality/Tourism Job Fair this May 2022. We could not do this without the support of our exhibitors. We want to support the growth of our hospitality and tourism partners and help lead our city through recovery.

We need your time and support to ensure the community is aware of the opportunity to join this vibrant and growing sector. Let us work together to get the word out about Visit San Antonio's Hospitality/Tourism Job Fair. For your convenience, we have compiled this social media kit to provide easily customizable posts to share the job fair details with your followers and potential job seekers. Thanks in advance for your help!

## HOW CAN YOU HELP?

- Share your posts about the job fair:
  - Download and post the social media graphics suite
  - Create your own post and share it
  - Or, share one of the sample posts in the next section
- Include some of the interesting industry facts provided with your posts
- When posting, include our hashtag #VisitSanAntonio and be sure to tag us. This will help us see your posts and help others find them.
- Follow @VisitSanAntonio on Facebook, Instagram, Twitter, and LinkedIn
- Engage with our posts:
  - Like, comment, or share
  - Tag or share with friends, family, or other organizations
- Promote the job fair on **Tuesday, May 3**. Use hashtags #JobFair and #SanAntonio
- Highlight your goals or something interesting about your business to entice potential applicants to attend the job fair and learn more.

## SAMPLE SOCIAL MEDIA POSTS

### Instagram, Facebook

- At [name of company] we are inclusive and strive to build a diverse team. Come meet us at the Alamodome on May 10 at the **#VisitSanAntonio #JobFair** and learn more about our career opportunities! No appointment needed. **#SanAntonio**
- Join us on May 10 at the **#VisitSanAntonio** Hospitality/Tourism **#JobFair** at the Alamodome. Don't miss the chance to join one of the fastest-growing industries in the city. In 2019, San Antonio welcomed 41 million visitors and we are gearing up to welcome the world back in 2022! Attendees can win a door prize. **#SanAntonio**
- We are hiring for [insert positions hiring for]. We offer a vibrant workplace with [insert perk or benefit], as well as [insert perk or benefit]. Meet us at the **#VisitSanAntonio #JobFair** on May 10 at the Alamodome - we'll be conducting interviews on site! Free, on-site parking. **#SanAntonio**

### Twitter

- Looking for extra work this summer? Join us at the **#VisitSanAntonio #JobFair** at the Alamodome on May 10, 10 am-2pm. Hospitality/tourism is a top industry in San Antonio! Free parking on-site. **#SanAntonio**
- Are you our next [insert position here]? We want to meet you! Join us at the **#VisitSanAntonio** Hospitality/Tourism **#JobFair** on May 10 at the Alamodome, 10 am - 2 pm. Attendees can win a door prize. **#SanAntonio**
- We're hiring for [insert positions hiring for]. Enjoy valuable benefits, competitive pay, and opportunities for advancement. Meet us at the **#VisitSanAntonio** Hospitality/Tourism **#JobFair** on May 10 at the Alamodome, 10 am-2 pm. **#SanAntonio**

### LinkedIn

- Did you know nearly 1 in 7 workers in **#SanAntonio** works in hospitality and tourism? Kick-start your career in the industry today! Join us at the **#VisitSanAntonio #JobFair** May 10 at the Alamodome, 10am-2pm. Attendees can win a door prize!
- Hospitality/tourism contributes over \$247 million to local government and plays an essential role in our economy. Join us for the **#VisitSanAntonio #JobFair** on May 10 at the Alamodome to meet the companies leading our city's recovery. Free parking on-site. **#SanAntonio**.
- In a nod to National Travel and Tourism Week, **#VisitSanAntonio** is hosting a hospitality/tourism **#JobFair** at the Alamodome on May 10. This top industry in our city creates jobs and helps **#SanAntonio** thrive. Join this dynamic and growing industry today! **#NTTW22**