

# HASHTAGS & USAGE GUIDE

FOR SMALL BUSINESSES



**KAPOK**  
MARKETING

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# HOW TO USE THIS GUIDE:

Hashtags are a great tool for social media marketing. They increase engagement on posts and allow for other people to search and find your profile. When used correctly they can increase your engagement, likes and follower counts.

This guide is a compiled list of popular hashtags in different business categories. These hashtags are great paired with relevant photos, videos and posts. It is important to know the correct "hashtag etiquette" when using them on different social media platforms.

# DAYS OF THE WEEK HASHTAGS

## SUNDAY

#Sunday #SelfieSunday #SS #SundaySelfie #SundayFunday #SundayFun  
#ScienceSunday #SelfessSunday #SundayBlogShare #SundayBrunch #SundayDinner

## MONDAY

#Monday #MondayFunday #MotivationMonday #MantraMonday #MusicMonday  
#MagicMonday #FitnessMonday #MondayBlues #MondayMorning #MondaySelfie  
#MoralMonday

## TUESDAY

#Tuesday #TuesdayTip #TipTuesday #TuesdayFeels #TransformationTuesday  
#TuesdayTreat #TacoTuesday #TuesdayThoughts #TravelTuesday #TestimonialTuesday  
#TuesdayMotivation #TuesdayMood

## WEDNESDAY

#Wednesday #WayBackWednesday #WBW #WednesdayWisdom #WellnessWednesday  
#WomenToFollow #HumpDay #WednesdayFunday #WednesdayWorkout  
#WildlifeWednesday

## THURSDAY

#Thursday #ThrowBackThursday #TBT #ThirstyThursday #ThankfulThursday  
#ConnectThursday #HistoryThursday #ThursdayThoughts #TravelThursday

## FRIDAY

#Friday #FridayNight #FridayFun #FridayFunday #FollowFriday #FF #FlashBackFriday  
#FBF #ConnectFriday #FeelGoodFriday #FloralFriday #FoodFriday #TGIF

## SATURDAY

#Saturday #SocialSaturday #SaturdaySwag #Caturday #SuperStarSaturday #SaturdayFun  
#SaturdayFunday #SaturdayMorning #StreetSaturday



# HOW TO USE HASHTAGS ON DIFFERENT PLATFORMS:

If you are using them for Twitter then it is best to use one to two, but no more than three. There is no need to use hashtags on Facebook. On Instagram, it is best to use eleven or more hashtags on your post and group them all together at the end. Hashtags also work well on Pinterest and Google+, but there are no major restrictions on their use.

# INDUSTRY HASHTAGS

## RESTAURANTS

#Restaurant #Food #FoodPhotography #Foodstagram #InstaFood  
#FoodStyling #Foodie #FoodPics #Nom #LocalEats #LocalFood #InstaFeast  
#DrinkLocal #TampaFoodie

## CLOTHING BOUTIQUE

#Fashion #Style #PhotoOfTheDay #OOTD #LookBook #Model  
#OutfitOfTheDay #FashionGram #LookOfTheDay #CurrentlyWearing  
#FashionDiaries #InstaFashion #Haul #Fashionista

## BEAUTY SALONS

#Beauty #Cosmetic #Makeup #BeautyGuru #BeautyGram #MakeupOfTheDay  
#IGBeauty #BeautyCommunity #SlayTheFlatLay #MOTD

## REALTOR

#Realtor #RealtorLife #Realtors #RealEstate #Home #DreamHome  
#TampaRealtor #StPeteRealtor #FloridaRealtor #RealEstateAgent

## ATTORNEY

#Attorney #Attorneys #Lawyer #Lawyers #AttorneyAtLaw #Legal  
#LawyerLife #Law

## COFFEE SHOP

#Coffee #CoffeeShopCorners #CafeVibes #Latte #CoffeeBar #CoffeeBreak  
#CoffeeLife #CoffeeTime #CoffeeCup #CoffeeLover #CoffeeShop

# INDUSTRY HASHTAGS CONT.

## BLOGGERS

#BloggerLife #BloggerStyle #Bloggers #Bloggng #BlogPost #StPeteBlogger  
#TampaBlogger #TampaBloggers #FloridaBlogger #FLBlogger

## TATTOO SHOPS

#Tatoos #Inked #Tats #TattooLove #TattooSleeve #TattooIdeas #TattooArtist  
#Tattooer #TattooArt #Tattooist #TattooShop #TattooFlash

## BREWERY

#CraftBeer #Beerstagram #BeersofInstagram #CraftBrew #Brewing #InstaBeer  
#DrinkLocal #DrinkBeer #MicroBrew #MicroBrewery #BrewLife

## PHOTOGRAPHER

#Photographer #BestShot #Photography #StPetePhotographer #Photo  
#Photog #TampaPhotographer #IGers #Photogram #Photographs  
#PhotographyLife

## WEDDINGS/EVENTS

#Wedding #Weddings #WeddingDay #InstaWedding #Bride  
#WeddingDress #ThatsDarling #BorrowedandBlue #TheKnot  
#EventPlanner #Events

## FITNESS/WELLNESS

#Fitness #Workout #FitFam #Gains #BodyGoals #Fitspo #FitnessMotivation  
#MotivationGym #Cardio #Yoga #Wellness #Health #HealthyBodyHealthyMind  
#WellBeing #Zen



# HOW TO CREATE BRANDED HASHTAGS:

It is important to create a branded hashtag using the name of your business or brand. This will help your fans find your posts. If you are running a giveaway, contest or any other sales promotion, it is a good idea to come up with a designated hashtag for it. This way you can easily track the progress and entries. You are able to set up notifications so you know when someone has used the hashtags. Make sure you come up with an original hashtag not currently used anywhere else.

# LOCAL HASHTAGS

## CLEARWATER

#Clearwater #ClearwaterBeach #VSPC  
#ClearwaterFL #ClearwaterFlorida #Clwtr  
#ClearwaterBeachFL #DowntownClearwater  
#CityOfClearwater #VisitClearwater

## ST. PETERSBURG

#StPete #StPeteFL #StPetersburgFL #DTSP  
#DowntownStPete #VSPC #Instaburg #ShopLocalStPete  
#KSPL #KeepStPeteLocal #IgersStPete #ILoveTheBurg  
#IHeartStPete #ShopSmall #ShopTampaBay #StPeteBeach  
#GrandCentralDistrict #EdgeDistrict #VibeStPete

## TAMPA

#Tampa #TampaFL #TampaBay #IGersTampa  
#ShopTampaBay #TakingTampa #ChooseTampa  
#TampaLife #SoTampa #TPA #IGersTampa #VisitTampa

# REGIONAL HASHTAGS

## TAMPA BAY

#Tampa #TampaFL #TampaBay #IGersTampa  
#ShopTampaBay #TakingTampa #ChooseTampa  
#TampaLife #SoTampa #TampaBayFL #ThatsSoTampa  
#TPA

## FLORIDA

#Florida #FloridaLife #RoamFlorida #FloridaFun  
#FloridaLiving #PureFlorida #LoveFL #FL  
#VisitFL #SunShinesHere #FloridaFun  
#IGersFlorida