



Stampede

**HOSPITALITY
HASHTAG
CHEATSHEET**

WHY ARE HASHTAGS IMPORTANT?

Did You Know?

Posts with hashtags get **12.6% higher engagement** than posts without

Hashtags aggregate content

The most recent posts using the hashtag will be shown as the first search result

They're part of the platform's categorisation system

Your posts can be discovered more easily and you can reach a wider audience by identifying your posts with hashtags.

They boost your customer engagement & interaction

- Branded hashtags to encourage user-generated content & sharing
- They can go viral through sharing - similar to Word-of-Mouth



HOW TO USE HASHTAGS



How Many?

- No more than 30 per post
- Magic number: 11 per post
- No more than 10 per story

Searchability & Performance

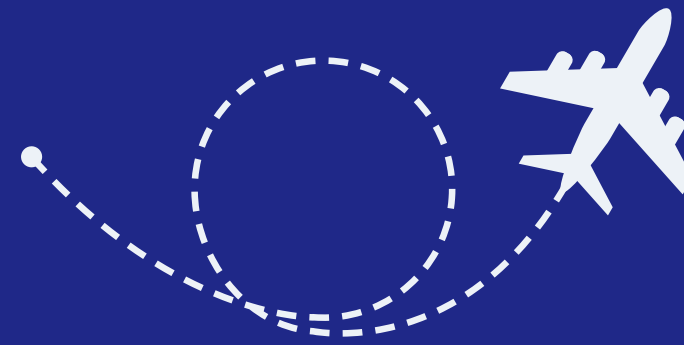
- Include branded hashtags in your social media bio
- Hashtags with avg. of 21-24 characters perform better than shorter ones
- Capitalise every individual word to #MakeItEasierToRead

Stay Up To Date

- Jump on trending topics
- Share daily/monthly social media themes (#Veganuary)
- Follow relevant hashtags



HOSPITALITY



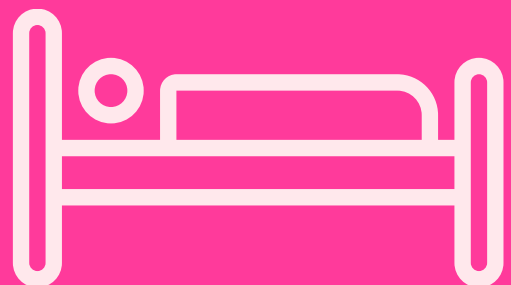
#Hospitality
#HospitalityLife
#HospitalityBusiness
#HospitalityMarketing
#HospitalityEvent
#HospitalityWithHeart
#HospitalityAction
#HospitalityStaff
#HospitalityLeaders
#HospitalityNews
#HospitalityDesign
#HospitalityPhotographer
#HospitalityBars
#HospitalityIndustry

#HospitalityAndTourism
#Hospitality4Life
#HospitalityManagement
#HospitalityPackage
#HospitalityExperts
#HospitalityServices
#HospitalityJobs
#HospitalityTeam
#HospitalityTrends
#HospitalityDecor
#HospitalityRocks
#HospitalityBartenders
#HospitalityIndustry



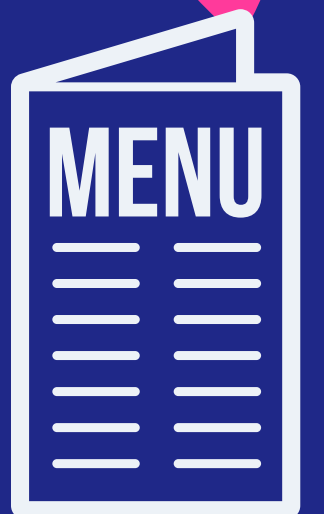
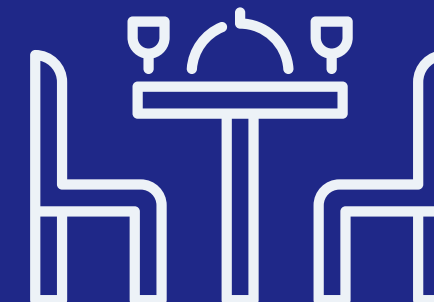
HOTELS

