

JUNE 2020



EVERYTHING YOU NEED TO KNOW ABOUT HASHTAGS

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Why & How To Use Hashtags

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#Content

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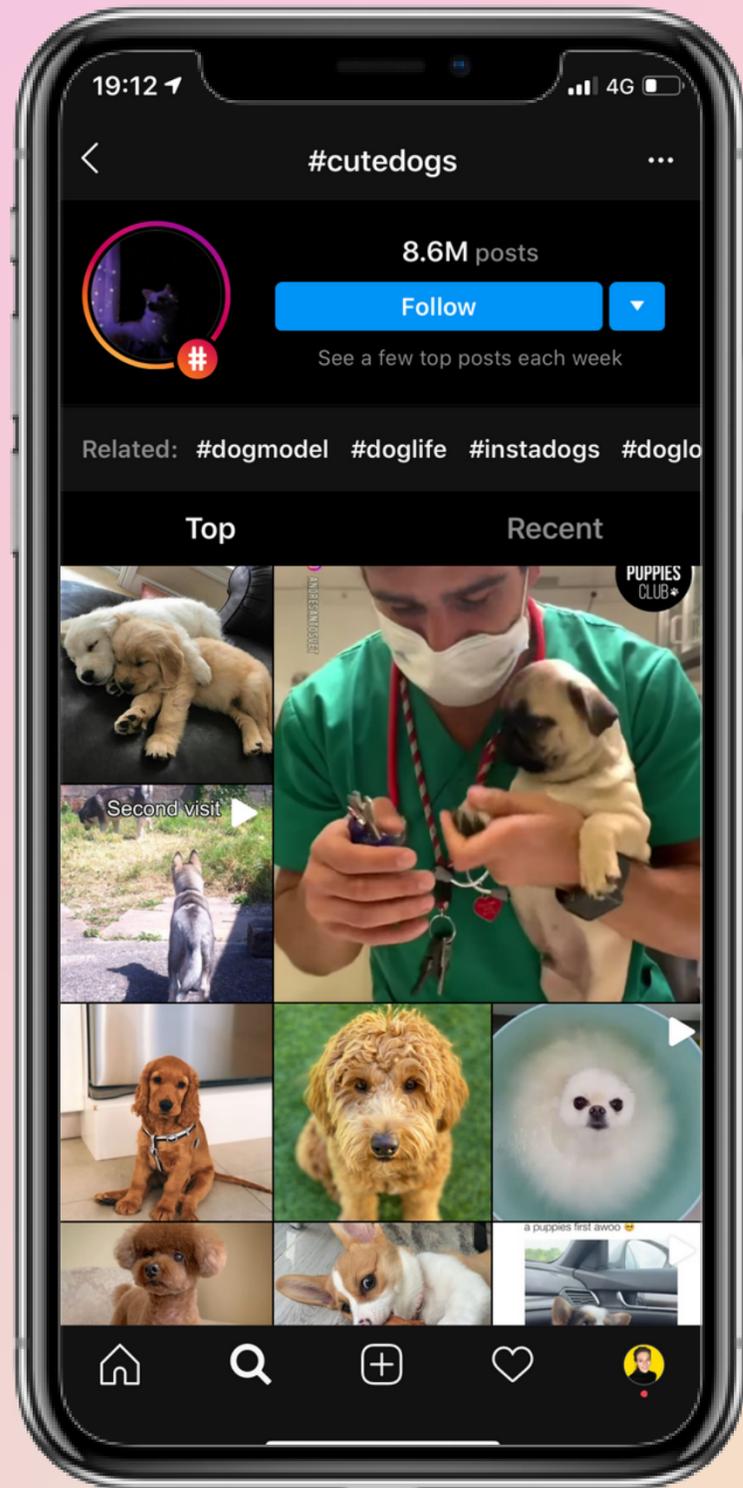
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Definition

Hashtag (#)

A word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages and content on a specific topic.

Source: Oxford Dictionary



WHY WE USE HASHTAGS

There are three main purposes of hashtags:

Organize

On many social media platforms you can search for a hashtag to see posts on the same topic. See example to the left.

Draw attention

Hashtags can be used to start movements, bring awareness and to generate trends.

Promote

Hashtags are often used to promote brands and companies. For example, a brand can start a competition by asking people to post on social media using a specific hashtag in order to win. Brands can create personalized hashtags to promote new products, new events, campaigns, etc.

