

FUNAIR®



FUNAIR SOCIAL MEDIA TOOL KIT

WWW.FUNAIR.COM

[@FUNAIRFUN](https://www.instagram.com/FUNAIRFUN)

YACHTING@FUNAIR.COM

SHADED OASIS POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

Escape to your own private oasis with the @funairfun Shaded Oasis, enjoying all the perks of life on the water while relaxing under its canopy for shade and comfort. Ps: The shade can be removed if you'd like to bask in full sun.

We are proud stockist of @funairfun inflatable yacht toys and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

Instagram Hashtags

#funairfun #funair #shadedoasis #floatingisland #yachtimpulsive #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #funair #shadedoasis #floatingislands #yachtworld #superyachttoys #yachts

SHADED OASIS POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

The @FunAirFun Floating Island is your VIP pass to ultimate relaxation and fun in the sun. Elevate your onboard lounging options with the inclusion of a water-based one!

We are proud stockist of @funairfun inflatable yacht toys and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

Instagram Hashtags

#funairfun #funair #floatingisland #yachtbroadwater #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #funair #floatingisland #yachtworld #superyachttoys #yachts

CLIMBING PLAYGROUND POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

@FunAirFun Unveils the Climbing Playground: your next on-water adventure! The Climbing Playground is an extra fun evolution of the FunAir Floating Playground, jam-packed with a climbing frame, an inflatable slide, a FunSize BigAir Blob and now the addition of a super cool Climbing Wall that can also be used as a stand-alone product.

We are proud stockist of @funairfun inflatable yacht toys and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

Instagram Hashtags

#funairfun #funair #climbingplayground #floatingplayground #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtlife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #funair #inflatableplayground #yachtworld #superyachttoys #yachts

BIGAIRBLOB POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

The bigger the bounce, the bigger the fun! Would you like to give the BigAirBlob a go?

We are proud stockist of @funairfun inflatable yacht toys and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

Instagram Hashtags

#funairfun #funair #bigairblob #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #funair #bigairblob #yachtworld #superyachttoys #yachts



IMAGE POST

[Link to high res image in the FunAir image library](#)

Even the friendly nurse shark wanted to come and check out @acaciayacht's new @funairfun FunFlex inflatable setup to see what all the fuss was about 🐟👍

We are proud stockist of @funairfun inflatable yacht toys and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

🇬🇧 @acaciayacht

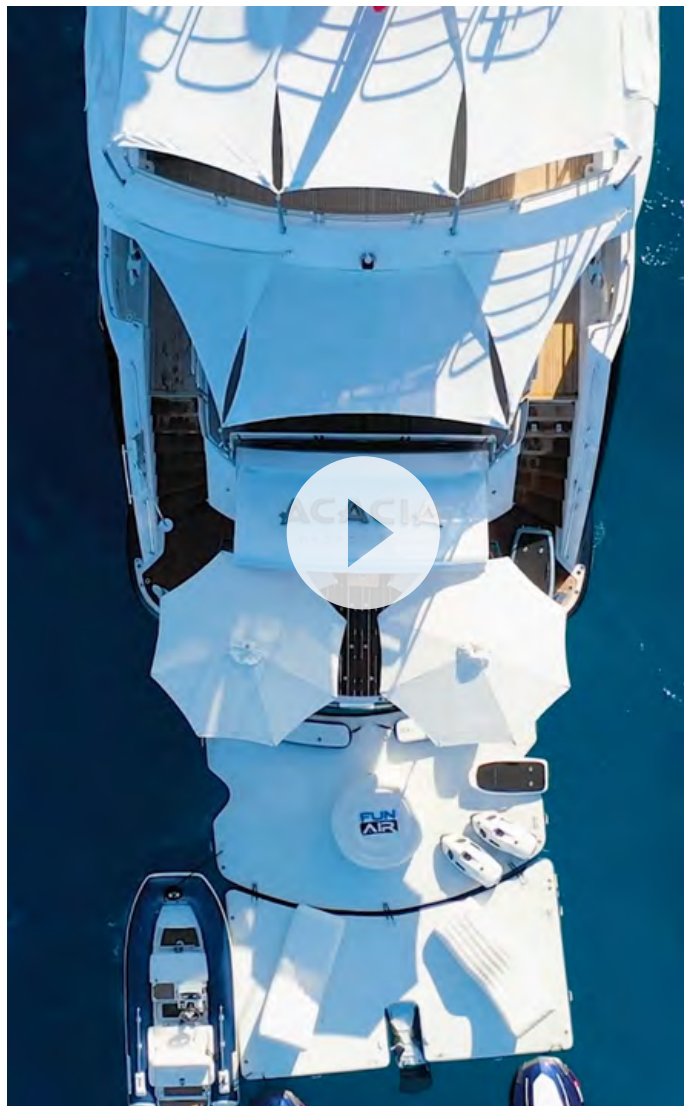
Instagram Hashtags

#funairfun #funair #funflex #acaciayacht #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #funair #funflex #acaciayacht #yachtworld #superyachttoys #yachts

PLATFORM EXTENSION & WAVE LOUNGERS REEL TEMPLATES



REEL

[Link to high res video in the FunAir video library](#)

Instantly extend your swim platform 🤪 Look at all this bonus on the water real estate with the addition of a @funairfun Platform Extension.

