

Serendipity Social Media's Guide to Hashtags





There are 3 Main Types of Hashtags:

1) **Trending hashtags to capitalize on.** For example, if you are a beauty blogger you can follow influencers to see the hashtags they are using like #saferbeauty #betterbeauty #cleanbeauty. You can also add hashtags like #MondayMotivation or #WellnessWednesday, though they may be more widely used so be sure to use other lesser used hashtags as well.

2) **Keywords that are important to your business.** If you are a beauty blogger, you want to use words like #skincare #nontoxicmakeup #beauty. These are the key words people search on to find your biz.

3) **Coin your own branded keyword.** These can be anything that speaks directly to your brand. You can name your business or your blog. For example #SerendipitySocialMedia #SerendipitySocialCoaching



What will hashtags do for my brand?

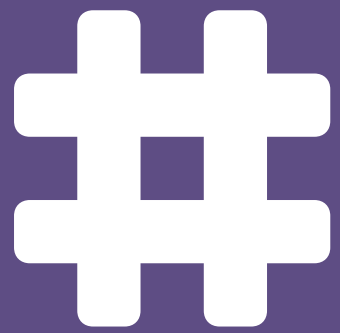
- 1) Hashtags help categorize and filter related content.
- 2) They are searchable within a platform. If you search on #chinooksofinstagram on Instagram, you'll see a lot of posts shared by Chinook dog owners. Then you can follow those owners with the goal that they will follow you back.
- 3) They help you tell the story. For example, you are a beautyblogger and you hashtag #betterbeauty #beautyblogger #organicbeauty. These hashtags help you describe who you are to your followers as well as categorize your content for potential followers.
- 4) They help with visibility. If other Chinook owners or beauty aficionados search on or follow certain hashtags, you've now created the opportunity for them to find you.



Where do I start?



The best way to start is to create a master list of hashtags in each of those three categories. Spend some time on the social media platforms you love and dig in. By going through your research process – you’re going to come up with a core list of hashtags that you can use in your posts.



You've got your list, now what?

As you start to use these hashtags, there are a few best practices to keep in mind.

Instagram:

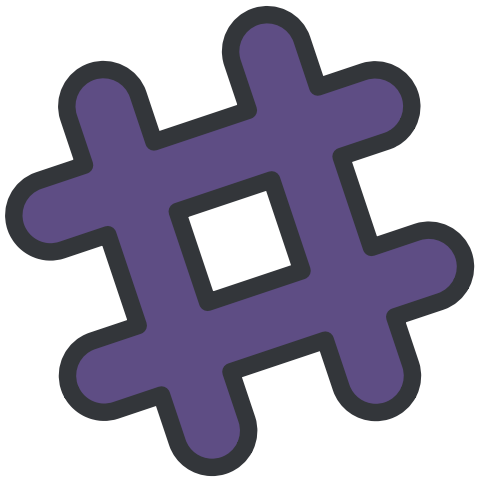
- Don't use the same list of hashtags in every post. Instagram data shows that the algorithm will actually think that is spam and it will hurt your visibility. Instead have a long list of hashtags and choose a subset for each Instagram post.**
- Try using hashtags that have at least 1000 posts and not more than 300k posts (except in the case where you are building your own branded hashtag).**
- Bury the hashtags by separating them from the main post with asterisks or dots. This gives you the benefits of the hashtags but doesn't require your readers to have to view them.**

Facebook:

- Only use 1-2 hashtags for Facebook. Too many hashtags on Facebook ends up looking salesy.**

LinkedIn:

- Focus on keyword hashtags, rather than branded or trending hashtags.**



Need more help?

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