

**SOCIAL MEDIA &**

**ONLINE MARKETING**





# TRENDS & HASHTAGS

Get updates on the latest trends and popular hashtags



# LEVERAGING GROUPS

Finding community, industry, and business groups



# GROWING FOLLOWERS

How to grow your following even when business is slow

# LOCAL TRENDS

What are other Maui businesses doing now?

- ✓ Community service
- ✓ Givebacks / GoFundMe
- ✓ Tourism Messaging
- ✓ Shout out to partners and vendors



What are YOU seeing?

# LOCAL TRENDS

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What are YOU seeing?

# SOCIAL MEDIA TRENDS

Which social networks are growing the fastest right now?



↑ 46.98%



↑ 27.18%



↑ 24.82%



↑ 24.70%

Source: [Meltwater](#)

# GLOBAL TRENDS

What trends are we seeing across all the platforms?

- ✔ Video Continues to Dominate (*reels!*)
  - ✔ Influencer partnerships
  - ✔ AI and automation
  - ✔ Social media advertising
  - ✔ Skimming and swiping
- ✘ Scams and spam

# HASHTAGS

Use 5-10 popular hashtags on reels and posts.

#mauihawaii	741,308
#visitmaui	118,572
#luckywelivemaui	97,975
#mauistrong	83,789
#mauivacation	79,628
#lahainastrong	27,856
#mauifire	18,888
#mauitravel	15,163
#mauifires	14,289
#mauionmymind	6,372

↑ *More competitive,  
Broad exposure*

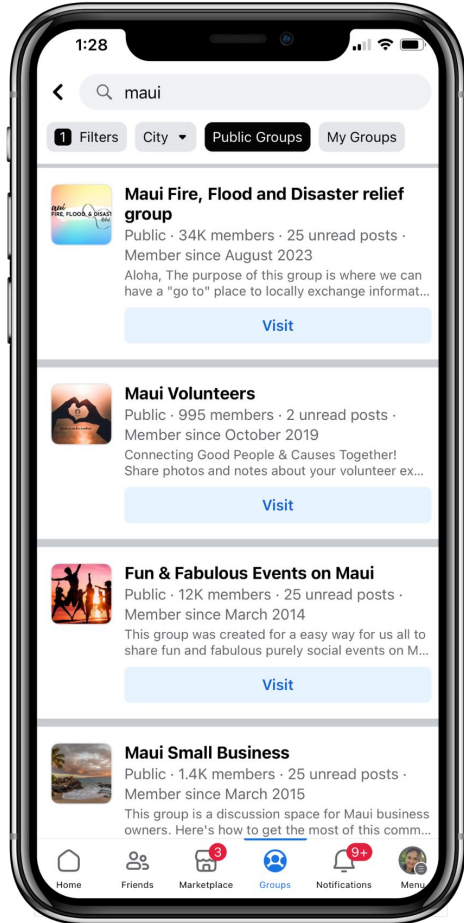
↓ *Less competitive,  
Targeted exposure*



What's your  
branded  
hashtag?

# LEVERAGING GROUPS

Finding new/growing groups to join and use best practices for posting



## LOCAL GROUPS

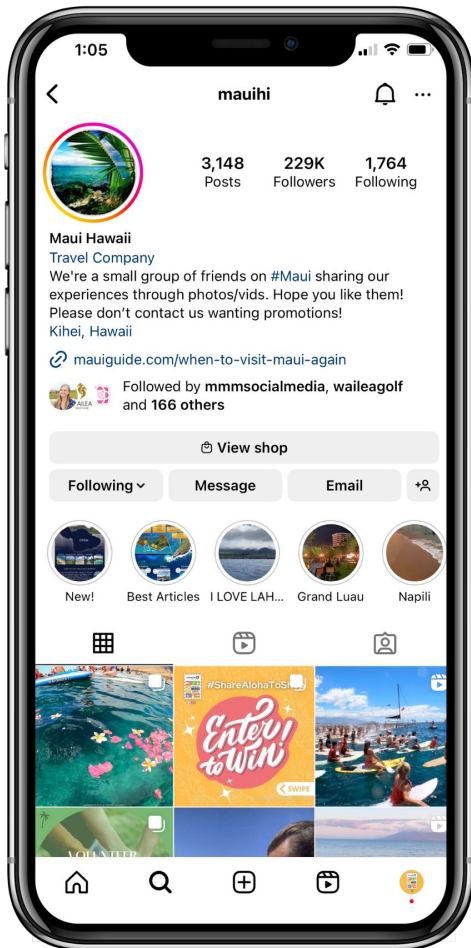
- Maui Small Business
- Maui Relief Groups
- Kama'aina Groups
- Travel Groups

PLUS,

- ★ Industry Groups
- ★ Continuing Education Groups
- ★ Networking Groups

# GROWING FOLLOWERS

Use times when business is slow to do outreach!

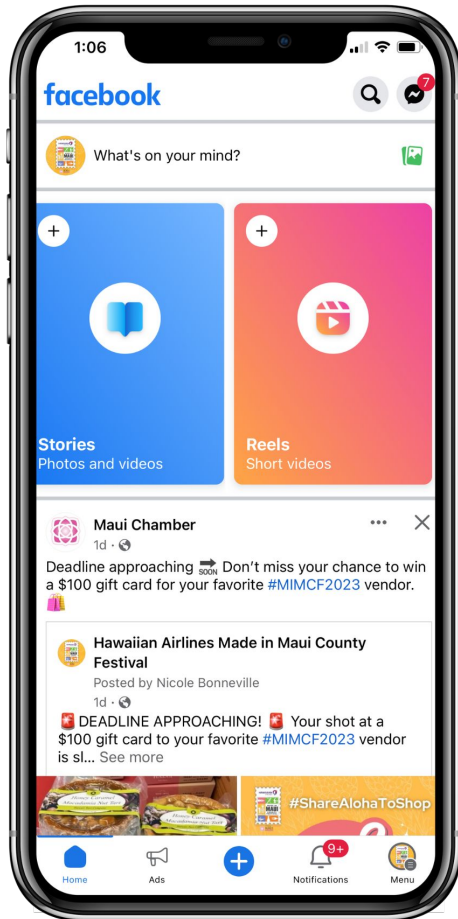


## INSTAGRAM OUTREACH

- Feed
- Explore
- Influencer posts
- Hashtag search
- Location search

# GROWING FOLLOWERS

Use times when business is slow to do outreach!



## FACEBOOK OUTREACH

- Groups
- Feed
- News pages
- Hashtag search
- Influencer posts

MAHALO!

Get the slideshow at [mmsocialmedia.com/chamberupdate](https://mmsocialmedia.com/chamberupdate)



*Proud to be Maui's top-rated social media marketing company!*

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