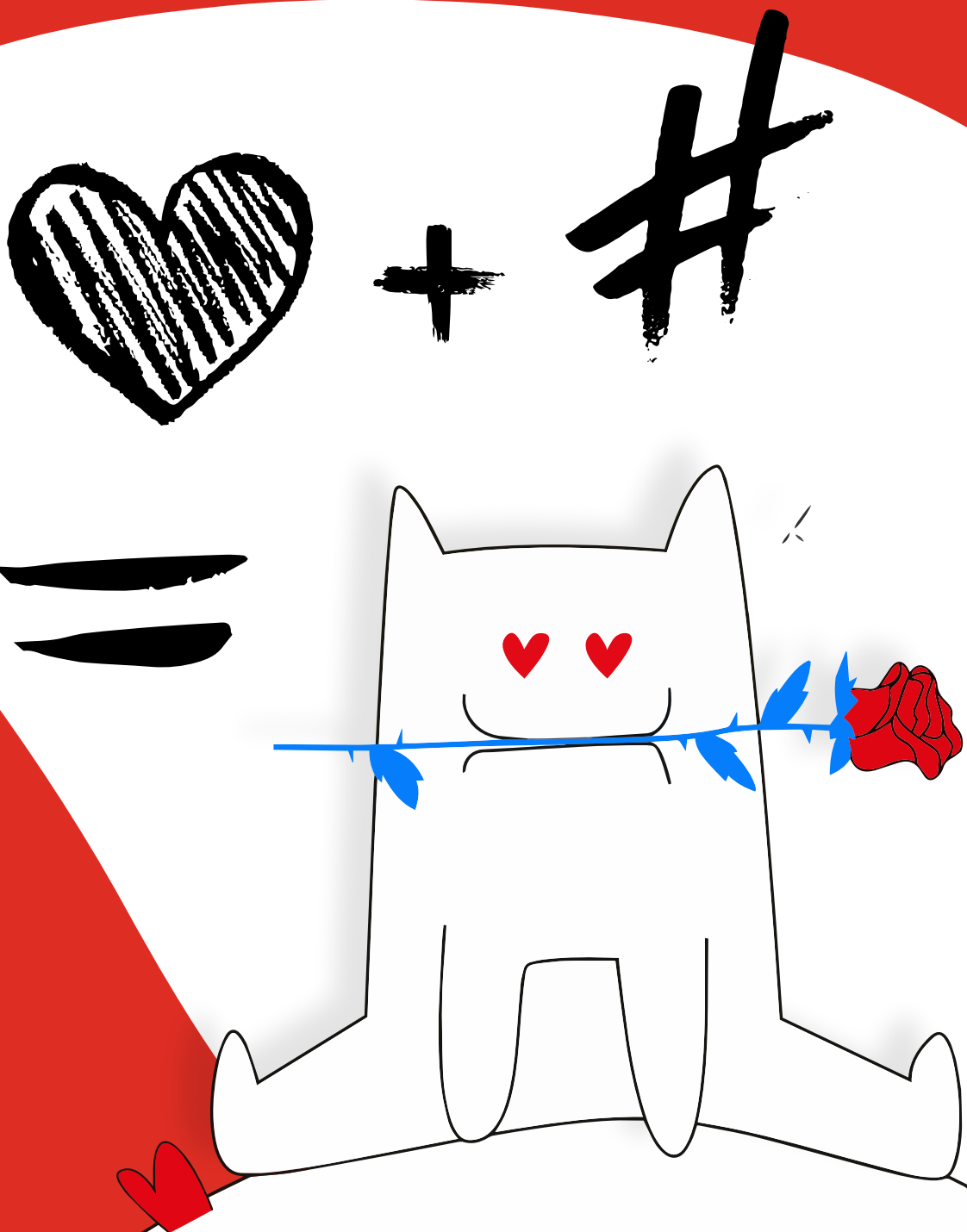# NapoleonCat.

The Best Valentine's Day
Hashtag Catalog

The Best Valentine's Day Hashtag Catalog

Valentine's Day is just around the corner. Soon enough, each and every social media platform will be flooded with sweet love proclamations, memes poking fun at the holiday, and romantic gift ideas to take your beloved's breath away.