#Hotel	#HotelReview	#HotelIndustry
#HotelLifestyle	#HotelsOfTheWorld	#HotelGram
#HotelStories	#HotelProfs	#HotelSpa
#HotelEvent	#HotelDesign	#HotelPhotographer
#HotelBreakfast	#HotelMarketing	#HotelPromo
#HotelRoom	#HotelWedding	#HotelStory
#LuxuryHotel	#Hotelfood	#HotelRestaurant
#CosyHotel	#HotelRoom	#HotelHousekeeping
#RomanticHotel	#UKHotels	#HotelExperience



RESTAURANT

#Restaurant #Restaurants
#RestaurantIndustry
#RestaurantDay
#RestaurantWithAView
#RestaurantFood
#RestaurantMenu
#RestaurantTakeaway
#RestaurantDesign
#RestaurantStyle
#RestaurantOwner
#FineDiningRestaurant
#FamilyRestaurant
#RestaurantLife
#RestaurantrevView
#RestaurantWeek
#RestaurantInterior
#RestaurantBar
#RestaurantMenu
#RestaurantDelivery
#RestaurantDecor
#RestaurantFurniture
#RestaurantManager
#RestaurantMarketing
#CosyRestaurant



BARISTA

#BaristaDaily
#BaristaGram
#BaristaCoffee
#BaristaTools
#BaristaMoments
#BaristaForLife

#BaristaLife
#BaristasSkills
#BaristaArt
#BaristaCreations
#BaristaGoals
#BaristaArtist



CAFE & COFFEE

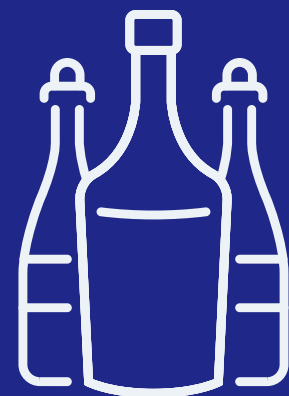
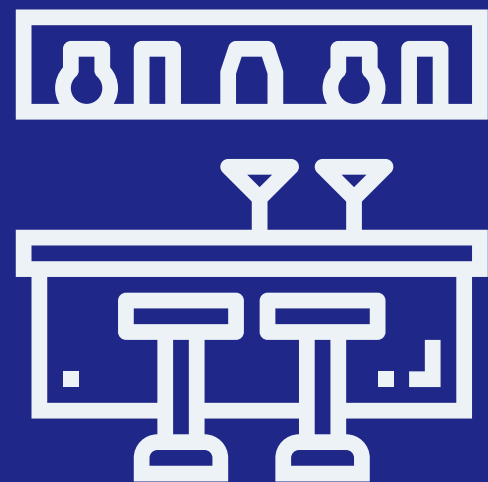
#Café #CafeLife
#Cafestagram
#CafeVibes
#CoffeeLover
#CoffeeTable
#CoffeeArt
#CoffeeLife
#CoffeeMug
#CoffeeDaily
#CoffeeBar
#CoffeeBrewing

#CafeLatte
#CafeTime
#CafeGourmet
#CafeLovers
#CafeSpecial
#Coffee
#CoffeeTime
#CoffeeAddict
#CoffeeShop
#LatteArt
#CoffeeLife

#Coffeelife
#CoffeeCulture
#CoffeeBreak
#CoffeePeople
#CoffeeStory
#CoffeeShots
#Coffeeholic
#CoffeeOfTheDay
#CoffeeBeans
#CoffeeRoaster
#CoffeeShopOwner

BAR

#Bar	#BartenderLove
#Bartenders	#BartenderLives
#BartenderSkills	#BartenderTools
#BartenderProfesional	#Bartending
#BartenderTraining	#Barlife
#CocktailBar	#CocktailBartenders



