

Hospitality Apprenticeships Week 2023

Social media toolkit



Hospitality Apprenticeships Week

2nd – 8th October 2023

The hospitality sector is delighted to announce Hospitality Apprenticeships Week is returning, taking place on Monday 2nd to Sunday 8th October 2023. The week aims to provide a focused opportunity to celebrate apprenticeships in the hospitality sector.

As in previous years, the aim is to bring the whole hospitality community together to showcase the positive differences that apprenticeships can make to individuals and the business that they work in. We want to promote our sector as an exciting place to work with clear career paths and showing that a career in hospitality is **#MoreThanAJob**.

Continuing the work from 2021 & 2022 where we launched the dedicated [Hospitality Apprenticeship Hub](#), this year we will be hosting our first [Virtual Launch Event](#) on 29th September (the Friday before HAW) to get us started and excited for the week to come. We'll be joined by guest speaker Kate Nicholls OBE - CEO at UKHospitality, to provide some insight to the hospitality and talent landscape today. Then we're excited to be hosting a panel discussion and Q&A with associated employers and providers before sharing some top tips on live engagement to compliment the social media campaign you'll be ready to launch the following week.

The campaign is supported by the National Apprenticeship Service in addition to a vast number of sector employers, trade bodies, suppliers, colleges and training providers from across the UK. As an industry there is a clear need to bring new and future talent into our businesses to ensure continued success and apprenticeships are an excellent way to do this as well as grow and develop a career in the industry.

The aims of Hospitality Apprenticeships Week

Our core aim is to showcase the career opportunities in hospitality to 16-24 year-olds – many of which will possibly be reassessing their options after receiving their exam results or ready to make a career move. The week will also encourage more employers in the hospitality sector to offer apprenticeships and recruit at entry level, straight from FE/HE.

Our three goals are:

- **Educate** – show what a hospitality apprenticeship looks like and highlight the diverse career pathways available through apprenticeships (with the intention of more 16-24 year olds recognising hospitality as a career choice).
- **Engage** – help the younger generation to understand what the hospitality sector has to offer and the significant and exciting career opportunities open to them (more 16-24 year olds seeing hospitality as a promising and fruitful career choice).
- **Employ** – share job opportunities and encourage more people to start apprenticeships in the sector (more 16-24 year olds coming into the industry, either direct from FE/HE or moving from a part-time role and making the decision to join full-time as an apprentice).

The week

During campaign week, the majority of activity will be driven through social media with links to a new 'Hub' page on the Careerscope website.

There will be a theme for each day:

Monday - A new experience everyday

In hospitality no two days are the same. If you like thinking fast, adapting to new challenges and new experiences, a career in hospitality is for you.

Tuesday - Travel the World

There are bars, restaurants and hotels all over the world. If you are trained in hospitality, you can go anywhere.

Wednesday - Aim Big, Progress Fast

There are endless opportunities and plenty of room to progress in hospitality. Start as an apprentice and you could soon be managing a venue or leading a team of professionals.

Thursday - Power Up

From working as part of a team, to creating brilliant experiences for customers, the skills you learn in hospitality are diverse and will help you succeed in any career.

Friday – Get Social

Whether you're talking to customers, or building relationships with team mates, if you're someone who loves meeting new people then hospitality will help you thrive.

Saturday – It's Fun, Fast and Active

Are you bored by the thought of being stuck behind a desk? A career in hospitality will get you on your feet, having fun and thinking fast.

Sunday – Keep it flexible

9 - 5 not for you? Working in hospitality gives you flexibility and the opportunity to create a work-life balance that's best for you.

Each day, stakeholders will be asked to get involved by sharing their apprenticeship programmes using their own ambassadors and team members. Below we have provided some suggested content to utilise to help highlight the variety of career pathways.

Alongside the social media activity, we will also use the '[Hub](#)' to showcase the stories of real-life apprentices in the sector and drive traffic to the dedicated hospitality apprenticeships jobs board.

Supporting Hashtag:

#MoreThanAJob

Please click [here](#) to find the additional assets which can be used to support the campaign.

Example social media posts

Date / Asset	Content
3 weeks before Hospitality Apprenticeships Week Share this post alongside the supporters logo	At [your company name] , we're proud to be supporting Hospitality Apprenticeships Week taking place between 3rd and 9th October 2022. During the week we'll be highlighting the fantastic career opportunities within hospitality – don't miss out! Get involved at www.careerscope.uk.net/apprenticeships #MoreThanAJob
1 week before Hospitality Apprenticeships Week Share this post alongside the supporters logo	We can't wait for Hospitality Apprenticeships Week next week! Each day we'll be celebrating the exciting career opportunities available through hospitality apprenticeships. #MoreThanAJob

<p>Hospitality and apprenticeships - myth busting post that can be shared throughout the week</p> <p>Share these posts alongside the images we have created for you in the toolkit.</p>	<p>[Use the asset HAW quote 1]</p> <p>There's an apprenticeship for almost every job role!</p> <p>Apprenticeships provide on the job training for roles covering everything from entry level team members to senior management.</p> <p>There are even apprenticeships at degree level and above.</p> <p>Find out more: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
	<p>[Use the asset HAW quote 2]</p> <p>On average, apprentices earn up to £7k per year more in their twenties than graduates?!</p> <p>Get your foot on the career ladder with an apprenticeship in hospitality!</p> <p>Find out more: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
	<p>[Use the asset HAW quote 3]</p> <p>Apprenticeships are for anyone willing to learn new skills. Whether someone has been working in hospitality for 2 or 10 years, there's an apprenticeship out there to help someone take the next step in their career.</p> <p>Find out more: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Monday- A new experience everyday</p> <p>Create your own image asset here by making your team and employees the focus with a group picture or collage</p>	<p>A new experience everyday! <i>In hospitality no two days are the same. If you like thinking fast, adapting to new challenges and new experiences, a career in hospitality is for you.</i></p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Tuesday- Travel the World</p>	<p>Travel the World</p>

<p>Create your own image asset here by making your team and employees the focus with a group picture or collage</p>	<p><i>There are bars, restaurants and hotels all over the world. If you are trained in hospitality, you can go anywhere.</i></p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Wednesday- Aim Big, Progress Fast</p> <p>Create your own image asset here by making your team and employees the focus with a group picture or collage</p>	<p>Aim Big, Progress Fast</p> <p>There are endless opportunities and plenty of room to progress in hospitality. Start as an apprentice and you could soon be managing a venue or leading a team of professionals</p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Thursday- Power Up</p> <p>Create your own image asset here by making your team and employees the focus with a group picture or collage</p>	<p>Power Up</p> <p>From working as part of a team, to creating brilliant experiences for customers, the skills you learn in hospitality are diverse and will help you succeed in any career.</p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Friday- Get Social</p> <p>Create your own image asset here by making your team and employees the focus with a group picture or collage</p>	<p>Get Social</p> <p>Whether you're talking to customers, or building relationships with team mates, if you're someone who loves meeting new people then hospitality will help you thrive.</p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Saturday- It's Fun, Fast and Active</p> <p>Create your own image asset here by making your team and employees the focus with a group picture or collage</p>	<p>It's Fun, Fast and Active</p> <p>Are you bored by the thought of being stuck behind a desk? A career in hospitality will get you on your feet, having fun and thinking fast.</p> <p>Take the first step towards your career in hospitality here: www.careerscope.uk.net/apprenticeships</p> <p>#MoreThanAJob</p>
<p>Sunday- Keep it flexible</p>	<p>Keep it flexible</p>

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