

How To Use Hashtags

How to Use #s by Platform

Knowing when, where, and how many hashtags to use will increase your social media reach and engagement regardless of which platforms you use. However, you must understand the hashtag etiquette for each platform. Here are some basic guidelines for hashtag usage:

Platform	Optimal number of hashtags	Where to use	How to search for hashtags	Platform tips for usage
Facebook	2-3	Include anywhere in your post.	Search for hashtags using the search bar. Click on a hashtag to see a feed already using the same hashtag.	<ul style="list-style-type: none"> Private profiles make it more difficult to track how users are interacting with your hashtags. Monitor your hashtags to see how people are joining your conversation: "facebook.com/hashtag/(your keyword)". Hashtags may be less effective on this platform, so use them sparingly.
Instagram	3-5	Include in your caption or in the comments section.	Search hashtags in the "Tags" tab of the Explore section.	<ul style="list-style-type: none"> Grouping hashtags at the end of your caption is best. Second best is to use hashtags at the beginning of your comment. Avoid using hashtags in the middle of your caption. This can potentially make your content less accessible to people using text-to-speech readers. Longer hashtags on this platform outperform shorter ones.
LinkedIn	1-5	Include anywhere in your post.	Search for hashtags in the search bar. See trending hashtags in "news and views."	<ul style="list-style-type: none"> Keep your use of hashtags professional. Follow hashtags to see recent posts using the same hashtags.
Pinterest	2-5	Include at the end of your Pin description.	Use the Pinterest hashtag generator to see hashtags which start with a specific keyword.	<ul style="list-style-type: none"> Use hashtags that are specific and that contain relevant keyword. Hashtags should not be funny or creative.
TikTok	3-5	Use in the caption (recommended) or comments (less effective).	Search for hashtags in the search bar or on the "Discover" page.	<ul style="list-style-type: none"> Use relevant hashtags used by others in your circle. You can also use a hashtag generator tool. Mix popular hashtags with less competitive ones. Develop your own branded hashtags.
YouTube	3-5	Add to your video title or in the video description.	Type in "#" in the YouTube search bar to find popular tags.	<ul style="list-style-type: none"> Don't use more than 15 hashtags -- you may get your account flagged as spam. Click on a hyperlinked hashtag to see a feed with other videos using the same hashtag.
Twitter	1-2	Use anywhere in your tweet.	Search for hashtags using the search bar. See trending hashtags in trending topics.	<ul style="list-style-type: none"> When creating a new hashtag, make sure it's not already being used in a different way than what you intend in your tweet.
Snapchat	0	Not supported.		