We're proud stockists of @funairfun superyacht inflatables and we're at your service to make your next charter season the best one yet!

Get in touch to find out more ➡️

🚢 @acaciayacht

Instagram Hashtags

#platformextension #waveloungers #acaciayacht #funairfun #funair #motoryacht
#funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew
#yachtie #yachtlife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys
#luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

PLAYGROUND POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

A Fantastic yacht toy for kids to enjoy before they venture out on the 'bigger' @funairfun Yacht Slides. It's also slightly wider than the usual slides to allow kids & adults to go down side-by-side. Climb, slide and launch into the air 🛶🌊

We are proud stockist of @funairfun inflatable yacht toys and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

Instagram Hashtags

#playground #watermat #lounger #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #playground #watermat #customtoys #yachtworld #superyachttoys #yachts

PLAYGROUND POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

Create an incredible on-water play area beside the yacht 🤘 It will keep the charter guests coming back for more!

We are proud stockist of @funairfun inflatable yacht toys and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

🇵🇹 @myillusionv

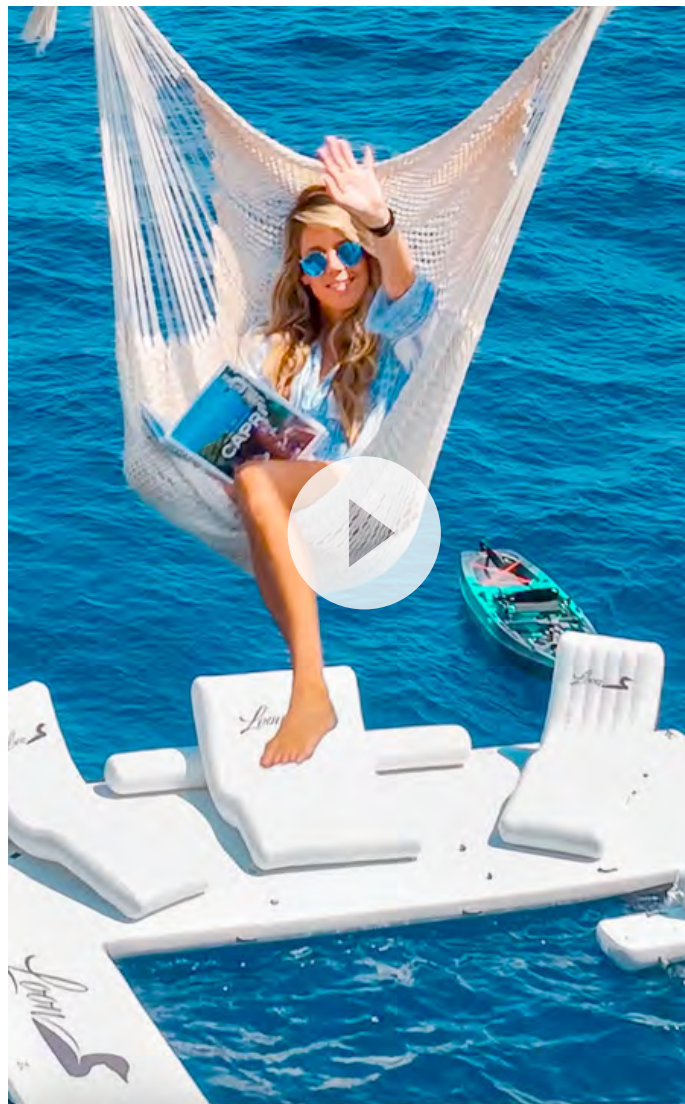
Instagram Hashtags

#playground #watermat #lounger #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #playground #watermat #customtoys #yachtworld #superyachttoys #yachts

JET SKI & TOY DOCKS REEL TEMPLATES



REEL

[Link to high res video in the FunAir video library.](#)

Yacht toys make summer that much better!

We're proud stockists of @funairfun superyacht inflatables and we're at your service to make your next charter season the best one yet!

Get in touch to find out more ➔📱

🚤 @motoryachtloon & @alaniwhitsundays

Instagram Hashtags

#yachtslide #yachtslide #yachtnero #funairfun #funair #motoryacht #funonthewater
#yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie
#yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys
#luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

JET SKI & TOY DOCKS POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

A new home for your watertoys & tenders and a docking solution that extends your charter yacht experience onto the water 😎

We are proud stockist of @funairfun inflatable docking solutions and we're here to assist you in getting the perfect fit for your superyacht. Get in touch and let's chat!

🇬🇧 @motoryachtnomad

Instagram Hashtags

#jetskidock #toydock #dockingsolutions #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #jetskidock #toydock #dockingsolutions #yachtworld #superyachttoys #yachts

YACHT SLIDE & CLIMBING WALL POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

Proof that when it comes to yacht toys, bigger is better 😎

We are proud stockists of the @funairfun Curved Yacht Slide and Climbing Walls. To add even more fun to your Climbing Wall ask our team about the option of adding the Leap of Faith to it for the thrill-seeking charter guests.

