



HOTEL ASSOCIATION OF CANADA
ASSOCIATION DES HÔTELS DU CANADA

#HOTELWORK*LIFE* MEMBER TOOLKIT

#HOTELWORKLIFE

HAC Member Participation Toolkit

The #HotelWorkLife campaign is a nationwide initiative showcasing the incredible stories of hotel employees across Canada. This campaign is designed to celebrate the variety of careers within our industry and to inspire the next generation of hospitality professionals. We invite your team to participate and help amplify these stories across social media and beyond.

Employee Activation

Social Media Call to Action

To make participation easy, we've created a few pre-written captions that you can copy, paste, and customize for your social media account to encourage your team to participate. Here are some examples:

- **Option 1:** Proud to support the #HotelWorkLife campaign, showcasing the incredible stories of our team. Join us in sharing your hotel story and inspiring the next generation of hospitality professionals!
- **Option 2:** Our team is the heart of what we do. See what #HotelWorkLife is all about and share your own story to inspire others to explore careers in hospitality

Email Template for Employees

Encourage your team to get involved! Motivate your most dedicated employees to participate with this pre-written call to action:

Subject: Share your #HotelWorkLife!

Message:

Dear [employee],

As one of our top performers, and we would like to encourage you to participate in the Hotel Association of Canada's #HotelWorkLife campaign.

This campaign is all about celebrating the incredible stories and experiences of people like you—those who bring passion, dedication, and expertise to their roles every day.

Here's how you can get involved:

- Record a short video showing a "day in the life", POV or a special behind-the-scenes moment that highlights your role ([see examples here](#)).
- Post it on social media using the hashtag **#HotelWorkLife** to inspire others and showcase the best of what you do.

Your story has the power to inspire the next generation of hospitality professionals and help others see what makes working in hotels so rewarding. We'd love to see your unique perspective as part of this industry-wide movement!

Thank you for all that you do.
[Your Name]

Share Your Own Story

Personal Storytelling Thought Starters

Use these prompts to encourage personal storytelling for the #HotelWorkLife campaign:

- **Thought Starter 1:** What was the moment you knew working in hospitality was for you? Share that experience and how it shaped your career. This is your #HotelWorkLife—let's inspire others to follow their passion!
- **Thought Starter 2:** Behind the scenes at a hotel, every day brings something new. What's one of your favorite behind-the-scenes moments? Share your story with #HotelWorkLife.
- **Thought Starter 3:** What's a favorite memory or experience from working with your team? Let's highlight the best of hotel teamwork. Share your moment with #HotelWorkLife.
- **Thought Starter 4:** Hotels aren't just places to stay—they're where memories are made. What's a memory you'll never forget from working in the industry? Share it as part of your #HotelWorkLife.
- **Thought Starter 5:** Why did you choose a career in hospitality? What keeps you excited about your work every day? Share your story and use #HotelWorkLife to connect with others in the industry.

Hashtag Guidelines

To ensure consistency and maximize reach, we've outlined best practices for using the #HotelWorkLife hashtag:

- Always include **#HotelWorkLife** in your post.
- Tag the **Hotel Association of Canada** for increased visibility.
- Encourage your employees and team members to tag colleagues and add their personal stories to help drive engagement.

Campaign Materials

For easy access to all #HotelWorkLife videos please visit:

<https://hotelassociation.ca/advocacy/hotelworklife/>

Questions?

For any questions or additional resources, please contact **Elizabeth Tobin, Director of Communications.**