

# Wedding Industry Hashtag Guide

Ready-to-use hashtag sets for promoting your business on Instagram and Facebook. Mix a few from each category — local, broad, and category-specific — rather than pulling every tag from one list.

## Local & Regional

*Reaches couples actually planning weddings near you*

#SouthernIndianaWeddings #IndianaWedding #IndianaBride #IndyWedding #EvansvilleWedding #BloomingtonINWedding  
#ColumbusINWedding #NewAlbanyWedding #LouisvilleWedding #KentuckianaWedding #MidwestWedding  
#HoosierWedding #SIWP #SIWEexpo

## Broad Wedding Reach

*High-volume tags that put you in front of engaged couples everywhere*

#WeddingInspo #WeddingDay #WeddingPlanning #BrideToBe #GroomToBe #WeddingSeason #InstaWedding  
#WeddingGoals #SayIDo #EngagementSeason #WeddingInspiration #DreamWedding #JustEngaged

## By Vendor Category

*Pick the row that matches your specialty*

### Photography

#WeddingPhotographer #WeddingPhotography  
#FirstLook #WeddingPortraits

### Venue

#WeddingVenue #BarnWedding #OutdoorWedding  
#WeddingReception

### DJ & Entertainment

#WeddingDJ #WeddingBand #FirstDance  
#ReceptionParty

### Hair & Makeup

#BridalHair #BridalMakeup #WeddingGlam

### Florist

#WeddingFlorist #WeddingFlowers #BridalBouquet  
#FloralDesign

### Catering & Cake

#WeddingCatering #WeddingMenu #WeddingCake

### Planner / Coordinator

#WeddingCoordinator #DayOfCoordinator  
#WeddingTimeline

### Rentals & Decor

#WeddingRentals #WeddingDecor #TablescapeDesign

## Vendor Community & Seasonal

*For networking with fellow vendors, and tagging the season or trend*

#WeddingProfessionals #WeddingIndustryProfessionals #VendorLove #MeetTheVendor #SmallBusinessWedding  
#WeddingWednesday #SupportLocalWedding #FallWedding #SpringWedding #SummerWedding #WinterWedding  
#MicroWedding #ElopementWedding

### How to Use This Guide

1. **Mix categories.** Try 3–5 broad + 5–8 local + 5–8 category-specific tags per post, rather than maxing out one list.
2. **Stay close to 20–25 tags.** Instagram allows up to 30, but relevance beats volume.
3. **Caption or first comment — just be consistent.** Both work equally well for reach.
4. **Rotate your sets.** Using the exact same 30 tags on every post can suppress reach over time.
5. **Tag the venue and other vendors.** It expands shared reach and builds referral visibility.
6. **Check Insights monthly.** Swap out tags that aren't earning views or engagement.