

# HASHTAG CHEAT SHEET

## FACEBOOK

- **Don't use hashtags.** They don't serve a purpose on Facebook.

## INSTAGRAM

- **Use 9-12 hashtags.** An analysis by TrackMaven found that posts with 9 hashtags had the most engagement. That being said, you can use up to 30 hashtags per post.
- **Think of your ideal customer.** Use hashtags that your ideal customer is likely to follow.
- **High-performing and niche.** Use a mixture of hashtags that have been used hundreds of thousands of times as well as hashtags that have been used thousands of times. You can find out how many times a hashtag has been used by searching it in Instagram.

## LINKEDIN

- **Use a maximum of five hashtags.** Using too many hashtags on LinkedIn could flag you as spam.
- **Research the competition.** Find out what hashtags others in your industry are using and use those.
- **Use LinkedIn's suggested hashtags.** LinkedIn will suggest hashtags based on your copy. Sometimes you'll see some good ideas.

## TIKTOK

- **See what's trending.** Keep an eye on the discover tab and use popular hashtags if you're able to jump on a trend.
- **High-performing hashtags.** Unlike Instagram, you're better off using hashtags that have been used billions or millions of times than more niche hashtags.

## TWITTER

- **Use two to three hashtags.** Characters are at a premium on Twitter so don't let your hashtags take up too much space.
- **See what's trending.** Check out the Trending tab and see if you can jump on any trends.

# HASHTAG CHEAT SHEET

Use this table to keep track of hashtags you'll use and how often they've been mentioned. This is particularly helpful for Instagram where you want to use a mixture of high performing and niche hashtags.

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