V-Day is also a terrific opportunity for all social media managers to reach new customers and generate buzz around the brand they're promoting.

If you want to succeed, it's vital that you make your posts stand out from the endless sea of lovey-dovey content. **Luckily, something as simple as a well-chosen hashtag can help with that.**

#Hashtags make it easier to group topic-specific content on platforms such as Instagram, TikTok and Twitter, but most importantly – **they can help increase your social media presence**. You probably already know that including hashtags in your posts or comments is essential to building an effective marketing campaign – you can use them to boost your reach and grow your audience. It's hard to think of a simpler way to build brand awareness, while also being part of everyday conversations about what's hot or not – and the upcoming Valentine's Day is the perfect opportunity to do just that!

Be our ❤# valentine?

As reported by the National Retail Federation, in 2022, Americans alone spent $23.9 billion1 celebrating this special holiday, and this year's projections continue to show that people really don't play when it comes to their loved ones, with a whopping $26 billion being the 2023 spending forecast.

It seems that even raging inflation isn't dampening consumers' excitement about St. gifts for their closest friends and family members.

Leap at the opportunity to promote your brand's products and services, helping spread love on this special occasion – take advantage of our **ready-to-use list of the most searched Valentine's Day hashtags** and boost the reach of your campaign.

Content is in the air

If you want to make waves on social media, you have to know what content you should be creating and where and when to post it to be on everyone's lips.

That's precisely why effective sales prospecting should be the backbone of every marketing strategy. It's the process of researching, identifying and engaging prospecting new customers and clients – people who might be genuinely interested in your products or services. Doing so will give you an idea of some of the things they find appealing, making it easier to plan an accurate marketing strategy and create top-notch content with which they'll happily interact.

Using relevant hashtags helps target audiences looking for specific offers. By typing #valentinesideas or #giftsforhim into the search bar, users can find the hottest trends in the blink of an eye, and – coming across special deals cleverly snuck into the search results – get inspired to buy a particular product or service.

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#ValentinesNails (1M posts on Instagram)

Advertising a nail salon in the #valentinesnails hashtag is a great business move. People looking for nail inspo might as well want to get their nails professionally done to look their cutest on this special occasion.

#ValentinesIdeas (104K posts on Instagram)

The best thing about the #valentinesideas hashtag is that it can be used for just about anything – a charming piece of handmade jewelry, an infographic about the most romantic ways to spend V-Day, or an eye-catching ad for any type of business whose products or services could potentially put a smile on someone's face.

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#AntiValentinesDay (45K posts on Instagram)

For some, Valentine's Day is the best holiday ever. After all, who doesn't love… well, love? As the above-number indicates, quite a few people don't – regardless of their relationship status. If you're planning an anti-Valentine's Day giveaway or trying to promote your not-so-cutesy products, you can target those who find the holiday extra corny with the #antivalentinesday hashtag

#GayValentine (10K posts on Instagram)

Though community-oriented brands are slowly but surely breaking the mold, marginalized groups still tend to be overlooked on major holidays, including Valentine's Day. As a marketer, you want your customers to feel their best – modern campaigns that are inclusive, defy stereotypes, and preach self-love are just as important as the tried and trusted (but nonetheless generic) ones.

If you think that V-Day content won't resonate with your target group, think again!

Hashtag tips and tricks

Many social media managers tend to focus solely on content creation and looking for ways to increase follower count. They either don't give much thought to choosing the right hashtags or simply don't have time for in-depth research, which is completely understandable, given the scope of their duties.

As a result, predictable and overused hashtags are often slapped at the end of a post which ultimately gets lost in the sea of content, making it impossible for new customers to discover a given brand. Sure, it's always worth knowing which hashtags are currently trending, though you might want to avoid using the most

popular ones for your profile – especially if it doesn't have that many followers to begin with.

To make your posts and profiles stand out, follow the fool-proof formula of hashtag stacking.

