

THE BEST HASHTAGS TO USE FOR TOURISM & TRAVEL INDUSTRY IN NOVA SCOTIA



[hash-tag]

/'haSHtag/

noun

1. a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify digital content on a specific topic.

spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them

verb

1. add a hashtag to (digital content) to identify it as concerning a specific topic.

the athlete hashtagged his post #LuckyMan

Hashtags have become an effective way to communicate as well as discover content via social media. Even though hashtags are most popular on Instagram and Twitter, they can now be found on most platforms. So no matter what social media platforms your small business decides to use, knowing how and why to use hashtags will help boost your social media marketing overall.

The basics about Hashtags

- They always start with # but won't work if you put spaces, punctuation or symbols.
- Your accounts need to be public. Otherwise, the hashtag content will only be seen by your current followers.
- Don't put too many words together as it gets too complicated and hard to read. The best hashtags are short and easy to remember.
- Use capital letters at the start of each word to make it easier to read. For example #KASocialMedia and not #kasocialmedia - this is essential for accessibility so that hashtags can be read aloud.
- Use relevant and specific hashtags. If it is too complicated, it will be hard for users to find and read.
- Limit the number of hashtags you use per post. More isn't always better depending on what platform you are on! You don't want to be seen as a spammer or have your message ignored.

HERE'S A LIST TO ALWAYS KEEP NEARBY:

#NovaScotia #ExploreNovaScotia
#ExploreNS #VisitNS #NSBeaches #DiscoverNS
#VisitNovaScotia #ReDiscoverNovaScotia
#ShineOnTourism #ExploreCanada #Canada
#Travel #Travels #TravelTuesday #FamilyVacation
#DestinationWedding #Honeymoon #Adventure
#Vacation #Holiday #Traveling #Traveler
#Memories #Friends #RoadTrip #Tourist

#Tourism #Trip #TravelTips #Explore
#TravelBug #Adventure #Hiking #Sunset
#Beach #Hotels #Motels #Airbnb #Fun
#Staycation #CapeBreton #CabotTrail
#SouthShore #Halifax #NorthumberlandShore
#EasternShore #NSLeafWatch #FallForCapeBreton
#SurfNovaScotia #2022Travel #Travel2022

HASHTAGS FOR EVERY DAY OF THE WEEK



Did you know that there are daily hashtags that can help you decide what to post based on your industry and brand? Did you know there is popular hashtags designated to each day of the week? Add these to your content calendar and be found easier to your target market.

We always recommend checking out any hashtag you may want to use to make sure you are comfortable with your business attached or searched within the hashtags.

HERE'S A LIST TO ALWAYS KEEP NEARBY:

Monday

#MondayMotivation #MotivationMonday
#MusicMonday #MeatlessMonday #MindfulMonday
#ManicureMonday #MondayMemories

Tuesday

#TravelTuesday #TransformationTuesday
#TipTuesday #TuesdayTasting #TuesdayTunes
#TakeMeBackTuesday #TastyTuesday #TriviaTuesday
#TuesdayTreat #TacoTuesday

Wednesday

#WayBackWednesday #WoofWednesday
#WineWednesday #WomenWednesday
#WinItWednesday #WednesdayWisdom

Thursday

#ThrowbackThursday (or #TBT) #ThankfulThursday
#ThirstyThursday #ThoughtfulThursday
#TravelThursday #ThursdayTips #ThursdayTrivia

Friday

#FlashBackFriday #FeatureFriday #FridayFun
#FridayNight #FactFriday #FreebieFriday #TGIF
(Thank God It's Friday) #FridayFinds #FridayVibes
#FoodieFriday

Saturday

#SaturdayStyle #SaturdaySpecial #SaturdaySale
#SaturdayNight #SaturdayShoutOut (or #SS)
#SaturdayBrunch #SaturdayFun

Sunday

#SundayFunday #SpotlightSunday #SelfieSunday
#WeekendVibes #SundayBrunch #SundayBest