How to Utilize Hashtags: How Many, Best Ones, & Where to Use Them

Hashtags

- Make it easy to memorize
- Not Just Your Brand
- Does it Make Sense?
- Be Sure it's Applicable
- Is it Easy to Understand?
- Be Consistent
- Make it Short & Concise
- Use it Frequently
- Research Your Topic

#’s on Twitter

- Tweets with hashtags receive 2x more engagement than those without hashtags
- Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags
- Tweets that use more than two hashtags actually show a 17% drop in engagement

A hashtag immediately expands the reach of your tweet beyond just those who follow you, to reach anyone interested in that hashtag phrase or keyword.

Instagram

- Instagram is another hotspot for hashtags, but works different than Tweets. Interactions are highest on Instagram posts with 11+ hashtags

Facebook

- Using hashtags on Facebook has zero positive effect on reach. Posts without hashtags outperform those with hashtags

Tools

- **Tools to find & manage your hashtags**
  1. Hashtagify.me
  2. RiteTag
  3. Tagboard
  4. Twitalyzer
  5. Trendsmap

- **4 steps to find the right hashtags to use**
  1. Learn from the best: What hashtags are influencers using?
  2. Cover all your bases: Are there related hashtags you should be considering?
  3. Identify the all-stars: Which hashtags are the best to use?
  4. Double check: Could your chosen hashtags mean something else entirely?

What are Hashtags?

Hashtags help people locate specific information on social media websites. They help to identify the content and direct people to additional information on the subject.

A hashtag is viewable by anyone with an interest in your hashtag, even those who are not in your network. This is a great way to expand your reach and draw the attention of anyone with an interest in your hashtag.

all information found at www.buffer.com

(435) 586-4484
www.CedarCityChamber.org