

Michigan Tourism Works

#MITourismWorks *there's no better time*



Example LinkedIn Post

In 2021, there's no better time to work in hospitality and tourism! A job in this field can lead to a rewarding career working in unique positions at entertainment attractions, restaurants, resorts, hotels, casinos, and so much more.

Approximately 20 colleges and universities in Michigan offer a program in #hospitality and #tourism, meaning there are countless ways to take the first step. For more information and to learn about jobs in this field, visit [insert link] #MITourismWorks #Careers #Michigan



Sample Hashtag List

#Michigan #Tourism #Hospitality #HospitalityIndustry #Travel #Traveler #TravelTheWorld
#Restaurants #Hotels #Sports #Food #EventPlanner #Career #Jobs



LinkedIn Tips & Tricks

- LinkedIn allows you to post website links on your posts. Make sure the link isn't too long or use [Bitly](#) to shorten it
- LinkedIn provides the option to title posted videos. Title it "Michigan Tourism – There's No Better Time #MITourismWorks" or a custom video title suited to your audience.
- Add a few hashtags at the end of your post or mixed into the caption like above. Hashtags can help expand your post reach beyond your existing audience.