

Hashtag Worksheet



Wondering which hashtags you should use? Complete this worksheet to get started.

1. Brand Hashtags

Brainstorm a list of potential brand hashtags for owned content. Refine based on availability.

2. Industry Hashtags

Research popular hashtags in your industry to expand your reach.

3. Day of the Week

Consider the day of the week hashtags listed in the Hashtag Guide and feel free to Google additional options. Create a list of applicable hashtags.

4. Hashtag Holidays

Research hashtag holidays and note those applicable to your business