Get in touch to find out more ➡️

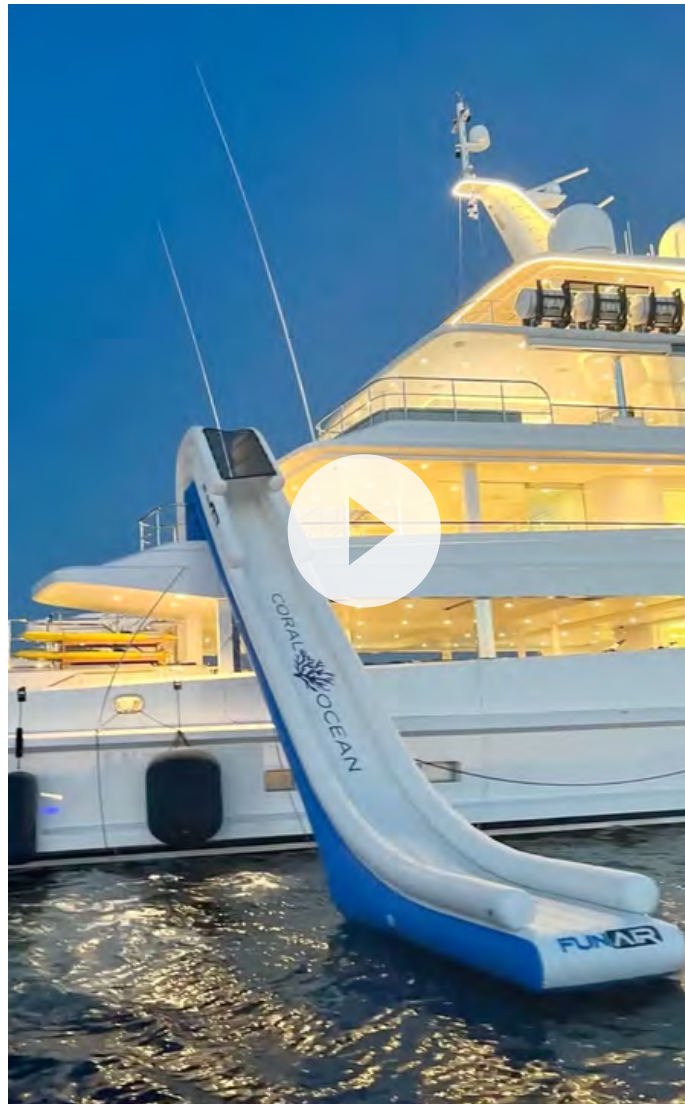
Instagram Hashtags

#yachtslide #climbingwall #leapoffaith #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #yachtslide #climbingwall #yachtworld #superyachttoys #yachts

YACHT SLIDE REEL TEMPLATES



REEL

[Link to high res video in the FunAir video library](#)

A classic never goes out of style | Featuring @nero_yacht (90m) 😎

We're proud stockists of @funairfun superyacht inflatables and we work with yachts of all sizes, builds and requirements.

Get in touch to find out more ➡️📱

Instagram Hashtags

#yachtslide #yachtslide #yachtnero #funairfun #funair #motoryacht #funonthewater
#yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie
#yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys
#luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable



IMAGE POST

[Link to high res image in the FunAir image library](#)

@acaciayacht knows where the fun is at 😎

We are proud stockists of the first-to-industry @funairfun Yacht FunFlex. An innovative, modular & fully adaptable inflatable water toy setup that gives yacht crew and guests multiple options for fun, depending on what is planned for the day.

Get in touch to find out more ➡📱

Instagram Hashtags

#yachtgolf #funflex #seapool #waveloungers #sup #jetski #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtlife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #funflex #waveloungers #yachtworld #yachttoys #yachtparty

YACHT SLIDE & SEA POOL REEL TEMPLATES



REEL

[Link to high res video in the FunAir video library](#)

A classic never goes out of style | Featuring @nero_yacht (90m) 😎

We're proud stockists of @funairfun superyacht inflatables and we work with yachts of all sizes, builds and requirements.

Get in touch to find out more ➡️📱

Instagram Hashtags

#yachtslide #yachtslide #yachtnero #funairfun #funair #motoryacht #funonthewater
#yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie
#yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys
#luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

YACHT GOLF POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library](#)

The Superyacht Masters is in full swing 🏌️🏊️

We are proud stockists of the charter favourite @funairfun Yacht Golf that comes with biodegradable @albusgolf golf balls that are made 100% of fish.

Get in touch to find out more 😎

Instagram Hashtags

#yachtgolf #golf #golflovers #golfdigest #yachtparty #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #yachtgolf #golf #yachtworld #yachttoys #yachtparty

YACHT SLIDE & SEA POOL REEL TEMPLATES



REEL

[Link to high res video in the FunAir video library.](#)

Summer is in session on @motoryachtzeal 😎

We're proud stockists of @funairfun superyacht inflatables and we can help you make this season your best charter season ever!

Get in touch to find out more

Instagram Hashtags

#yachtslide #seapool #waveloungers #funairfun #funair #motoryacht #funonthewater
#yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie
#yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys
#luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

SHADED OASIS POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library.](#)

Get yacht party ready!

We're proud stockists of the brand new @funairfun Shaded Oasis and we can help you get your hands on the coolest shaded inflatable hangout for summer.