1. Content/topic. This one pretty much speaks for itself. What is your post about – a romantic date idea, a heart-themed make-up look or a delicious recipe? Let the world (and the algorithms) know!

2. Niche/industry. By using well-targeted hashtags, you have a greater chance of attracting people who are genuinely interested in your products or services. Fewer results usually mean less competition, so that's another thing to consider.

3. Location. When it comes to online stores, any engagement is great, but if you run a profile for a location-based business, building local awareness is the key to success. Using geo-specific hashtags is a fantastic way to get discovered by your local community and put your #newyorkbusiness on the radar.

4. Target audience. First, you need to determine who they are – #doglovers, #foodies, or #fashionistas? Get to know your audience so that your campaign has a legitimate shot at resonating with them.

5. Special event. Stay on top of your social media game by using occasion-specific hashtags. V-Day is coming up? Great! Increase your organic reach with #valentinesday2023.

Make sure that your hashtags represent your content well – using irrelevant but currently trending ones and getting a few more likes than you normally would isn't worth annoying users who are looking for certain things.

Here are some other valuable tips to keep in mind:
- ✅ Don't spam your caption – use 3–5 hashtags, tops.
- ✅ If you want to use a lot of hashtags, put them in the first comment.
- ✅ Bring attention to your old content by leaving comments with distinct keywords.

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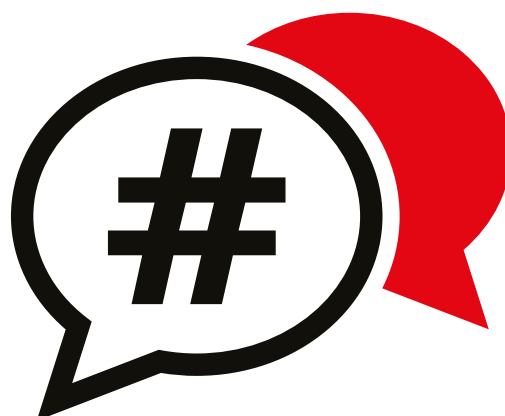
The best Valentine's Day hashtags by the category

Below, you'll find a list of both the most popular and industry-specific hashtags. Mix them as you wish, though remember that you have a better chance of raising brand awareness if your posts and/or comments include well-targeted, niche ones.

Now, without any further ado, we present a ready-to-use hashtag list to help you elevate your Valentine's Day posts.

General

#valentines (22M)

#loveisintheair (6M)

#happyvalentines (964K)

#valentinesdaychallenge (68K)

#valentinesdayready (11K)

#valentinesdayinspo (16K)

#valentinesdaymemes (16K)

#valentinesdayvibes (8K)

#valentinespecial (350K)

#valentineweek (250K)

#valentinesurprise (60K)

#valentinesdayhumor (6K)

#valentinesgiveaway (83K)

#valentinesdaygiveaway (44K)

#valentinesdayspecial (135K)

#valentinesday2023 (113K)

#valentinesdaysale (122K)

#valentinedayspecial (40K)

Flowers

#valentinesroses (26K)

#valentinedayboquet (3.8K)

#valentineflowers (87K)

#valentinesdayflower (4.6K)

#valentinesdayroses (9K)

Gifts

#valentinesdaygiftideas (165K)

#valentinesdaycards (91K)

#valentinesdaygiftideaforher (100+)

#valentinesdayideasforher (800+)

#valentinesdaygiftideaforhim (100+)

#valentinesdayideasforhim (500+)

#giftsforher (9M)

#giftsforhim (5M)

#valentinesdaypresent (60K)

#valentinesdaypresents (3.5K)

#valentinesdaygiftsforher (34K)

#valentinesdaygiftsforher (15K)

#valentinesdaygifts (400K)

#valentinesgiftideas (211K)

#valentinedaygift (147K)

#valentinesdayidea (5K)

#valentinesdaysurprise (13k)

Date

#romanticideas (20K)

#valentinesiscoming (20K)

#valentinesdayiscoming (50K)

#willyoubemyvalentine (136K)

#valentinesideas (104K)

#romanticdatenight (5K)