TYPES OF HASHTAGS

Examples of community hashtags:

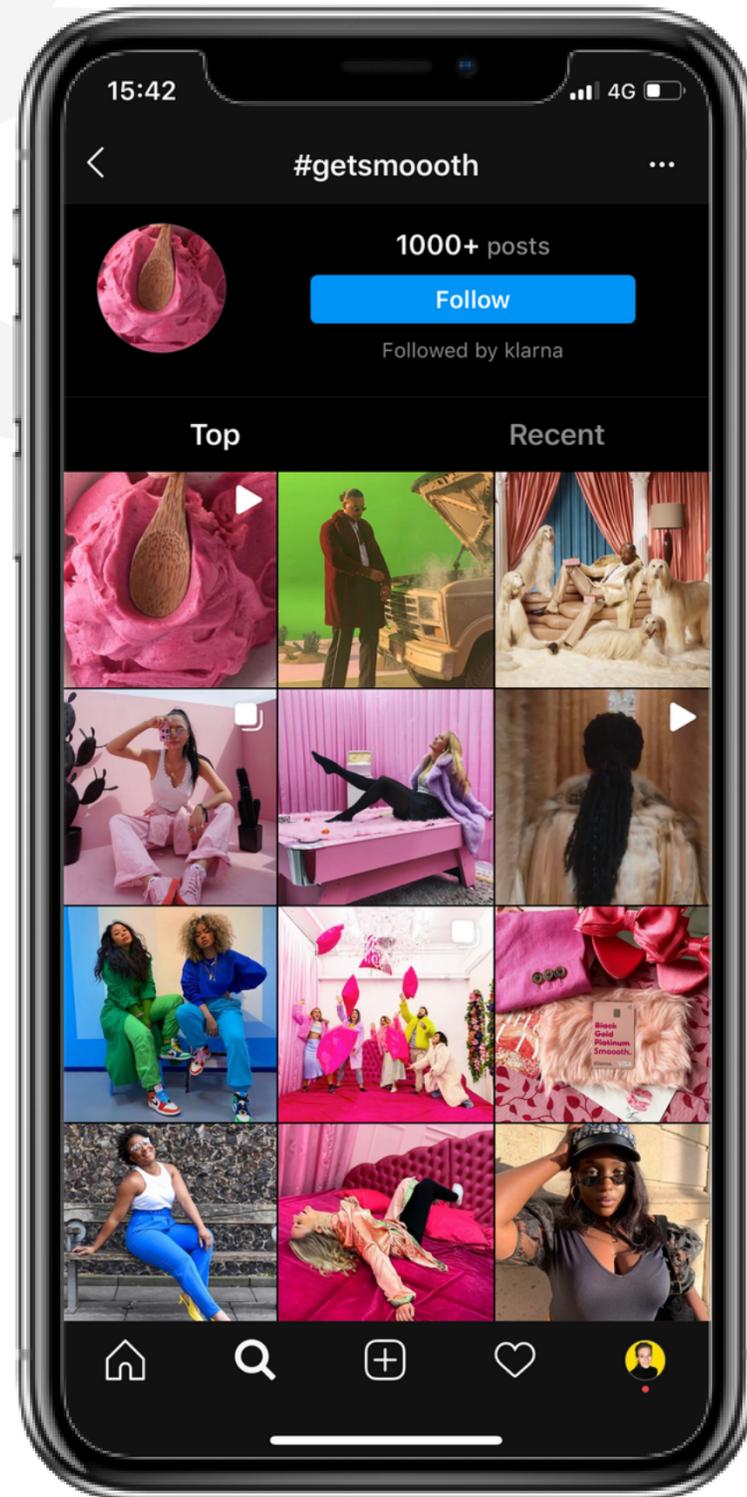
1. Special events or seasons: #newyearth, #happynewyear
2. Indicating your niche in your industry: #glutenfreebaker
3. Relating to your product or service: #hairstylist, #books
4. Relevant to what you do: #stayhealthy, #howtoinstagram
5. Communities in your industry: #programmersofinstagram
6. Acronyms: #ootd (outfit of the day), #ooo (out of office)
7. Emojis: #🍷, #❤️

Community Hashtags

Hashtags that are meant to connect like-minded users around a specific topic. They're a great way to connect with other users, increase the chance of your posts getting viewed and engaged with, gain followers, and grow your own community on social media. You can find the appropriate community hashtags by looking at what hashtags your audience or favorite accounts use.

