

Madeleine Jones



MAKING YOUR BUSINESS SHINE

THE 10 GOLDEN RULES OF USING HASHTAGS

Thank you so much for downloading this list of hashtags!

1. Please know that you need to be as specific as possible, so you cannot use “photograph” hashtags on your florist photos and expect sales and vice versa.
2. You may get a lot of likes (because of auto-robots who like everything and anything) but you are much more likely to get bookings and sales if you use hashtags that match your content.
3. You should also add hashtags for the town / city / county / country you’re in e.g. #london #lovelondon #cambridge #bristol
4. Copy and paste hashtags into a Google Doc or note on your phone. Copy and paste them into an Instagram post when you’re ready.
5. You can use maximum 30 hashtags on an Instagram post. (There are more than 30 hashtags in some of the lists below, so please do not expect to be able to copy and paste them all in as Instagram will not let you publish it)
6. Put your hashtags in your first comment and not your caption.

7. Don't hashtag your own brand e.g. #madeleinejones This only has any effective you know others will use the hashtag (for example, an event, course or product purchase e.g. #etsyfinds)

8. If you're a wedding supplier, ask your couples if they have a wedding hashtag and use it on your Instagram posts!

9. Do not use hashtags on Facebook or Pinterest, they do not work!

10. Try not to use hashtags in the middle of the sentence e.g. #Hashtags are #super for bringing in #bookings - it's not great to read and you're going to irritate when you want to inspire!

So which hashtags should you use?

Take a look at my downloads page to see which ones you'll find useful for your business.

Of course, it's not just about using hashtags, it's about engaging with others. Like and comment on other posts. Find kindred spirits through following the hashtags you use. Post content that inspires others. Ask your followers to tag someone they think might be interested.

Hope this guide was helpful. Looking forward to hearing how you get on!

Thanks lovelies!

Maddy xo

Footnote: Please know that these hashtags are not exhaustive and do not guarantee you sales or likes.