



Social Media Toolkit

COMMUNITY PARTNERS

Visit San Antonio is hosting a hospitality/tourism job fair this May 2022. This industry is one of the top industries in San Antonio leading the city through recovery. We need your time and support to help ensure the community is aware of the opportunity to join this vibrant and growing sector. Help us 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

SAMPLE SOCIAL MEDIA POSTS

Instagram, Facebook

- Meet over 70 hospitality & tourism companies looking to hire before the busy summer season. Come to the Alamodome on May 10 from 10am-2pm for the **#VisitSanAntonio #JobFair!** No appointment needed. **#SanAntonio**
- Join **#VisitSanAntonio** on May 10 at the Hospitality/Tourism **#JobFair** at the Alamodome from 10am-2pm. 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're gearing up to welcome the world back in 2022! Attendees can win a door prize. **#SanAntonio**
- \$17.4 billion - that was the impact of tourism and hospitality on our city's economy in 2019. Join this growing industry as it leads the city's recovery. Attend the **#VisitSanAntonio #JobFair** on May 10 at the Alamodome, 10am-2pm. Interviews on site and free parking. **#SanAntonio**

Twitter

- Looking for extra work this summer? Join **#VisitSanAntonio #JobFair** at the Alamodome on May 10, from 10 am-2pm. Hospitality/tourism is a top industry in San Antonio! Free parking on-site. **#SanAntonio**
- Meet over 70 hospitality and tourism companies at the **#VisitSanantonio #JobFair** on May 10 at the Alamodome, 10 am - 2 pm. No appointment needed. Attendees can win a door prize! **#SanAntonio**
- The **#VisitSanAntonio #JobFair** is THE place to get hired for hospitality and tourism jobs. Interviews will be conducted on site. Join us 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 \$230 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**