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TYPES OF HASHTAGS

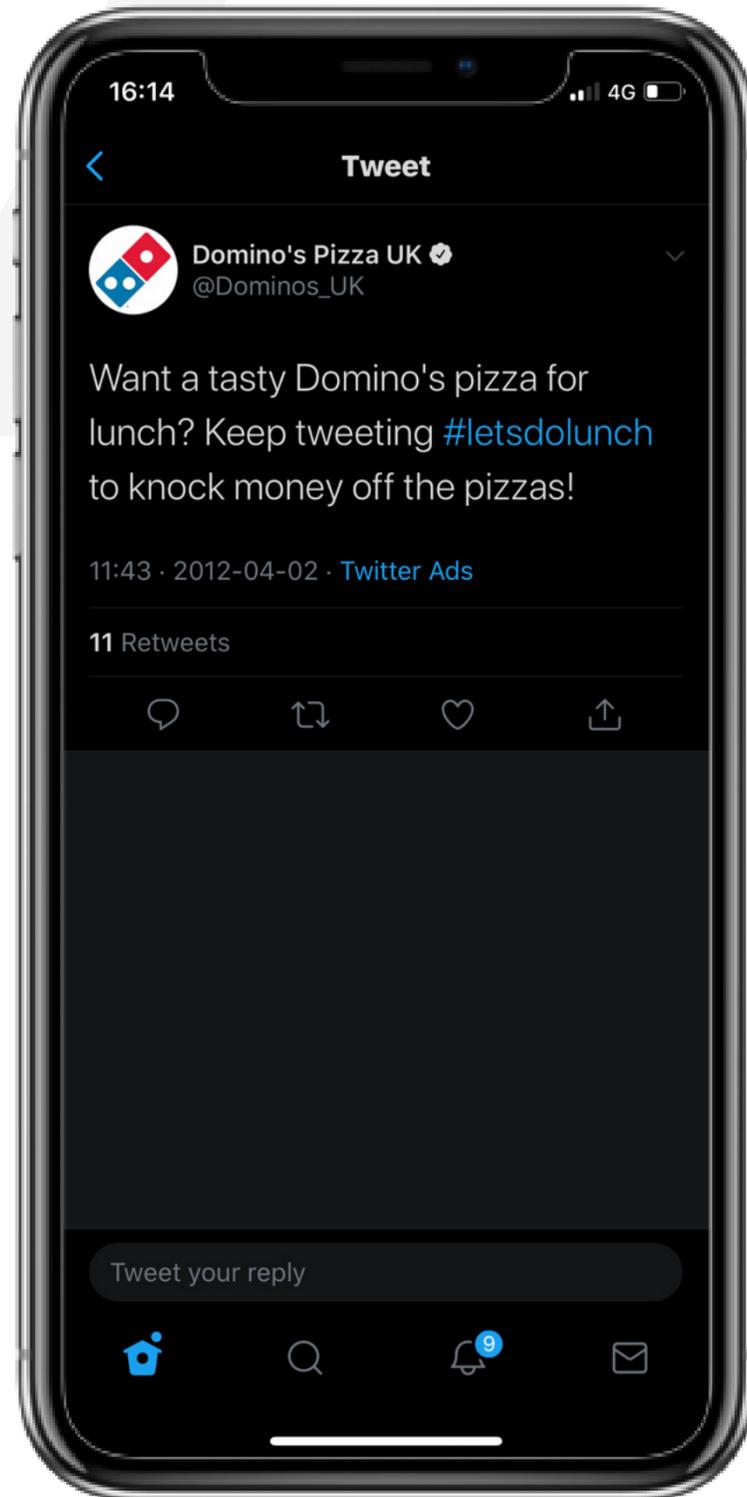
Branded Hashtags

Hashtags that are unique to your company when using social media for business. It can be a slogan, company name, tagline or the name of a product. Take a look at the example to the left. This is a branded hashtag that the Swedish company Klarna came up with.



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TYPES OF HASHITAGS

Campaign Hashtags

Although the previous two types of hashtags (community and branded) are meant to last, campaign hashtags are short-term and are usually run for just a few days, weeks, or months. The reason for that is because they are run with partnerships, new product launches, events, etc. Their purpose is usually to build brand awareness and to promote products and services. Take a look at Domino Pizza UK's hashtag campaign #letsdolunch on twitter in 2012 to the left. Every time a user tweeted with that hashtag, he or she got a discount on their pizza.



HOW TO USE HASHTAGS



Define your purpose. Why are you hashtagging your post? Is it to organize your content, draw attention or promote your image/video/tweet.