#Drink
#Drinkstagram
#Drinktime #DrinkMe
#DrinksSpecials
#DrinkOfTheDay
#DrinkingBuddies
#DrinksWithFriends
#FancyDrinks
#DrinksOnMe

#Cocktails
#CocktailsAndDreams
#CocktailsAndMixology
#CocktailSyrup
#CocktailOfTheDay
#CraftCocktails
#CocktailTime
#CocktailsPlease
#CocktailsWithFriends
#CocktailsNight
#CocktailsWithaView
#CocktailsInTheCity
#CocktailsAnyone
#ModernCocktails
#CocktailsGalore
#Mixology #Mixologist

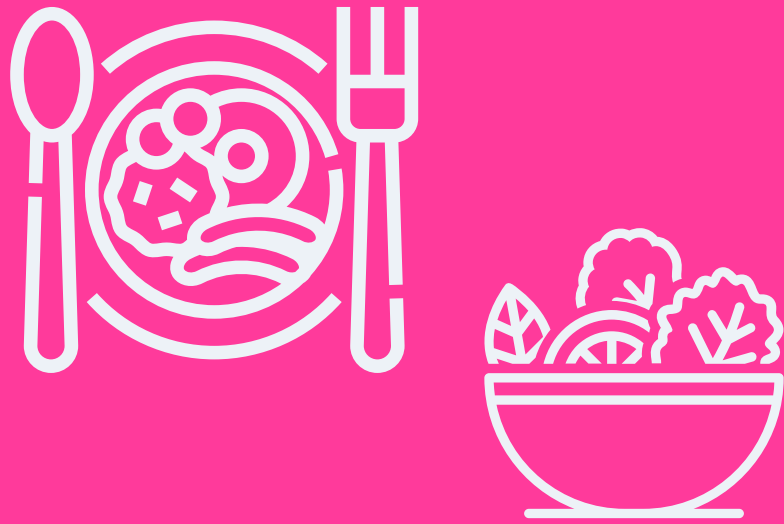
#Beer
#BeerLover
#BeerDay
#BeerFan
#BeerPairing
#BeerCulture
#BeerGeeks
#BeersOfTheWorld
#BeerIsLife
#BeerNation
#BeerCraft
#BeerOntap
#CraftBeer
#BeerReview
#BeerTime

#Wine
#WineLover
#WineTasting
#WineTime
#WineOClock
#WineGlass
#WineNerd
#WinePics
#WineEducation
#WineTasting
#WineReview
#WineExpert
#WineWeekend
#WineAndSpirits
#WineBottles
#RedWine
#WhiteWine
#RoseWine
#SparklingWine



DRINKS

FOOD



#Food
#FoodPorn
#Foodie
#Foods
#Foodstagram
#Foodgasm
#Foodies
#FoodLover

#FoodBlogger
#InstaFood
#FoodieFriday
#FoodStyling
#FoodSpotting
#FoodBlogFeed
#FoodOfTheDay
#FoodPhotography

#FoodPics
#FoodLovers
#FoodArt
#Food52



#CleanEating
#HealthyFood
#JustEatRealFood
#VeganFood
#HealthyFoodRecipes
#HealthyFoodLover
#HealthyFoodEating
#HealthyFoodSharing

#HealthyFoodChoices
#HealthyFoodPost
#HealthyFoodLove
#HealthyFoodTips
#HealthyFoodPrep
#HealthyFoodie
#HealthyFoodGuide
#HealthyFoodRecipe
#HealthyFoodForLife



MEAL TYPE

#Breakfast
#ButFirstCoffee
#HealthyBreakfast
#GoodMorning
#MorningCoffee
#StartYourDayRight
#BreakfastBowl
#CafeLife

#Lunch
#Lunchtime
#WhatsForLunch
#LunchBreak
#LunchBox
#HealthyLunch
#LunchDate
#SundayLunch

