

A ONE-PAGE PLANNER

BUILD YOUR HASHTAG POOL

A POOL, NOT A LIST. STOP PICKING FRESH HASHTAGS EVERY POST.

Most small businesses pick hashtags wrong. Either they paste in the same generic 30-tag block from some "best hashtags for 2026" list and wonder why nothing happens, or they freeze at the end of every post trying to invent a new set from scratch.

The fix is a **hashtag pool**. Build it once. Mix from it forever.

HOW A POOL WORKS

You build five small categorized buckets — brand, industry, topic, audience, local. For each post, you pick one from each (or skip a few), and that's your hashtag set. No more inventing. No more copying generic lists. (Examples below show what a pool might look like for "Pioneer Carpentry Co.," our fictional small business.)

<p>BRAND #pioneerCarpentry</p>	<p>INDUSTRY #finishCarpenter</p>	<p>TOPIC #builtinshelves</p>	<p>AUDIENCE #homerenovator</p>	<p>LOCAL #yourtownarea</p>
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HOW MANY TO USE, BY PLATFORM

FACEBOOK 1-2	INSTAGRAM 3-5	LINKEDIN 3-5	TIKTOK 3-5	X / TWITTER 1-2	YOUTUBE 2-3	GBP 0
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THE TWO RULES THAT FIX MOST HASHTAG MISTAKES

Niche beats broad. #smallbusiness has tens of millions of posts. Your post is invisible in 90 seconds.

#cabinetinstaller or #patiobuilder has thousands. You can actually be seen.

Mix — don't stack. Five tags from one bucket (all five being industry tags) is dead weight. One from each bucket is a signal.

FLIP THE PAGE →

YOUR HASHTAG POOL.

~ 20 MINUTES · FILL IT ONCE, USE IT FOR A YEAR ~

Fill what you can. Leave the rest blank for now — you'll discover more as you post. Use a search on the platform to check size: skip anything with millions of posts unless you're using it as one tiny piece of a mix.

01 BRAND — THE ONE TAG THAT'S ONLY YOURS

Your business name with no spaces. *Always include this one.* It groups your content and gives customers a tag to use about you.

your business name, no spaces

02 INDUSTRY / CATEGORY — WHAT YOU ARE

3-5 tags that describe your line of work. Mix one fairly broad with two or three narrower ones (e.g., #finishcarpenter + #cabinetbuilder + #smallshop).

broad — what you do

narrower

narrower

narrowest

extra

03 SERVICE / TOPIC — WHAT THIS POST IS ABOUT

5-8 tags covering specific services, products, techniques, or topics you'll post about repeatedly. These rotate per post depending on subject.

service / topic

service / topic

service / topic

service / topic

service / topic

service / topic

service / topic

service / topic

04 AUDIENCE — WHO YOU'RE FOR

3-5 tags describing the person, life stage, or role of your customer (e.g., #homerenovator, #firsttimehomebuyer, #smallbusinessowner).

your customer

your customer

your customer

your customer

your customer

05 LOCAL — WHERE YOU SERVE

3-5 tags for your town, area, region. Pick the most specific real ones — small towns > whole states. Skip if you're remote.

town / area

town / area

region

region

extra

WHAT TO LEAVE OUT OF YOUR POOL

Skip the giant generics: #love · #photooftheday · #smallbusiness · #marketing. Skip #fyp on TikTok — it's not a real signal. Skip generic-list blocks scraped from Pinterest. Skip *everything* on Google Business Profile (no hashtags there).