

HOW TO USE

Hashtags

The Best Way On Every Social Network

Hashtags can increase awareness, get your content seen by more people than just your followers, and boost your social shares. But if used incorrectly, they can lower the credibility of your content and cost you followers. So are you doing everything you can to get the most out of your #hashtags?

2007 #

In 2007, Chris Messina introduces the hashtag to Twitter.

2009

Twitter officially launches the hashtag feature.

2012 #

Google starts using the hashtag on its social network.

2013

Facebook introduces the use of the hashtag.

Today, tons of social sites use hashtags to categorize information.

HOW TO FIND

Hashtags That Will Grow Your Reach

What The Trend

Find the top hashtags in the last 30 days!

Twitonomy

Find personal hashtags similar to your content!

RiteTag

A Swiss Army knife for hashtag research!

Hashtagify.me

Great for staying up-to-date on trending hashtags

THEN CREATE

The Perfect Hashtag

1. Memorable

2. Unique

3. Relevant

And remember... Keep it simple and somewhat specific

How many hashtags should I use?

Twitter

Twitter engagement increases by 21% with 1-2 hashtags.

1

2

3

4

●

●

●

+

●

●

●

+

Twitter engagement decreases by 17% with 3+ hashtags.

Instagram

Photos with 11+ hashtags seem to get the most interactions, but don't be spammy.

11+

<10

15>

Facebook

Use 1-2 hashtags on Facebook. Try one popular hashtag and one custom hashtag for your brand.

#custom + #popular

Other Networks

Besides these main networks, hashtags don't seem to make a difference. Stick to these four to rock your hashtag game!

Pinterest

Use only 1-2 hashtags. It's a category of search, so use your unique hashtag to help Pinners find your related content.

1

2

3

WHAT NOT TO DO

one

Don't use spaces or special punctuation.

two

Don't use the @ symbol in a hashtag.

three

Don't go overboard with too many hashtags.

four

Don't spam. Just don't do it.

five

Make sure hashtags stay within context.

six

Make sure your hashtags work.

Best Practices Guide To Hashtags

one

Use proper etiquette on each social network.

two

Use hashtags to fit your brand.

three

Create hashtags for your promotions.

four

Keep them memorable and short.

five

Capitalize the first letter of each word.

six

Use hashtags in Twitter chats.

Congrats!

You're now a hashtag expert!

When you're ready to schedule your social messages, try CoSchedule free for 14 days. It's your all-in-one social media marketing calendar!

CoSchedule

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