

Hospitality Apprenticeship Week Social media toolkit

Overview

The National Apprenticeship Service is delighted to launch the first Hospitality Apprenticeship Week which will take place between 5th and 9th August. This inaugural event aims to provide a fresh opportunity to celebrate apprenticeships in the sector and bring the whole hospitality community together to showcase the positive differences that apprenticeships can make to individuals, to employers and to the wider economy.

We'd love your support during The Week, to showcase the great work you're doing with apprentices in the hospitality sector, and how your business has benefited. Here are some ways you can get involved:

How to get involved

During the Hospitality Apprenticeship Week, all activity will be driven through social media and we want you all to be involved! Please make sure you use the following supporting social media hashtags:

#FireItUp

#ComeOnIn

#HospitalityCareers

Always try to include an image to your social media posts as it makes it more compelling.

1 - Share our Logo

We are asking you to post the Hospitality Apprenticeship logo along with pledging your support for the week by including the hashtags #FireItUp #ComeOnIn & #HospitalityCareers

You will find the visual asset you need on our Hospitality Apprenticeship Week Resource Centre – click [here](#)

2 - Give everyone 'A Warm Welcome' and Educate and Inspire them about Hospitality

For each day there will be a different theme focusing on promoting hospitality careers and apprenticeship vacancies currently available in the sector:

Monday - Hospitality and Apprenticeships

We would like to hear from you and your apprentices and find out why the Hospitality industry is a great sector to work in? Please use the following sentences adding in your own reason at the end of each one:

- I love working in hospitality because ...
- Our team at [insert company name] loves hospitality because ...

Here is a list of various statistics that you can use to showcase how amazing the hospitality industry and the apprenticeships are:

- The hospitality and tourism sector is the 3rd largest employer in the UK
- The hospitality industry employs over 3.2 million people
- If you work in hospitality you gain skills that can be transferred to any career
- Working in hospitality means working as part of a team
- Hospitality sector offers diverse and dynamic work environment – You can travel the world!

Tuesday – Chef (Case Studies)

This is where we would like to see and hear from your chef apprentices! This is your chance to offer an apprentice's view on what their apprenticeship is like day to day and what it has enabled them to achieve.

- Why do they enjoy their job?
- What is it like?
- What have they learnt?
- What have they achieved?

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Wednesday - Front of House, Restaurant, Reception and House Keeping (Case Studies)

This is where we would like to see and hear from your front of house apprentices! This is your chance to offer an apprentice's view on what their apprenticeship is like day to day and what it has enabled them to achieve.

- Why do they enjoy their job?
- What is it like?
- What have they learnt?
- What have they achieved?

Thursday - Management (Case Studies)

This is where we would like to see and hear from your management apprentices! This is your chance to offer an apprentice's view on what their apprenticeship is like day to day and what it has enabled them to achieve.

- Why do they enjoy their job?
- What is it like?
- What have they learnt?
- What have they achieved?

Friday - Careers in Hospitality- Earning & Learning

During this day you can promote your apprenticeship programmes and vacancies, explain how employees and school leavers can join these. We encourage promotion of current vacancies and showing off career development through apprenticeships.

Example:

Fantastic #Hospitality #Apprenticeship opportunities here at [insert company name]! Our team are waiting for your application! Go to >>> [insert web link to view your apprenticeship opportunities] #ComeOnIn #HospitalityCareers

3 - Bring your apprenticeship stories to life across social channels

There are lots of ways to do this. We have included a few suggestions below so you can start planning. Feel free to pick the one or two that suit you most – or run with them all!

Celebrate success by showing off apprentices who have progressed in their career after completing an apprenticeship. Also ask apprentices to explain the reasons why they love working in the hospitality industry. These people are all in the industry & are loving it!

Twitter takeover – Allow an apprentice (one a day / five across The Week) to take over the company Twitter feed, posting images and updates about their day.

Instagram – Ask an apprentice to upload one image a day to Instagram, then they can curate a story at the end of the week.

Website blog – Encourage your apprentice to contribute a post for your website.

Don't forget to use the following supporting social media hashtags:

[#ComeOnIn](#)

[#HospitalityCareers](#)

[#FireItUp](#)

Example Social Media Posts

- We're proud to be supporting the first Hospitality Apprenticeship Week 2019 – looking forward to celebrate apprenticeships and showcase the positive impact they make to individuals, employers and to the wider economy. #Apprenticeship #ComeOnIn #HospitalityCareers #FireItUp
- Fantastic #Hospitality #Apprenticeship opportunities here at [insert company name]! Our team are waiting for your application! Go to >>> [insert web link to view your apprenticeship opportunities] #ComeOnIn #CareersInHospitality
- Did you know that the Hospitality industry is the 3rd largest sector employing over 3 million people? #ComeOnIn #HospitalityCareers #FireItUp Find your career here: <http://bit.ly/Come-On-In>
- Working in #Hospitality means working as part of a team in a dynamic work environment! #ComeOnIn Find your career here: <http://bit.ly/Come-On-In>

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- Hospitality is a global industry so you can work anywhere in the world! #FireItUp #ComeOnIn #HospitalityCareers #FireItUp Find your career here: <http://bit.ly/Come-On-In>
- There are many entry level opportunities within the #Hospitality sector and for ambitious and dedicated workers, possibilities of quick promotions #FireItUp #ComeOnIn #HospitalityCareers Find your career here: <http://bit.ly/Come-On-In>