Get in touch to find out more 😎

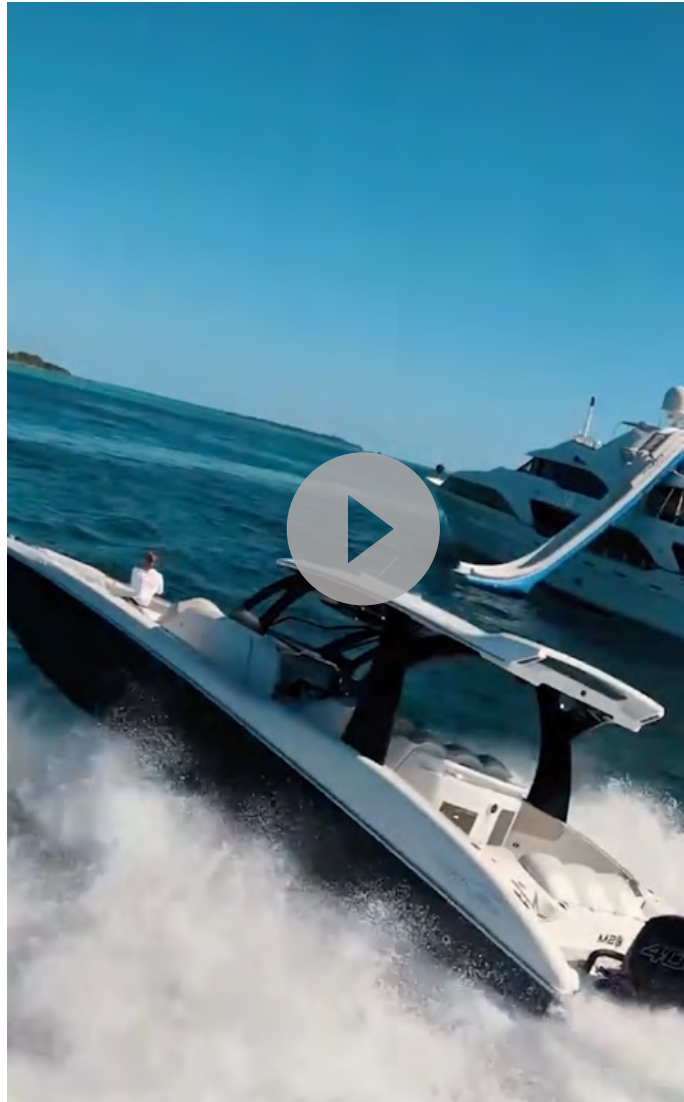
Instagram Hashtags

#shadedoasis #floatingoasis #yachtparty #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #shadedoasis #floatingoasis #yachtworld #yachttoys #yachtparty

YACHT SLIDE & SEA POOL REEL TEMPLATES



REEL

[Link to high res video in the FunAir video library.](#)

@yachtm2 has it all! 😎

We're proud stockists of @funairfun superyacht inflatables and we can help you make this season your best charter season ever!

Get in touch to find out more

Instagram Hashtags

#yachtslide #seapool #yachtparty #funairfun #funair #motoryacht #funonthewater
#yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie
#yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys
#luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

CLUB CHAISE & CLUB CHAIR POST TEMPLATES



IMAGE POST

[Link to high res image in the FunAir image library.](#)

Looking to add a designer feel to your superyacht beach furniture setup? 🌴

We're proud stockists of the brand new @funairfun Club Chaise & Club Chair and we can help you make sure your beach setup is more elegant than ever.

Get in touch to find out more 😎

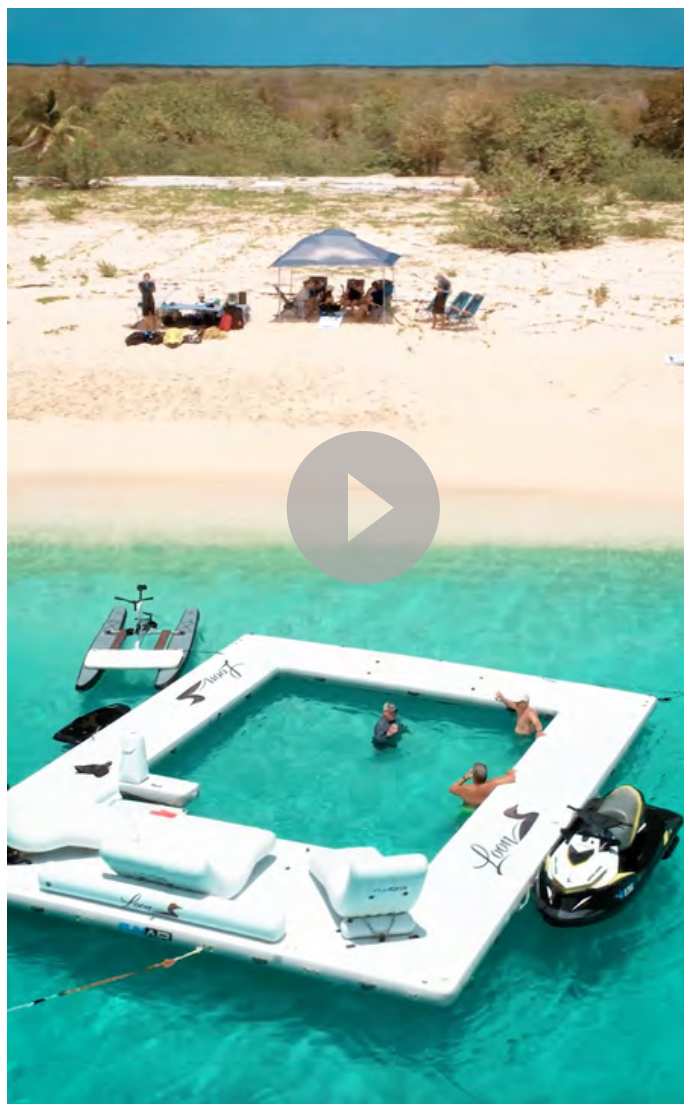
Instagram Hashtags

#clubchaise #clubchair #beachfurniture #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #clubchaise #clubchair #yachtworld #yachttoys #beachfurniture

