Hashtag Guide

Learn what a hashtag is, why it matters, and how to use hashtags

What is a Hashtag?

A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help facilitate searches on social media platforms and can be thought of as a "label" or "category."

Purpose of Hashtag

When you include a hashtag in your post, it is a way of categorizing your post for a specific topic of interest or keyword. The hashtag makes it easier to search for related posts. You can think of a hashtag as a label. It helps others who are interested in a specific topic easily find a related post.

What are the benefits of using a hashtag and why should you use them:

Increase Engagement
Hashtags make your post easier to find, which increases the likelihood that individuals will engage with your content (i.e. reactions, comments, & shares).

Brand Your Content
Branded hashtags help brand your content, enable fans to use the hashtag and get on your radar, increase brand awareness, and promote brand recognition.

Expand Your Reach
Hashtags enable your posts to show up for a given topic of interest and help you reach interested individuals who are searching for that topic.

Platform Best Practices

f	instagram	in	twitter
1-2 hashtags	**9-15 hashtags**	**1-5 hashtags**	**1-2 hashtags**
Use hashtags with caution. The more hashtags you use, the fewer interactions your post will get.	Instagram algorithms favor a large number of hashtags. The more hashtags you use, the more likely the engagement.	Hashtags promote discover-ability. As a professional platform, be appropriate for business & be deliberate with use.	Use your limited characters wisely & include up to 2 hashtags per post. Twitter is great for trending hashtags.

Outline Your Hashtag Strategy:

Now it is time to plan your hashtag strategy! Your strategy should include the following:

1. **Branded Hashtags:** Be specific on appropriate use and make sure you own the content!
2. **Day of the Week Hashtags:** For content inspiration, make a list of applicable daily hashtags,
3. **Industry Hashtags:** Research popular hashtags in your industry to expand your reach.
4. **Hashtag Holidays:** Research hashtag holidays and note those applicable to your business.

Create a list and save it where you can reference it later! Also, make sure to add the hashtag holidays to your calendar, so that you don't miss an opportunity!

Day of the Week Hashtags

These are just a few to get you started! Search Google to explore all the possibilities!

Monday	Tuesday	Wednesday	Thursday
#MarketingMonday #MotivationalMonday #MondayMemories #MindfulMonday #MondayFunday #MondayMadness #MusicMonday	#TransformationalTuesday #TipTuesday #TechTuesday #TravelTuesday #TopicTuesday #TuesdayTrivia #TuesdayTasting #TuesdayTreat	#WellnessWednesday #WayBackWednesday #WisdomWednesday #WorkoutWednesday #WineWednesday #WeddingWednesday	#ThrowbackThursday #ThankfulThursday #ThursdayThoughts #ThursdayTreat #ThursdayVibes #ThursdayQuotes

Friday	Saturday	Sunday
#FollowFriday #FridayFun #FearlessFriday #FeelGoodFriday #FlashbackFriday #FeatureFriday #FashionFriday #FoodieFriday #FunnyFriday #FitnessFriday #FridayReads #FridayFacts	#SocialSaturday #ShoutoutSaturday #SalesSaturday #SaturdayStyle #SaturdaySweets #SaturdayBrunch #SaturdayShopping	#SundayFunday #SundayRead #StartupsSunday #SpotlightSunday #SundaySweets #Sundaybaking #SundayDinner