



GoHawaii Social Wall Feature

July 7, 2021

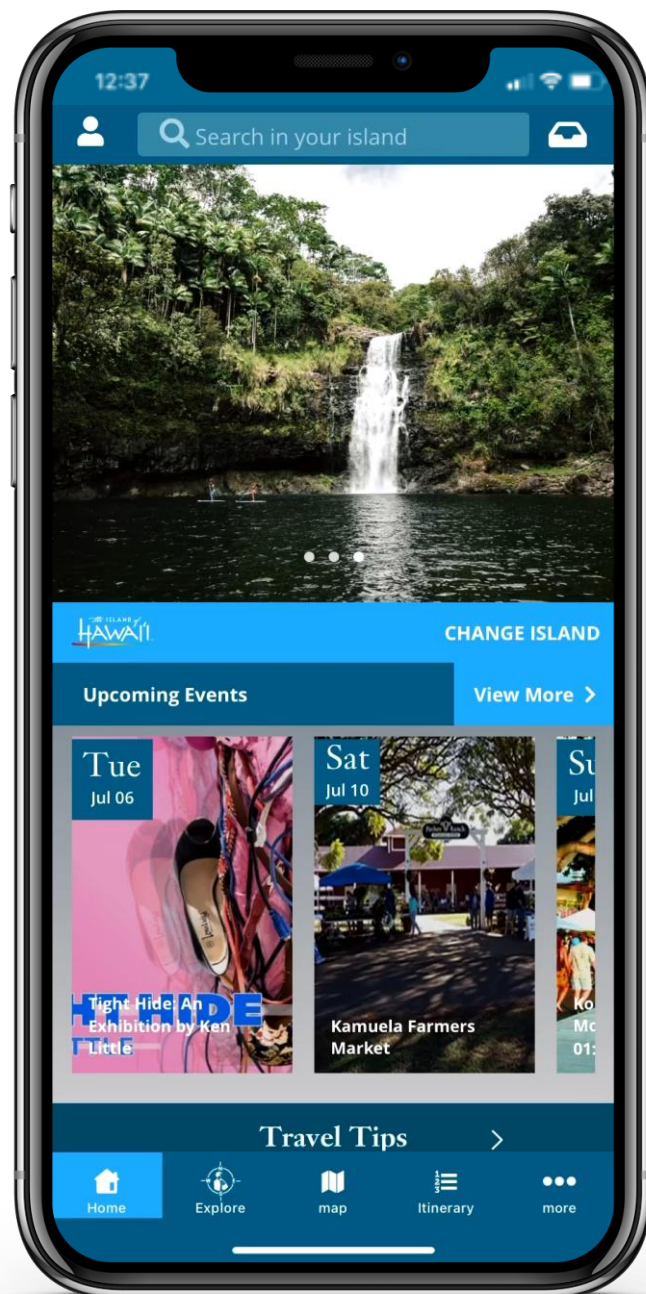


HAWAII
VISITORS & CONVENTION BUREAU™

WHAT WE NEED

Create & Share

- Natural beauty
- Hawaiian culture
- Specific experiences
- Appealing moments



HOW IT WORKS

Instagram post copy must include:

- Tag: **@HVCB**
- Hashtag: **#HVCBmember**

Platform: Instagram Only

Content Types: Still images, short-cut videos, GIFs, Boomerangs



A full-page background image of a rugged mountain range. The mountains are covered in vibrant green vegetation, possibly moss or small plants, and feature sharp, jagged peaks and deep, shadowed valleys. The sky is a clear blue with scattered white clouds. The overall scene is majestic and natural.

CONTENT GUIDELINES

HOW IT MAKES YOU FEEL

CURIOUS

You're showing them what they didn't know, making them want to learn more

INVITED

Whether they're a regular visitor or they've never been, everyone is always welcome

INSPIRED

The dramatic land-, air-, and sea-scapes adventures to ways in which they can give back and mālama (care for) Hawai'i

PROUD

Whether they're a local or a visitor, they're going to want to experience and share in these #HVCBmember moments

PHOTOGRAPHY & VIDEO GUIDELINES

DO

- Include a human touch, or people if possible
- Be visually simple (not trying to incorporate too many elements), real and authentic (both to your business and Hawai'i)
- Be visually breath-taking, yet not overly-staged – again, authentic to your brand
- Ensure highest-quality output of visuals, as possible:
- Keep footage as stable as possible, especially when shooting with a smartphone
- Instagram works best with full-screen, vertical videos/images
- Convey a feeling that the audience is OR can be part of this #HVCBmember moment

DON'T

- Appear overly slick or commercial – again, it's about showcasing the real, authentic Hawai'i
- Be uninspiring, feel expected or too familiar
- Poor output-quality, low resolution i.e. too dark, grainy, cloudy or rainy days, bad audio recordings, etc.
- Promote unsafe or sacred areas
- Promote areas that don't include exact location

HOW TO FIND AND TAG US ON INSTAGRAM

STATEWIDE ACCOUNTS

instagram.com/gohawaii
@gohawaii

ISLAND ACCOUNTS

Kaua'i
@kauaidiscovery

O'ahu
@oahuvb

Maui
@mauivisit

Moloka'i
@seemolokai

Lāna'i
@visitlanai

Island of Hawai'i
@theislandofhawaii

HASHTAGS

#VisitKauai

#VisitOahu

#VisitMaui

#VisitMolokai

#VisitLanai

#VisitislandofHawaii

RECAP

1. Review content guidelines
2. Instagram post copy to include:
 - Tag: @HVCB
 - Hashtag: #HVCBmember
3. Optional – add additional island tag or hashtag. Keep it simple.



A photograph of a waterfall cascading down a dark, mossy rock face. The water is white and frothy as it falls. The surrounding area is lush with green foliage, including ferns and other plants. The word "Mahalo" is written in white text on the right side of the image.

Mahalo