BEACH SETUP REEL TEMPLATES



REEL

[Link to high res video in the FunAir reel library](#)

The best kind of beach days 🌴🕶️ We are proud stockists of the @funairfun Sea Pool and can help you find the perfect fit for your superyacht. Get in touch to find out more.

🇳🇱 @motoryachtloon

Instagram Hashtags

#seapool #beachsetup #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable



OPTION 1

[Link to high res image in the FunAir image library](#)

Make sure the fun never stops this summer. We're proud stockists of @funairfun yacht toy inflatables and can help you make sure you get the best Yacht Slide for your yacht.

Get in touch to find out more 😊

📸 @yachtnobadideas

Instagram Hashtags

#yachtslide #superyachtslide #funairfun #funair #motoryacht #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #yachtslide #yachtworld #yachttoys #superyachtinflatables

YACHT SLIDES POST TEMPLATES



OPTION 2

[Link to high res image in the FunAir image library](#)

Slide into summer and discover the fun above and below the waterline.

We can supply in-stock Yacht Slides shipped globally in just a few days, or work with you on a fully customised yacht toy box.

📸 @Heesen Yachts

Instagram Hashtags

#yachtslide #superyachtslide #funairfun #funair #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #yachtslide #yachtworld #yachttoys #superyachtinflatables

SEA POOLS POST TEMPLATES



OPTION 1

[Link to high res image in the FunAir image library](#)

Add a layer of luxury to your superyacht experience this summer. We are proud suppliers of charter favourite the @funairfun Beach Club Sea Pool. In-stock options available to be shipped in a few days, or go fully custom with all the add-ons. Either way it's the perfect addition to your yacht toy box.

Photo by @motoryachtloon

Send us a message if you would like to learn more...

Instagram Hashtags

#seapool #BeachClubSeaPool #nettedpool #funairfun #funair #yachtloon #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #luxurycharter #yachtcharter #charteryacht #superyachtinflatable

Facebook & LinkedIn Hashtags

#funairfun #seapool #lagoonpool #yachttoys #superyachtinflatables



OPTION 2

[Link to high res image in the FunAir image library](#)

The perfect solution for yachts with minimal crew and tight storage facilities. We are preferred suppliers of the @funairfun netted Lagoon Pools.

The Lagoon Pool is ultra-compact and lightweight with a set-up time of just 10-15 minutes. This design is so popular that FunAir have built an in-stock inventory to accommodate time sensitive requests for us to get the pool shipped to you in just a few days.

Send us a message if you would like to find out more...

Photo by @rmcwatersports

Instagram Hashtags

#lagoonpool #seapool #funairfun #funair #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #yachtcharter #charteryacht

Facebook & LinkedIn Hashtags

#funairfun #seapool #lagoonpool #yachttoys #superyachtinflatables

WATER JOUST POST TEMPLATES



OPTION 1

[Link to high res image in the FunAir image library](#)

FunAir Water Joust is one of the most popular superyacht toys for family charters. We are proud suppliers of the @funairfun Water Joust.

It's common for superyacht charters to welcome guests of all generations coming together for some quality family time and enjoying the yacht's ocean playground. The Water Joust is your answer if you're looking for yacht toy that can entertain the whole crowd.

Send us a message if you would like to find out more about this product.

Instagram Hashtags

#waterjoust #funairfun #funair #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #yachtcharter #charteryacht

Facebook & LinkedIn Hashtags

#funairfun #waterjoust #yachttoys #superyachtinflatables

WATER JOUST POST TEMPLATES



OPTION 2

[Link to high res image in the FunAir image library](#)

@funairfun is known to offer superyacht inflatables that are fun for everyone on board and can be enjoyed in a multitude of ways. We are proud suppliers of their Water Joust, that does exactly that.

The lightweight, inflatable jousting poles are designed with comfortable grip handles, so warriors of all ages can use them comfortably. Whether you make use of the balancing beam, or grab the poles for a mighty SUP challenge in your sea pool, there is no stopping when the jousting tournament commence.

Send us a message if you would like to find out more about this product

Instagram Hashtags

#waterjoust #funairfun #funair #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #yachtcharter #charteryacht

Facebook & LinkedIn Hashtags

#funairfun #waterjoust #yachttoys #superyachtinflatables

CLIMBING WALL POST TEMPLATES



OPTION 1

[Link to high res image in the FunAir image library](#)

FunAir Climbing Walls provide fun and fitness for the whole family. We are proud suppliers of the original @funairfun Climbing Wall.