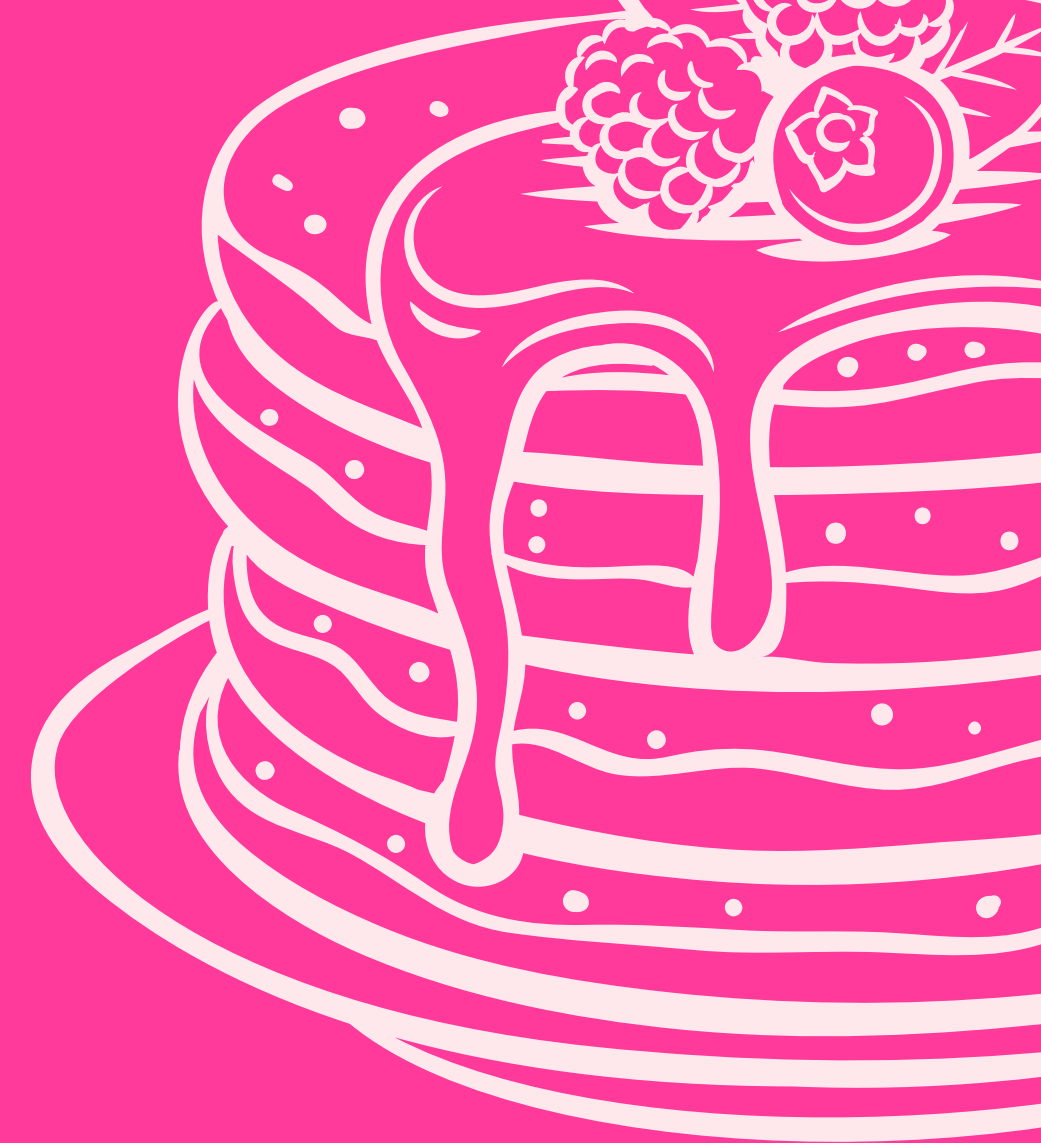
#LunchIdeas
#LunchBoxIdeas
#LunchPrep
#LunchOnTheGo
#PackedLunch
#LunchSpecial
#BentoLunch

