Jeu-de-taquin promotion gives a bijection on semistandard $\lambda$-tableaux $CST(\lambda, k)$, with entries bounded by $k$. While, for general shapes, the order of promotion on $CST(\lambda, k)$ is not known, Rhoades gave the order of promotion on the set of semistandard rectangular tableaux $CST((c'), k)$ and proved that $CST((c'), k)$ exhibits the cyclic sieving phenomenon (CSP). We determine the order of promotion on the set of semistandard hook tableaux $CST((n - m, 1^m), k)$ and give a CSP for the set of semistandard hook tableaux with fixed content.