These inflatable Climbing Walls come with comfort grip handholds, climbing ropes and optional auto-belay connections. Deck entry climbing walls also have a jump platform with a non-slip surface to give guests a more elegant way to jump off the boat without needing to climb over the rail.

Send us a message if you would like to find out more about this product

Instagram Hashtags

#climbingwall #funairfun #funair #funonthewater #yachttoys #yachtfun #yacht #yachts #yachting #yachtlife #yachtcrew #yachtie #yachtielife #superyacht #superyachttoys #luxurytoys #luxuryyacht #watertoys #luxurylifestyle #yachtcharter #charteryacht

Facebook & LinkedIn Hashtags

#funairfun #climbingwall #yachttoys #superyachtinflatables

CLIMBING WALL POST TEMPLATES



OPTION 2

[Link to high res image in the FunAir image library](#)

Get an inflatable FunAir Climbing Wall to fit seamlessly into your yacht's design just like @yacht_broadwater. 🇬🇧

@funairfun Climbing Walls can be custom designed for your yacht, If you are in a hurry you can opt for the QuickShip option which fits most mid-sized superyachts and can be shipped in just a few days.

Get in touch to find out more.

Instagram Hashtags

#funairfun #funair #climbingwall #rockclimbing #yacht #yachts #yachting #yachtphotography #yachtlovers #yachtlife #yachtinglifestyle #yachtie #yachtworld #yachtcharter #yachtieworld #luxuryyacht #luxuryliving #luxurylifestyle #superyacht #superyachtlifestyle #megayacht #motoryacht #superyachtinflatables #charterbroker #charteragent #yachtsupplier

Facebook & LinkedIn Hashtags

#funairfun #climbingwall #yachttoys #superyachtinflatables

SOCIAL MEDIA TIPS AND TRICKS



BOAT SHOWS

BEFORE THE SHOW STARTS

Create interest on your stories and posts from 2-3 weeks before the show starts. Share glimpses of what people can expect to see from your business, whether it's a new product launch, a freebie at your booth or even a new team member. Images and video from previous show can also generate excitement and catch the show's attention.

Always include your booth number, how to contact you, and which days you'll be attending the show in all your posts, so people can contact you to meet up and know where to find you.

Tag the show social accounts. If they share your content in the run up, you will reach a much bigger audience and increase your followers. Look at the hashtags the show is using and add those to your posts to help with this.

Make sure to tag your partners like FunAir and other suppliers you'll be representing at the show for them to reshare your content to their account to generate even more exposure.

DURING THE SHOW

Post stories every day, and aim for 1 post on your feed per day as well. Continue to include the yacht show's tags, location & hashtags. It is important to showcase your presence at the show, but also share other areas and cool setups you see. Try and make your followers feel like they are at the show with you. Make sure to tag the relevant companies and yachts you include in your post so they can share it with their audience too.

Social media loves seeing faces and expressions, so include happy and smiley faces at the show in your content. It's better to take too many pictures and videos and have a bank to choose from, than take too little and have nothing to show for the great experience you had.

AFTER THE SHOW

It is always a nice gesture to make a post thanking the organisers for a great show and thanking the people that visited your booth and showed interest in your product/service.

Remember not to delete the content that you didn't get a chance to post this year. Save it for next year's show when you start creating a buzz and build-up again and need some content.



BOAT SHOWS

GENERAL TIPS

If you've booked your spot for an upcoming boat show, it's always a good idea to announce your booth number and general location on your social media channels to tell people that you'll be there, and where to find you. It shows your involvement and position in the industry and creates the opportunity for owners, captains, crew and other industry professionals to arrange to meet you at the show.

Leading up to the event, during and after the event it is always good to tag the boat show organisers and use their hashtags for them to get notified. It creates good business relationships and it might even be shared by their marketing team which gives your account extra organic reach.

BOAT SHOW HASHTAGS

#yachtshow #boatshow #internationalyachtshow
#chartershow #yachts #superyachts #yachtshows
#boatshows #showyachts #charteryachts

MONACO YACHT SHOW TAGS & HASHTAGS

(28 SEPT - 1 OCT 2022)

Instagram: [@monacoyachtshow_official](#)

Facebook: [@monacoyachtshow](#)

LinkedIn: [@monaco-yacht-show-s.a.m.](#)

#monacoyachtshow #MYS #MYS2022 #MYS22 #monacoyachts #monaco #yachtclubmonaco

FORT LAUDERDALE INTERNATIONAL BOAT SHOW TAGS & HASHTAGS

(26 - 30 OCT 2022)

Instagram: [@palmainternationalboatshow](#)

Facebook: [@fortlauderdaleboatshow](#)

LinkedIn: [@informa-us-boat-shows](#)

#fortlauderdaleboatshow #FLIBS #FLIBS2022 #floridaboatshow #fortlauderdale



BOAT SHOWS

MYBA CHARTER SHOW TAGS & HASHTAGS

Instagram: [@myba_worldwideyachting](#)
Facebook: [@MYBA.WorldwideYachting](#)
LinkedIn: [@myba-the-worldwide-yachting-association](#)

#mybachartershow #mybashowyachts
#chooseMYBAMember #mybayachtshow
#MYBA22 #myba2022 #MYBA #barcelona

