

The Power of #Hashtags

The DOs and DON'Ts of building a Social Media Presence using #Hashtags



DO - make sure your bio/profile is ready for engagement and is attractive if you are going to lead people to you.



DON'T - forget to check the reach and popularity of your hashtags.



DO - use 28 – 30 hashtags in your comments on Instagram; 5 hashtags on Facebook posts.



DON'T - use oversaturated hashtags.



DO - create continuity. It is important that whatever your featured post/picture is, it needs to correspond to and match your hashtags.



DON'T - post hashtags in the captions. Post your hashtags in the comments section IMMEDIATELY after posting.



DO - post content and address the needs of people's interests and what they are looking for that coincides or is relatable to your offer. Remember, they're looking for a solution to their problems.



DON'T - post random hashtags. Take the time to research good hashtags.



DO - pick a niche and become known for it. Use hashtags relevant to your specific niche. Instagram's algorithm loves to push out your content when the hashtag matches the image.



DON'T - limit yourself to attracting the same people in your organization. Reach out to new people outside your circle every day.



DO - use words or terms that people who can relate to your post might be searching for.



DON'T - limit your hashtags by not using enough. Take advantage of all 30; you want to reach out to as many people as you can.



DO - use hashtags that are common for people to use to describe your industry.



DON'T - wait to post hashtags after your post has been made. Have them ready so that you can paste them immediately.



DO - share content. Share post from others who are in the same niche and give credit where it's due.



DON'T - use hashtags that don't pertain to your post. Be post specific.



DO - reach people in your niche with what Instagram currently favors. For example: reels, IGTV, LIVE feeds, video posts less than 60 seconds long, static images, and stories.



DON'T - use hashtags that are currently banned. In the explore tab of Instagram, enter your hashtag. If you see that posts are hidden, you've located a banned hashtag.



DO - follow people you specifically want to network with, people who inspire you, connect with you and content you want to see. Following to gain followers for numbers is a thing of the past!



DON'T - use hashtags that your target audience is not looking for.