#romanticdateideas (2K)

#valentinedate (30K)

#valentinesdatenight (14K)

#valentinesdateideas (3K)

#valentinedate (31K)

#valentinesdaydate (23K)

#valeentinesdaydateideas (1K)

#valentineideas (46K)

#valentinesdaylove (13K)

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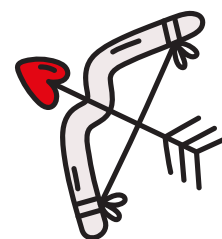
Beauty, fashion and lingerie

#valentinesdaymakeup (203K)

#valentinesdaynailart (12K)

#valentinesdayoutfit (90K)

#valentinesdayfashion (10K)

#valentinesdaymakeuplook (14K)

#valentinesdaynails (275K)

#valentinesnails (1M)

#valentinenails (315K)

#valentinesdress (26K)

#valentinesoutfit (107K)

#valentinesoutfitideas (10K)

#valentinesfashion (21K)

#valentinesstyle (12K)

#valentinesdaylook (49K)

#valentinedaynails (10K)

#valentinesdaylooks (6K)

#valentinesdaydress (11K)

#valentinesdayearrings (118K)

#valentinesdayhair (26K)

#valentinesdayinspo (17K)

#valentinestyle (10K)

#valentinesdaylingerie (6.7K)

#valentinesdaystyle (12K)

Jewelry

#valentinesdayjewelry (26K)

#valentinesdayjewellery (2.8K)

#valentinesdaynecklace (1.5K)

#valentinesbracelet (2.8K)

#valentinesjewelry (53K)

Arts and crafts

#handmadewithlove

#madewithlove (22M)

#valentinesdaydrawing (2K)

#romanticart (72K)

#valentinecards (90K)

#valentinesdaydecor (121K)

#valentinesdecor (296K)

#valentinecard (66K)

#valentinesdayphotoshoot (35K)

#valentinesdaydecorations (11K)

#valentinesdayart (30K)

#valentinescrafts (43K)

#valentinesdaycards (91K)

#valentinescard (145K)

#valentinesdayart (30K)

#valentinesdaycrafts (27K)

#valentinesdaydiy (6K)

#valentinesdaytags (25K)

#valentinesdaywreath (9K)

Food

#valentinesdaydessert (22K)

#valentinesdaydinner (72K)

#valentinesdayfood (11K)

#valentinesdaycake (58K)

#valentinesdaycupcake (25K)

#valentinedinner (65K)

#valentinesdinner (204K)

#valentinecookies (112K)

#valentinescookies (259K)

#valentinecake (163K)

#valentinecakes (52K)

#valentinechocolate (55K)

#valentinetreats (45K)

#valentinesdaycookies (128K)

#valentinestreats (87K)

#valentinesdaybaking (7.3K)

#valentinesdaycandy (8K)

#valentinesdayrecipes (6K)

#valentinesdaytreats (76K)

#valentinesdaytreat (11K)

#valentinesdaystrawberries (19K)

#valentinesdaylunch (4.8K)
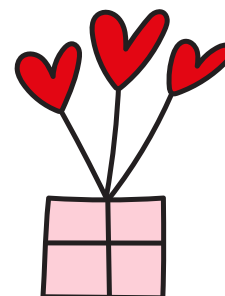
Movie

#valentinesdaymovie (2.5K)

#valentinesandchill (50+)

#romanticmovie (41K)

#movienightathome (35K)

#movienightideas (1K)

LGBT

#lgbtvalentines (1.1K)

#gayvalentine (10K)

Single

#singlevalentinesday (5K)

#singlevalentine (3.6K)

Anti-Valentine's Day

#antivalentinesday (45K)

#valentinesdayiseveryday (6K)

#valentinesdayisoverrated (2K)

#valentinesdayisstupid (1.8K)

#valentinesdaysucks (15K)

Teamwork makes the dream work

Social media management is no joke – it often takes an entire team of experts to successfully run a single profile, let alone a few accounts across multiple networks.