Step 1

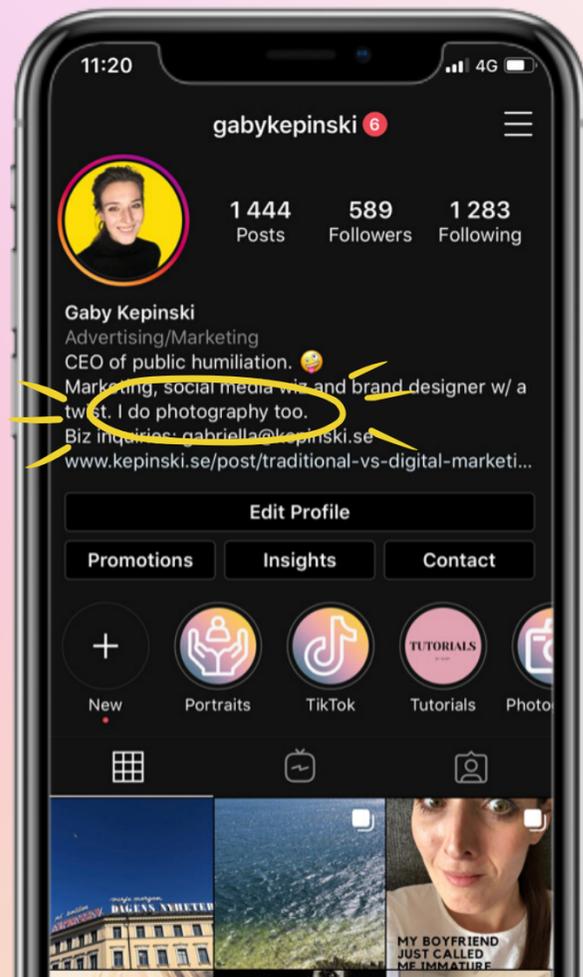
Step 2

After you have chosen your purpose, do some research to optimize your hashtag usage. Most platforms give you suggestions of similar hashtags based on the phrase you typed in. If you want to get more views, search for the best hashtags using tools like keywordtool.io or all-hashtag.com.

Open up the social media you want to post on. Enter your caption, and then type # followed by the word(s) you have chosen and want your content to be associated with. Remember, there are no spaces allowed in hashtags and your profile must be public. The hashtags may contain letters, numbers, underscores and emojis.

Step 3

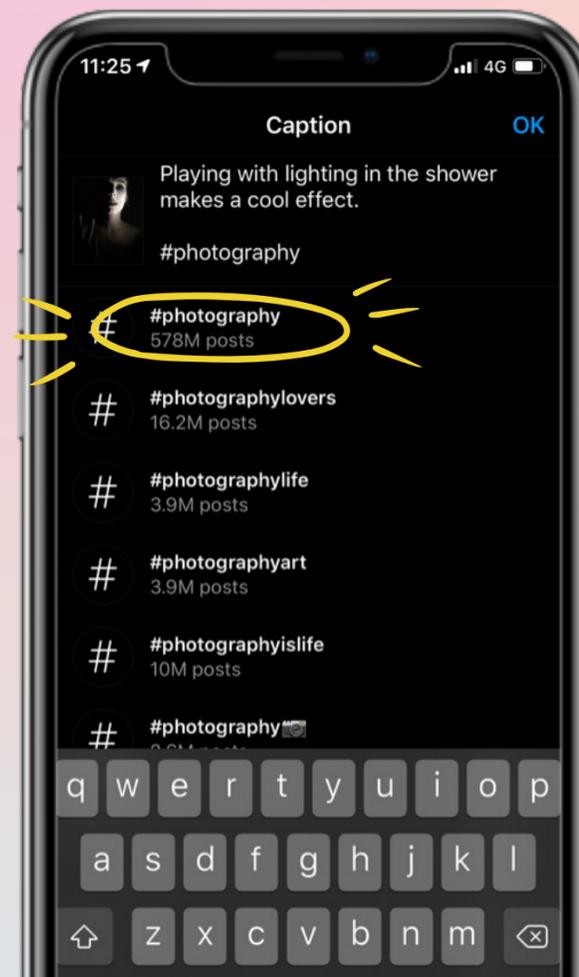
Define purpose: I do photography as a side business and want to build my brand and organize my content using Instagram.