PALMA INTERNATIONAL BOAT SHOW TAGS & HASHTAGS

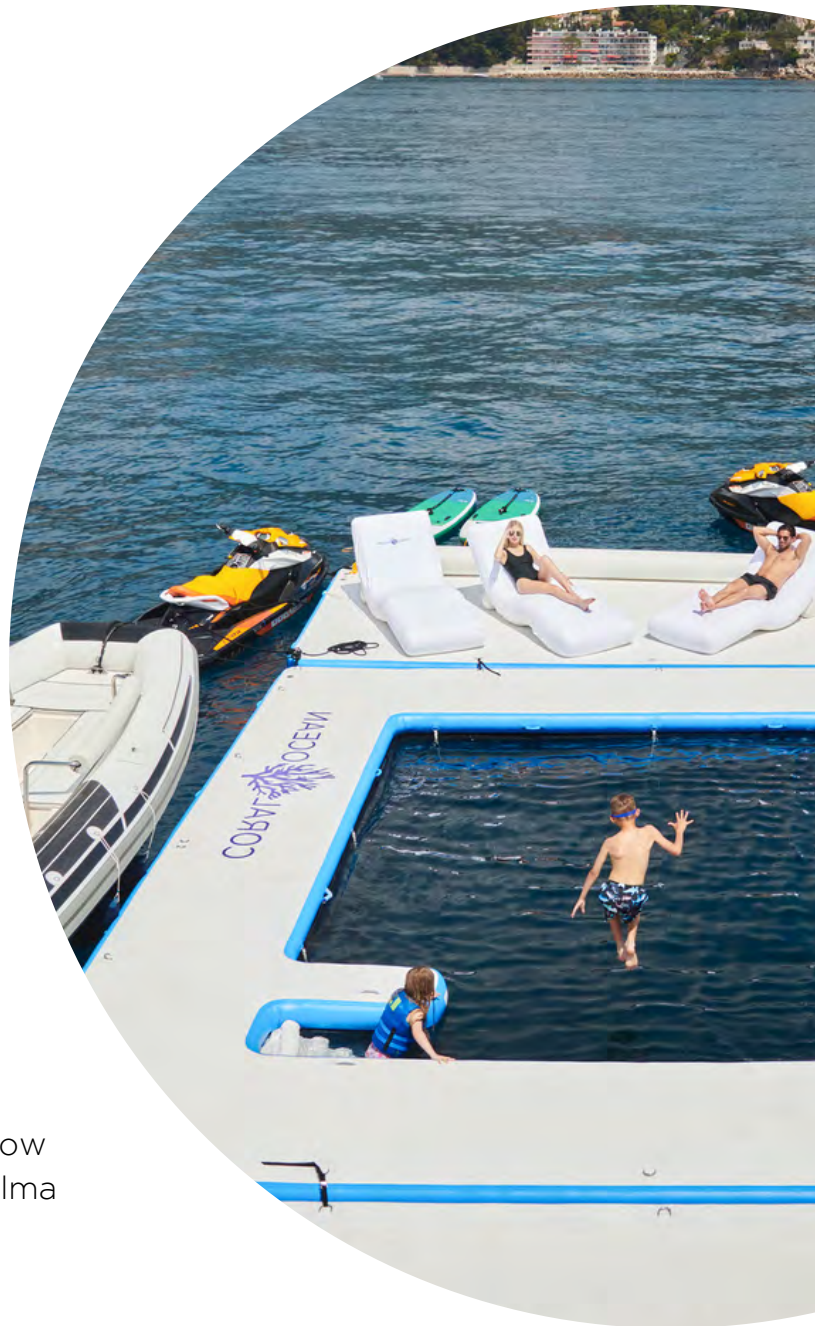
Instagram: [@palmainternationalboatshow](#)
Facebook: [@PalmaInternationalBoatShow](#)

#pibs #pibs2022 #pibs22 #boatshow
#boatshowpalma #palmainternationalboatshow
#MollVell #SailinginBlue #NavegaenAzul #palma

CANNES YACHTING FESTIVAL TAGS & HASHTAGS

Instagram: [@cannesyachtingfestival](#)
Facebook: [@YachtingFestival](#)
LinkedIn: [@cannes-yachting-festival](#)

#cannesyachtingfestival #cannesyachtshow #cannes2022 #cannesyachts #cannes



NEW INSTAGRAM TRENDS

REELS

REEL TIP 1

Post your reels with an audio track that is trending to be added to the automated Instagram playlist for that track. Spot a trending audio by looking for an upwards arrow next to its name, or you can click on the audio and if it has been used for 10K+ reels, it is most probably a popular track.

REEL TIP 2

If you share your reel on your stories, all the views you get on the story will contribute to the total amount of views on your reel.

REEL TIP 3

A lot of reels are created by following the beat of a song. This specific timing of the beat is the basis of a “template”. The new “Template” feature allows you to add your own photos or videos to a template that already has the correct timings. Just click on “Use Template” when you see a reel that you like and upload your photos or videos.

COLLABORATION POSTS

Simply put, an Instagram collab post is a single post that appears in two different users’ feed or reels. All comments, likes and shares of this post will appear on both of the accounts.

One user creates the post and then invites the other to be listed as a collaborator in the ‘Tag’ section. Once the collaborator accepts, the post appears under both users’ accounts. This feature is great for cross-promotion, extra exposure and to reach a wider audience.

