HOW TO USE HASHTAGS

Hashtags can be intimidating, but once you understand why they're used, you can better use them to generate the engagement that you're aiming for with your social media strategy.

Hashtags can be good for your brand IF you know how to use them strategically.

Hashtags can be wrong for your brand if you use unnecessary ones that confuse your messaging.

Here's Where to Start with your Hashtag Strategy:

- Research the hashtag you want to use to find out what it's already being used for. This will show you if it's being used for the same industry/cause or if it has any negative associations.
- Consider using a brand hashtag. This could be your brand name or a simple, one or two-word message that aligns with your brand's mission.
- Search to see what hashtags are trending. If they align with your brand, pick a couple and see if you can generate some new brand awareness and engagement.
- Even though Instagram allows you to use up to 30 hashtags per post, a good rule is to use a few solid ones to ensure you get engagement and followers that make sense for your brand goals.

YOUR HASHTAGS SHOULD STRENGTHEN YOUR MESSAGE

sociable media
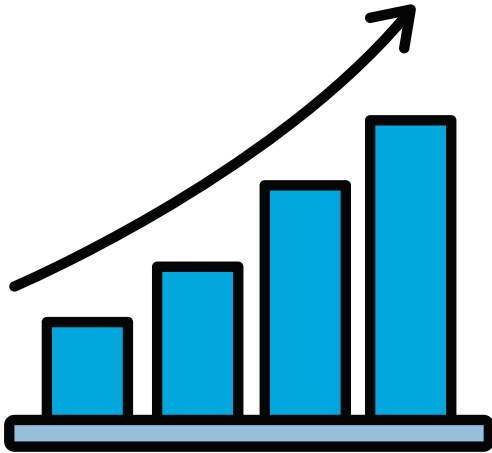
TRENDING HASHTAGS

Every year, trending hashtags will change slightly, and you can find the most recent trending hashtags by doing a quick Google search.

What's important to note is whether the hashtags match your brand goals, messaging, and strategy.

For example, if you use #CUTE, you might get some reach and impressions, maybe even some followers, but will it help you achieve your brand goals? If yes, then you might add it to your strategy. If not, it might be best to leave that hashtag out of your captions.

A LOT OF BRANDS THINK THAT USING ANY HASHTAG WILL DO, AND THAT'S NOT THE CASE. YOUR HASHTAG STRATEGY SHOULD BE PLANNED OUT AS MUCH AS YOUR CONTENT STRATEGY.

Top hashtags of 2021

#LOVE (1.835B)
#INSTAGOOD (1.150B)
#FASHION (812.7M)
#PHOTOOFTHEDAY (797.3M)
#BEAUTIFUL (661.0M)
#ART (649.9M)
#PHOTOGRAPHY (583.1M)
#HAPPY (578.8M)
#PICOFTHEDAY (570.8M)
#CUTE (569.1M)