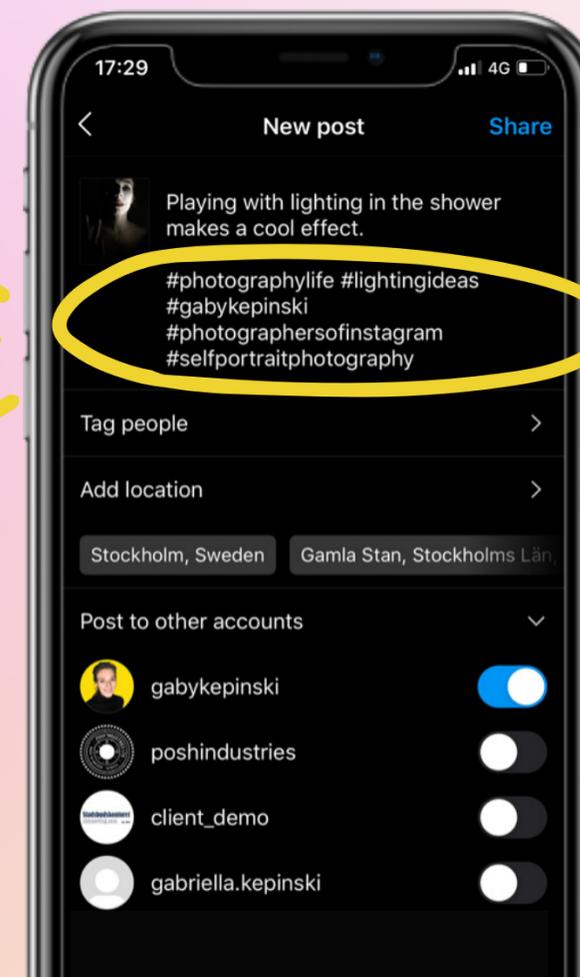
1

2

Do research: Using a free online tool, I found these hashtags related to photography. Most social media platforms are also very good at giving you suggestions, and showing the popularity of each hashtag.



I chose to hashtag my Instagram post to build brand (#gabykepinski #photographylife #photographersofinstagram) and to organize my content (#selfportraitphotography #lightingideas).



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HOW TO FIND HASHTAGS



Web tools

There are tools online to help you find hashtags, like keywordtool.io, Google Ad's keyword planner, Google Trends, or simply look through the news to see what's being talked about and which topics are trending. If you Google "free hashtag tools", you can be sure to get a few hits. Try out the free tools before you pay for a service.

Social Media

A great way of finding hashtags appropriate for you is actually looking at your audience, competitors and favorite accounts. See what hashtags they are using, and start using them yourself to become a part of that community. Also, many social platforms are good at recommending hashtags related to the ones you've already typed in.

A FEW THINGS TO KEEP IN MIND BEFORE YOU USE HASHTAGS



1. Your profile needs to be public if you want your content to be seen by everybody who searches for a specific hashtag that you've used.
2. Spaces and special characters, like € or &, won't work.
3. You can only add hashtags to your own posts.
4. There's usually a limit to how many hashtags you can use. For example: On Instagram, you can use up to 30 hashtags on a post and 10 on a story.
5. You should always think of every platform individually. A hashtag that performs well on Instagram might not have the same impact on LinkedIn.
6. Do not choose the most popular hashtags. It's better to use hashtags that are smaller, more niche, and that are relevant to your target audience, line of business or industry.

THE TOP 100 MOST USED HASHTAGS ON INSTAGRAM

- #love
- #instagood
- #photooftheday
- #fashion
- #beautiful
- #happy
- #cute
- #tbt
- #like4like
- #followme
- #picoftoday
- #follow
- #me
- #selfie
- #summer
- #art
- #instadaily
- #friends
- #repost
- #nature
- #girl
- #fun
- #style
- #smile
- #food
- #instalike
- #likeforlike
- #family
- #travel
- #fitness
- #igers
- #tagsforlikes
- #follow4follow
- #nofilter
- #life
- #beauty
- #amazing
- #instamood
- #instagram
- #photography
- #vscocam
- #sun
- #photo
- #music
- #beach
- #followforfollow
- #bestoftheday
- #sky
- #ootd
- #sunset
- #dog
- #vsco
- #l4l
- #makeup
- #f4f
- #foodporn
- #hair
- #pretty
- #swag
- #cat
- #model
- #motivation
- #girls
- #baby
- #party
- #cool
- #lol
- #gym
- #design
- #instapic
- #funny
- #healthy
- #night
- #tflers
- #yummy
- #flowers
- #lifestyle
- #hot
- #instafood
- #wedding
- #fit
- #handmade
- #black
- #pink
- #일상
- #blue
- #work
- #workout
- #blackandwhite
- #drawing
- #inspiration
- #home
- #holiday
- #christmas
- #nyc
- #london
- #sea
- #instacool
- #goodmorning
- #iphoneonly

