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Social Media Kit

Tourism Career Stories in Alberta

For Employers

*"Tourism Careers in Alberta:
Real People, Real Places, Real Possibility."*



Core Positioning & Narrative Themes

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Real Possibility

Tourism is positioned as a sector of real possibility—offering skill development, progression, and long-term pathways rather than “just a job” or temporary stopgap.

The story connects transparent compensation, training, and better HR practices to tangible life outcomes: stability, advancement, and choices.



Real Growth

Tourism careers in Alberta are built around real people with diverse stories, backgrounds, and ambitions, not generic “service workers.”

Highlight growth, mentorship, and lived experience, especially for youth, newcomers, and career-switchers finding their place in the sector.



Real Places

Work happens in real places that matter to Albertans and visitors: small towns, mountain resorts, Indigenous communities, cities, and rural destinations.

Careers are framed to root yourself in a community, connect to land and culture, and turn iconic Alberta locations into everyday workplaces



Real Investment in People

Employers are portrayed as making a real investment in their people through total compensation, recognition, schedule stability, and development opportunities.

This links the compensation culture work (e.g., total comp statements, shift premiums, benefits access) directly to stronger careers and better guest experiences

"Tourism Careers in Alberta: From first job to future-ready."

Recommended Hashtags

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Sector & Campaign

#TourismWorksAB

#ABTourismCareers

#AskKateHR

#MyTourismStory

Theme Tags

#RealPeopleRealPlaces

#RealPossibility

#SeasonalToSustainable

General Reach

#HospitalityJobsAB

#TourismJobs

#AlbertaJobs

Add Local Tags Too

#BanffJobs

#JasperJobs

#YEGJobs

#YYCJobs

Mix sector, regional, and theme tags for best reach. Employers can also add local tags specific to their community.



Post Type 1: "Meet the Team" Career Story

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PURPOSE

Showcase progression and long-term careers via photo or short reel

“

“**Meet [First Name]**. They started with us as a [entry role] and today they’re our [current role]. Along the way, they’ve built skills, confidence, and a life in this place they love.

That’s what Alberta tourism careers are about: real people, in real places, with real possibility to grow.

Thinking about your next step? Explore what a tourism career could look like for you.

#AlbertaTourismCareers #RealPeopleRealPlaces #RealPossibility #MyTourismStory”

VISUAL TIPS

📷 Before/after photos — first season vs. leadership role today

📷 Short reel: employee talking to camera about their journey

📷 Action shots — front-of-house or behind the scenes

Post Type 2: "Total Compensation in Action"

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PURPOSE

Normalize total compensation and show employer leadership

“

In tourism, compensation is more than an hourly wage.


At [Business Name], our team's total compensation includes wages, tips, benefits, predictable schedules, and perks like [examples: housing support, ski passes, staff meals].


We use a total compensation statement so our staff can see the full value of what they earn and make informed decisions about their future. That's part of building real possibility in Alberta tourism careers.

Want to do the same in your business? Visit askkate.ca for tools tailored to Alberta tourism employers.

#CompensationCulture #AskKateHR #AlbertaTourismCareers #RealPossibility”

VISUAL TIPS

 Graphic showing "What's in a Total Compensation Statement?" with icons

 Team enjoying a perk (ski pass, staff meal, etc.)

 Manager and staff in conversation

Post Types 3 & 4: Seasonal Stories + Recognition

3: "Seasonal to Sustainable"

Some people join us for 'just one season' and discover a career.

With fair compensation, training, and support, seasonal work can become a sustainable path in Alberta's tourism industry – from front line to leadership, from one community to the next.

That's the power of real people, in real places, building real possibility for themselves and their families.

**#SeasonalToSustainable #AlbertaTourismCareers
#RealPeopleRealPlaces #RealPossibility"**

4: "Recognition & Commitment"

Tourism careers are built one shift, one guest, and one act of commitment at a time.

Today we're recognizing [First Name / Team] for [specific contribution]. Their work shows what's possible when people are trusted, supported, and given room to grow in Alberta's tourism sector.

Recognition, fair practices, and clear progression turn jobs into careers – and create real possibility for our teams.

**#TourismWorksAB #RecognitionMatters #AlbertaTourismCareers
#RealPossibility"**

Post Type 5: "Student & Youth" Career Path

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PURPOSE

Connect students & youth to practicums, summer roles, and part-time paths

“

“If you’re a student or just starting out, tourism can be your launchpad.

Through paid practicums, summer roles, and flexible part-time jobs, you can gain real experience, build soft skills, and discover where you want to go next.

In Alberta tourism, real people in every stage of life can find real places to belong and real possibility for the future.

#AlbertaTourismCareers #YouthEmployment #RealPeopleRealPlaces #RealPossibility”



Visual Asset Suggestions

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Real Staff in Action

Frontline and behind-the-scenes shots.
Diverse ages, roles, and backgrounds.
Authentic over staged.



Before/After Career Stories

Side-by-side: employee in first season vs. later leadership role.
Powerful storytelling visual.



Recognition Moments

Thank-you boards, certificates, team celebrations.




Compensation Graphics

"What's in a Total Compensation Statement?" with icons for wages, tips, benefits, housing, training, and recognition.

Keep it real — authentic images outperform stock photos every time.

4-Week Posting Calendar (example)

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WEEK	POST TYPE	GOAL
 Week 1	Meet the Team Career Story	<i>Showcase progression and belonging</i>
 Week 2	Total Compensation Explainer	<i>Educate on compensation culture</i>
 Week 3	Recognition Spotlight	<i>Reinforce non-wage compensation and pride</i>
 Week 4	Student / Youth or Seasonal Story	<i>Attract new entrants to the sector</i>

Adapt with different post types, employees, locations and themes throughout the year.