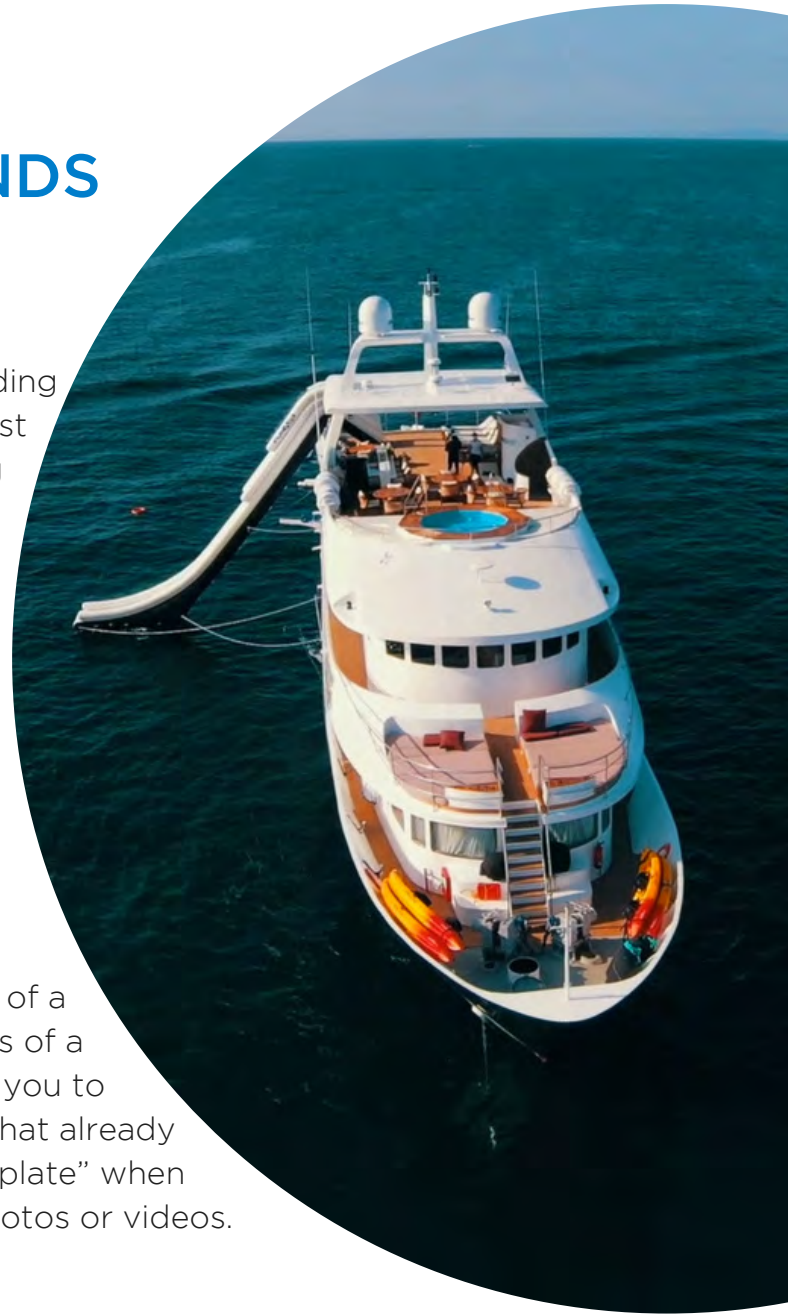
PINNED POSTS

Instagram now allow users to pin 3 posts to the top of their profile so it's always the first thing people see when they land on your profile. Click the 3 dots in the top right corner of your post and select 'Pin to Your Profile'. You can unpin & pin posts as frequently as you like.

- 1.Highlight one of your favorite posts on top of your feed
- 2.Pin a post of a frequently asked question (for example your products, services etc.)

SOCIAL MEDIA BLOGS

Stay up to date with all the new social media trends and learn how to use it by reading insightful social media blog like the [Preview App Blog](#) or the [Later Blog](#).



HASHTAGS

TRENDING HASHTAGS

It is advised to use 3-4 hashtags in Facebook & LinkedIn posts and 25-30 hashtags in Instagram posts.

Hashtags should be relevant to the post you are publishing and contain a mix of popular hashtags you think your clients would use and descriptive hashtags that talk about the image or video you have chosen.

GENERAL HASHTAGS

#yacht #yachts #yachting #superyachts
#megayacht #yachttoy #yachttoys #yachtlife
#superyachttoys #yachtcaptain #yachtworld
#yachtieworld #charteryachts #yachtcharter
#yachtielife #luxuryyachts #luxurytoys #yachtfun
#yachtinglifestyle #luxurylifestyle #superyachtlifestyle
#superyachtlife #motoryacht #sailingyacht

YOUR COMPANY HASHTAGS

We suggest using your company name as a hashtag. You may want to think about creating a specific brand hashtag that helps to describe what you do or shares your company vision. If you would like help with this, let us know and our marketing team will send some suggestions.

PRODUCT SPECIFIC HASHTAGS

As well as general industry hashtags and your company hashtags we suggest you also include a few hashtags about the product or service you are posting about.

EG for Climbing Walls you might choose:

#funairfun #funair #climbingwall #rockclimbingwall #inflatableclimbingwall