Source: All Hashtag, 2020

TRENDING HASHTAGS ON TIKTOK

122

General

#tiktok
#foryoupage
#fyp
#foryou
#viral
#love
#funny
#memes
#followme
#cute
#fun
#music
#happy
#fashion
#follow
#comedy
#bestvideo
#tiktok4fun
#thisis4u
#loveyoutiktok

Educational Content

#testbook
#learning
#edutok
#knowledge
#mindpower
#jobtips
#careergoals
#education
#businesstips

Funny Content

#comedy
#featurethis
#featureme
#prank
#15svines
#trending
#1mincomedy
#blooper
#1minaudition

Friendship- Related Content

#friendshipgoals
#friendshipday
#friendshiplove
#truefriendship
#realfriendship
#internetfriendship
#friendshiptest

Health-Related Content

#bestforhealth
#fitnessgoals
#fitness
#healthtips
#weightloss
#workout
#gym
#edutok
#homeremedies
#acupressure
#healthiswealth
#stayhealthy

Source: InfluencerMarketingHub.com, 2020

122 TRENDING HASHTAGS ON TIKTOK

Food-Related Content

#myrecipe
#easyrecipe
#foodrecipe
#mysecretrecipe
#veganrecipe
#tiktokrecipe
#foodislove
#healthyfood
#newrecipe
#videorecipe

Craft-Related Content

#diycraft
#craftchallenge
#mycraft
#artandcraft
#crafty
#crafttime
#newspapercraft
#crafting
#easycraft
#5_min_craft

Dance-Related Content

#dancechallenge
#badboydance
#danceinpublic
#dancekpop
#dancecover
#danceid
#dancemoves
#dancetutorial
#punchdance
#dancer
#dancevideo
#dancemom
#dancelove

Motivational Content

#edutokmotivation
#talk
#myvoice
#inspirational
#edutok
#madewithme
#feacherme
#livemorechallenge
#clear
#decision
#feacherthis
#life
#tiktokgallery
#wrong

Beauty-related Content

#beautyls
#beautyhacks
#beautytips
#beautyfull
#unlockbeauty
#sleepingbeauty
#naturalbeauty
#hudabeauty
#beautyofnature
#unlockbeauty
#beautytt
#beautyblogger
#beauty4charity
#beautybeast
#beautychallenge
#homebeautyhacks
#danceforbeauty
#showyourbeauty

51 HOTTEST HASHTAGS ON LINKEDIN

#india	#economy	#hiringandpromotion
#innovation	#marketing	#healthcare
#management	#economics	#education
#humanresources	#professionalwomen	#customerrelations
#digitalmarketing	#branding	#teachersandschoolemployees
#creativity	#advertisingandmarketing	#educationpolicy
#technology	#gender	#educationreform
#future	#womeninscience	#whatinspiresme
#futurism	#feminism	#medicine
#markets	#investing	#productivity
#entrepreneurship	#money	#healthcarereform
#startups	#jobinterviews	#bestadvice
#careers	#personaldevelopment	#managedcare
#venturecapital	#motivation	#airtravel
#socialmedia	#alternativeenergy	#travel
#socialnetworking	#sustainability	#bigdata
#leanstartups	#personalbranding	#gettingthingsdone



Source: [Linkedin insights.com](https://www.linkedin.com/company/linkedininsights), 2019

FAMOUS HASHTAG MOVEMENTS



A popular hashtag associated with the movement ALS Ice Bucket Challenge. It began to spread awareness and raise donation money for Amyotrophic Lateral Sclerosis (ALS) — also known as Lou Gehrig's disease. The hashtag went viral in 2014 and since then has been taken up by millions of people including many celebrities.

#IceBucketChallenge



#MeToo



A movement against sexual harassment and sexual abuse where people publicize their allegations of sex crimes committed by powerful and/or prominent men. The movement began to spread virally as a hashtag on social media in 2017 following the exposure of numerous sexual assaults by a former film producer in 2017.

An international human-rights movement, which campaigns against violence and systemic racism towards black people. In 2013, the hashtag #BlackLivesMatter was created and spread on social media. The hashtag went viral again in 2020 after another African-American was killed by a police officer using excessive force.

#BlackLivesMatter





Thank you!

Let me know if you have questions or clarifications.

To learn more about social media, simply search for #gabykepinski or connect with me on social media.

