

More generic hashtags that can be used more frequently/interchanged for variety (but are not restaurant specific):

Food type: *Mexicanfood(s), mexicanrestaurant, mexicanuisine, authenticmexicanfood, mexicanfoodie(s), mexicanfoodlover(s), realmexicanfood, mexicanfoodpic(s), bestmexicanfoods, traditionalmexicanfood, mexicanfoodrecipes, mexicanfoodnight, freshmexicanfood, comidamexicana, cocinamexicana, restaurantemexicano, mexican*

Location/Ownership: *familyowned, supportlocal, eatlocal, localrestaurant, centralcoasteats, centralcoast, california, smallbusiness, visitcalifornia, californiacoast, slocal, coastalliving, califood,*

Specific for images/videos that contain one of these items: *Edits, tacos, foodphotography, burritos, nachos, margaritas, tequila, dinner, guacamole, drinks, cocktails, takeout, TacoTuesday, HappyHour, etc.*

'Instagram Style': *welovemexicanfood, mexicanfoodlove, bestmexicanfoodintown, mexicanfoodstagram, mexicanfoodfordays, instafood, foodstagram, foodie, delicious*

Best performing posts with hashtags:

Images (no text) with no obvious filters, but high-quality looking, faces or close-ups of food

Videos - best video had action and text, dynamic and a very short caption.

Other Observations:

Caption length may be too long sometimes

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Sources:

<https://displaypurposes.com/hashtags/hashtag/mexicanfood/>,

<https://best-hashtags.com/hashtag/centralcoast/>

Instagram research on other central coast Mexican restaurants