



# SOCIAL GUIDANCE MATERIALS

## INTRODUCTION

AHLA's 5-Star Promise (#5StarPromise) safety initiative is an unprecedented show of unity within a fiercely competitive industry. We are proud to build on decades of investing in safety and security in the hotel industry, and we are honored to have your support in our effort to spread the word about our commitment to preventing and responding to sexual harassment and assault in our industry.

Please use the below messaging examples to guide your own social engagement and share our joint commitment to supporting a safer hotel industry through our 5-Star Promise.

Also, please remember to follow AHLA on [Facebook](#) and [Twitter](#) for live streamed updates of our other updates and news surrounding the announcement.

Full-size images for these posts, along with a template image you can edit as needed using PowerPoint, can be found at this link: <https://www.dropbox.com/sh/g11yfffy6tjzbc5/AAC3lbT-t5csFPP-8IHcxvAWa?dl=0>

## SUGGESTED MESSAGING

### Recommended Message

### Image

**Post 1** .@AHLA, partner CEOs, and organizations like @TimesUp are pledging to prevent and respond to sexual harassment and assault in the #hotel industry with their #5StarPromise. Learn more: [link to landing page]



**Post 2** .@Hilton's @ChrisNassetta talks about @AHLA's #5StarPromise, including the importance of creating an employee-first culture in the #hotel industry. [link]

[insert template graphic as needed using Powerpoint Document]





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- Post 3** .@Hyatt's @MarkHoplamazian outlines the #hotel industry's commitment to mandatory anti-sexual harassment policies at @AHLA's #5StarPromise event. [link] [insert template graphic as needed using Powerpoint Document]
- Post 4** Elie Maalouf of @IHG highlights the need for ongoing, regular training and education for #hotel employees as part of @AHLA's #5StarPromise. Read more: [link] [insert template graphic as needed using Powerpoint Document]
- Post 5** @ArneSorenson of @Marriott on @AHLA's #5StarPromise: "[QUOTE ON EMPLOYEE SAFETY DEVICES BEING IMPLEMENTED NATIONWIDE BY 2020]" #HotelsAct [insert template graphic as needed using Powerpoint Document]
- Post 6** .@WyndhamHotel's Geoff Ballotti shares @AHLA's expert guidance and partnerships with organizations like @TimesUp, @NAESV and @ECPAT as part of its #5StarPromise: [link] [insert template graphic as needed using Powerpoint Document]
- Post 7** #ICYMI: @AHLA's #5StarPromise pledges to provide resources that prevent and respond to sexual harassment and assault in the #hotel industry. Read more: [link]
- Post 8** .@[OUTLET] on @AHLA's #5StarPromise to advance safety and security for #hotel employees and guests: "[QUOTE]" [link] [insert template graphic as needed using Powerpoint Document]
- Post 9** Join us in congratulating @AHLA and its member companies in their pledge to prevent and respond to sexual harassment in the #hotel industry. #5StarPromise #HotelsAct [link] [insert template graphic as needed using Powerpoint Document]