#Dinner
#DinnerDate
#DinnerTime
#DinnerForTwo
#FamilyDinner
#HealthyDinner
#CandlelitDinner
#WinnerWinnerChickenDinner
#FridayNightDinner

#DinnerIdeas
#EasyDinner
#BirthdayDinner
#WhatsForDinner
#HomemadeDinner
#BreakfastForDinner

#Brunch
#BrunchParty
#BrunchIdeas
#BrunchGoals
#BrunchBuffet
#BrunchAndCake
#BrunchTime
#BrunchFood
#Brunchin
#BrunchLife

#BrunchVibes
#BrunchSoHard
#GoForBrunch
#LoveToBrunch
#BrunchFriends
#BrunchTime
#MorningBrunch
#BottomLessBrunch
#WeekendBrunch



CAKE & DESSERT

#Cake
#ChocolateCake
#CakeDecorating
#Cupcakes
#BirthdayCake
#Cakes
#Baking



#Bakery
#Pastry
#Buttercream
#CakesOfInstagram
#InstaCake
#Spongecake
#CakeIdeas
#Gateau

#Dessert
#DessertAble
#Desserts
#DessertPic
#DessertTable
#DessertBar
#DessertHeaven
#DessertBox
#DessertMasters

#DessertPics
#DessertShots
#DessertOfTheDay
#DessertStory
#DessertTime
#DessertArt
#DessertCups
#DessertLover
#DessertsOfInstagram

#DessertGoals
#DessertIdeas
#DessertLove
#DessertGram
#InstaDesserts
#DessertBuffet



COOKING

#Chef
#InstaChef
#Cook
#Cooking
#Baking
#Recipe
#ChefLife

#GourmetArt
#MakeItYourself
#InTheKitchen
#CookNiche
#FoodStyling
#ChefsOfInstagram
#PerfectlyPlated

#RecipeOfTheDay
#TrueCooks



BRANDED



#[CompanyName]

#[tagline]

#[product/service]

Create your own unique #

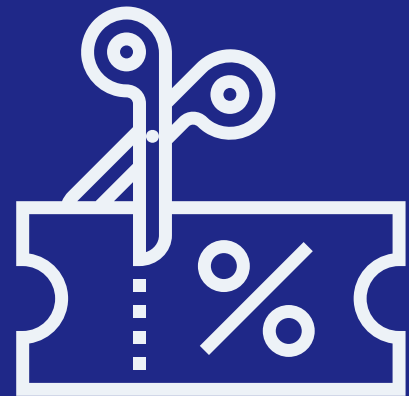


LOCATION

#[location]

Get Found By New Customers!





COMPETITION & PROMOTION

#[YourBusiness]Win
#Win
#Competition
#CompetitionTime
#Competitionday
#EnterCompetition
#ContestEntry
#ContestAlert
#[YourBusiness]Contest
#TagAndWin
#ShareAndWin
#Giveaways
#[YourBusiness]Giveaway

#[YourBusiness]Sweepstakes
#WinItWednesday
#HappyHour
#WingsWednesday
#Promotion
#PromotionGift
#PromotionPrice
#PromotionDay
#Sale
#FlashSale
#SummerSale
#LastMinuteDeal

HASHTAG HACKS

- Check out your competitor's Hashtags
- Check out your audience's Hashtags
- Keep a list of relevant hashtags sorted by topics
- Find related hashtags
- Keep track of hashtag performance - use Insta Insights
- Try to mix high volume hashtags with specific ones
- Go picture specific - describe it with hashtags
- Don't forget holiday-related ones! #Christmas
- Some hashtags might be false friends, double-check for alternate meaning



**FOR MORE TIPS
FIND US ON:**



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#Instagram