

CHECKLIST

How to find the best hashtags for your business



Hashtags are a simple way to boost your traffic and target specific online communities. This checklist will show you everything you need to know—from the best research tools to tactics for each social media network.

What is a hashtag?

A hashtag is keyword or phrase (without spaces) that contains the # symbol. Marketers tend to use hashtags to either join a conversation around a particular topic (such as #veganhealthchat) or create a branded community (such as Herschel's #WellTravelled).



3 WAYS TO USE HASHTAGS

1. Find a specific audience

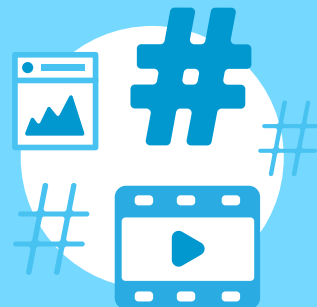
Need to reach lawyers interested in tech? Or music lovers chatting about their favorite stereo gear?

Hashtags are a simple way to find and reach niche audiences.



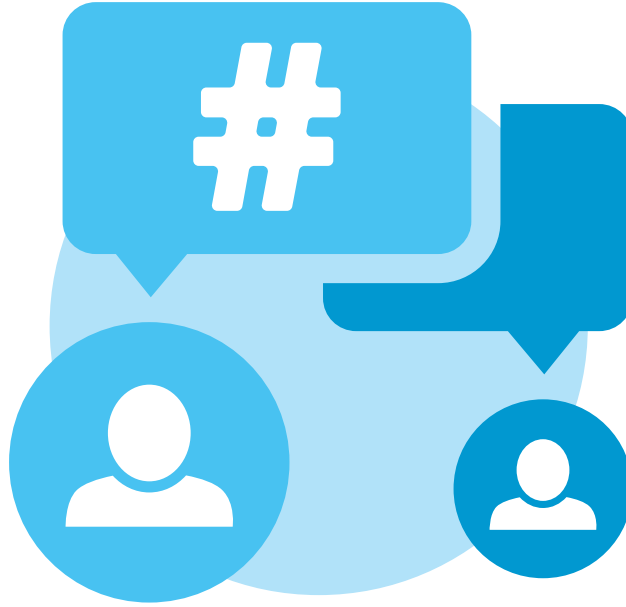
2. Ride a trend

From discovering soon-to-be viral videos to inspiring social movements, hashtags can quickly connect your brand to new customers. Use hashtags to discover trending cultural moments.



3. Track results

It's easy to monitor hashtags across multiple social channels. From live events to new brand campaigns, hashtags both boost engagement and simplify your reporting.



HOW HASHTAGS WORK ON EACH SOCIAL NETWORK

Twitter

Hashtags are an essential way to categorize content on Twitter. Users will often follow and discover new brands via hashtags. Try to limit to two or three.

Instagram

Hashtags are used to build communities and help users find topics they care about. For example, the popular NYC designer Jessica Walsh hosts a weekly Q&A session tagged #jessicasamamondays. This hashtag helps fans find and reference the series later. Limit to a few hashtags in your caption. If you have more than a few hashtags, put your list of hashtags in a comment rather than in the caption.

Facebook

Facebook accepts hashtags but they can make your Facebook content look overtly promotional. In general, avoid using hashtags on Facebook.

Google+

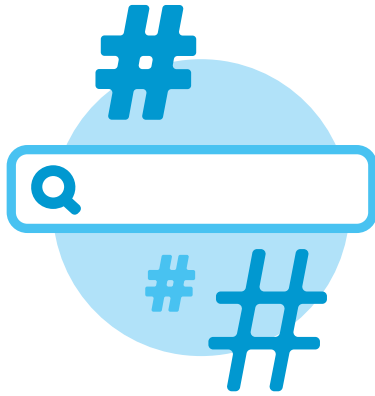
A few hashtags can help here. Use hashtags to tag and classify your content (such as #thaifood #cookingtips).

Tumblr

Hashtags help to categorize content for users. Choose hashtags that reflect the interest category of your content.

Pinterest

This social network doesn't actively encourage hashtags, though some experts believe they can aid in helping your content rise in search results. Use sparingly.



HOW TO RESEARCH HASHTAGS

1. [Start with Trendsmap](#). Enter your city or country in the search bar and you'll see trending hashtags. Use this data to create content around national trending topics or zoom into what's resonating in your local market. Click on a hashtag to analyze the topic further. You'll need a paid subscription to access historical data.
2. [Use Keyhole](#) to research hashtags on Twitter and Instagram. A good tip is to search for a competitor's campaign hashtag (for example, Dove's #RealBeauty). You'll see related keywords, influencers, and other hashtags that might be relevant to your brand.
3. Once you have a list of a few possible hashtags, verify that they are popular in your industry. [Hashtags.org](#) helps you analyze the popularity of your hashtags. It also reveals influencers for different topics.
4. [Head over to Buzzsumo](#) and click on the "Influencers" tab (you'll need a paid subscription). Enter a few market keywords (such as "surf boards" or "surf culture"). Write down a few of the usernames of influencers and brands in your market.
5. Armed with the usernames you collected in the above step, go to [FollowerWonk](#). Click on the "Analyze" tab and search for the usernames you collected above. You'll see a list of commonly-used hashtags by these accounts. Add the relevant ones to your list.
6. By now, you should have a list of 15-20 hashtags. You can easily monitor these hashtags with Hootsuite. Create a stream for each hashtag. You can have a stream for each social network too (Instagram, Google+, Twitter, and so on). [Here's how to create your first Hootsuite stream.](#)

Simplify your social media publishing with Hootsuite

Hootsuite helps you save time and measure your ROI from social media.

Discover why more than 10 million people and 800+ of Fortune 1000 companies trust Hootsuite to simplify their social media management.

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