

// WHY IS HASHTAGGING IMPORTANT

- // Spreads your content across IG & allows you to reach & be found by many other potential followers & clients.
- // Helps with brand name recognition & makes it easy for people to find you.
- // Encourages engagement when using competition or campaign hashtags.

HASHTAG 101

- // You have up to 30 hashtags you can use on every Instagram post. Don't waste them!
- // Use Specific Hashtags to target where your ideal couples will be looking.
- // Don't waste your hashtag count on generic hashtags eg. #wedding #pinkrose. It's better to have 10 strategic hashtags than 30 generic ones.
 1. There will be so many people posting to it and your post will disappear in minutes or even seconds
 2. Who really is looking for that generic hashtag? Is it your ideal client?

// HOW TO SEARCH HASHTAGS

- // Go to the search function in Instagram and select 'Tags'.
- // Enter in a keyword and many options will popup. Select one.
- // Along the top of the next screen Instagram will suggest other keywords for you to check out.
- // Create a list of your favourite ones.
- // Type them in your notes ap so you can easily copy & paste them into your posts.

// WEDDING RELATED

Some of the best Wedding specific hashtags at the moment are: #weddingwednesday #weddingdetails #weddinginspo #wedding2017 #gettingmarried #bride2be #dreamwedding

// LOCATION

Use locations. Both where you are located and where you work. Whatever relates best for your business.
#sydneywedding #huntervalleywedding
#newcastlewedding #southcoastwedding

PROFESSION

// Use your profession with the location. Some examples:

FLORISTS

#sydneyflorist #sydneyflowers
#sydneyweddingflorist
#sydneyweddingflowers #flowerfriday

PHOTOGRAPHERS

#sydneyphotographer
#sydneyweddingphotographer

CAKES

#sydneycakes #weddingcakedesign

STYLIST & PLANNERS

#sydneystylist #sydneyweddingstylist
#sydneyweddingplanner

MUA & HAIR

#sydeymua #sydeymakeupartist
#sydneyhairstylist #sydneyhairstylist

// BRAINSTORM

Write some Hashtag ideas below & experiment with your posts. If they don't work, simply try something else. There are no hard & fast rules in the Social Media world! Most importantly have FUN & if you don't like something, you can just delete it. Easy!
