

10 TIPS AND TIDBITS

ABOUT SOCIAL MEDIA HASHTAGS

1. Hashtags were created by Twitter in 2007 as a way to organize topics and filter content.

2. Hashtags are ideal for Instagram and Twitter, but not Facebook — though this is a topic my social media marketer pals and I like to debate! My advice: Use hashtags sparingly on Facebook (1–2 max, if any) and generously on Instagram and Twitter.

3. If you're using hashtags for your company's social media, choose ones that support your content and help ideal customers find and follow you. If you're using hashtags for fun, there's no need to be strategic!

4. A great tool for finding popular Twitter hashtags is [hashtagify.me](#). On Instagram, you can search for a hashtag to see its popularity. However, using the most popular on Instagram may work against you because larger accounts use them, too. And they're likely to win the algorithm race (meaning yours will not be seen since your account is smaller).

5. Hashtags aren't case-sensitive. If it helps readability, though, feel free to use capital letters [#JustLikeThis](#).

6. If you're a local business and one with no online sales or big interest outside your market area, always use a few local hashtags in your posts; for example: [#queencreek](#) [#queencreekaz](#) and [#queencreekrealtor](#). This helps more people find you, because they're following the same locational hashtags.

7. Creative, proprietary (e.g., your brand name) or nonsensical hashtags can be a waste of space, unless you're a big guy. For example, Starbucks uses [#starbuckslike](#), but others do, too. However, if you are the only person to use [#redhairedreporter](#) on social media, no one is likely to seek out that hashtag. So ... it's your call as to whether a unique hashtag has value!

8. You can use up to 30 hashtags on Instagram. Twitter isn't limited but the maximum number of characters is 280, no matter what text or hashtags you use.

9. Think the hashtag below is a good one? It's not if it's written with a space between the two words: [#never stress](#). Use [#neverstress](#) instead.

10. Even if you don't use hashtags much for social media, they're still fun to experiment with! Next time you're bored, search Twitter for trending hashtags. [#3PopularThingsIHate](#) is a recent one. And, no surprise, there's always a passionate mix of [#trump](#)-"something" hashtags.