You have to create content, plan and oversee marketing campaigns, and constantly be on the lookout for improvement opportunities that might reveal themselves when you collect and analyze extensive data. As if that wasn't hard enough, on top of that, you should be engaging your audience, addressing customer questions and complaints, and moderating comments and messages.

To optimize those processes and make sure that each issue is well-taken care of, social media managers often divide individual responsibilities between the staff. This, however, can lead to communication issues and make progress and performance measuring all that harder.

If you struggle with keeping tabs on multiple social media profiles or are simply looking for ways to achieve better results with less effort, the NapoleonCat tool is the answer to all your needs.

The all-in-one platform is designed to help you organize your work, allowing you to effortlessly and effectively run campaigns with your team.

Thanks to the Publisher feature, managing cross-platform accounts will no longer be a head-ache – with the help of an easy-to-read calendar, you'll be able to swiftly draft and schedule posts enriched with medium-specific elements such as properly sized images, geotags or links, thus eliminating the risk of posting duplicated content that's hard to interact with.

Improve teamwork by creating a clear workflow and avoid miscommunications by assigning posts to different team members. To elevate your content and achieve the best possible results, you can also exchange internal notes in the discussion panel – two (and three, and four, and five...) heads are better than one!

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We've also got you covered in case you have limited resources and need a virtual hand with customer service and managing social media engagement. Every social media content creator dreams of generating an insane amount of buzz – that is, until they actually have to deal with the comments, messages, reviews and complaints that come with it.

NapoleonCat's Social Inbox feature allows you to conveniently group user interactions and set up automated responses to boost your engagement rates and save you precious time that you'd normally spend replying to repetitive comments individually. This way, you won't leave anyone hanging and will be able to commit to building loyal and involved communities.

With Auto-moderation, you will no longer have to worry about missing negative comments or trolls piggybacking off your ads or sponsored posts. You can adjust moderation settings as you wish, so that NapoleonCat will immediately notify you when there's something fishy going on. Nip social crises in the bud and don't let your customers think less of your brand!
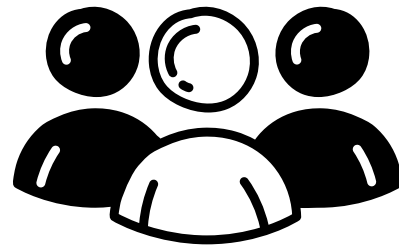
Track your performance, act faster than ever, and reap the benefits

Anyone who's serious about running effective marketing campaigns wants to know how well their content performs; however, the dynamic nature of social media often makes it difficult to determine which strategy works and which one doesn't.

When network-default insights no longer cut it, you might want to consider turning to more professional tools to help you analyze your efforts and make well-thought-out and data-based decisions.

Thanks to NapoleonCat's Analytics feature, you can easily monitor hashtags and track metrics such as reach and engagement rate, learning which types of content are the most attractive to your audience. Reliable cross-channel stats concerning user demographics and follower growth will help you get to know your community and tailor your strategy to tick all their boxes.

Crazy as it sounds, data is often underappreciated, even though it can help you make excellent decisions, avoid grave mistakes, and re-think your past (and possibly underperforming) campaigns. Instead of pouring money down the drain, act smart!

To succeed as a social media manager, you need to stay up-to-date with industry trends and keep an eagle-eye on your competition. NapoleonCat is here to help you stay ahead of the curve by allowing you to monitor other social media profiles to always know what's in and what's out.

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With real-time competitive analyses, you have all bases covered – you don't have to worry about missing an opportunity to incorporate current trends in your campaigns and you get the chance to learn from other marketers' mistakes.

Only after you've discovered what works can you make informed decisions – and we know just how crucial both of these things are when it comes to running booming social media profiles.

Combining the Analytics and Publisher (and more!) features, NapoleonCat is a powerful tool designed to make social media management as easy as ABC – for both individuals as well as entire teams.

Increase your reach by spreading #love

Savvy social media managers know how to make the most of the available resources. We hope that our Valentine's Day hashtag catalog will make your job a little bit easier at this time of year, saving you enough precious time to fully focus on winning the hearts of your lovely audience.

#love