



Hashtag Headache to Hashtag Happiness

Your quick reference guide on the purpose of Hashtags, and how to effectively execute a Hashtag Strategy in your own social media, to help reach new audiences and grow your accounts

BUSY *Bee*
ORGANISERS



Hey, I'm Becky!

Queen Bee at Busy Bee Organisers.

Back in July 2020, I had a plan. A plan to offer a proactive, solution-based, complete business support service for heart-led entrepreneurs. And over the past couple of years, I've made it happen!

Together with my awesome team, we've supported and empowered over 120 business owners, so they can spend more time in their zone of genius.

Part of what we do is offer Social Media Management Services and Strategy Sessions. Over the years we have gotten to know people's main challenges and frustrations when it comes to Social media, and Hashtags are undoubtedly one of those frustrations. We have found that people either don't understand how and where to use them, or what hashtags to use.

This is why we created this guide. We want to empower you to be able to confidently and effectively use hashtags on your social media.

Go forth and conquer your Hashtag fears - we are with you all the way...



Becky



Hashtags are everywhere on social media - but do you REALLY know how to use them, or what they are for?

WHAT ARE HASHTAGS?

Think of a hashtag as a label or a keyword. These labels are used on posts in order to reference or index them in social media. They are hugely important because they make your content searchable and a reference point for people who are searching for certain information or criteria. They also help to encourage interaction on your posts and help the algorithm decide who to show your content to.

Hashtag

noun [hash-tag]



A word or phrase on social media websites, preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it:

The hashtag #sandiegofire was used to help coordinate an emergency response to the fire.



HOW TO USE HASHTAGS?

There are some basic 'do's and don'ts' when it comes to hashtag creation:

- # Never have spaces in your hashtags
- # Always be mindful of how words look when they are written together. It's important to avoid faux pas such as Susan Boyle's PR team when they were announcing an album party with the hashtag '#susanalbumparty'.
- # Be aware that some hashtags are banned on platforms, so it's important to check. You can check if a hashtag is banned by searching for the hashtag in the search bar; if it doesn't come up - this normally means it is banned. Hashtags can be banned if they are deemed to be spam, or inappropriate but some of the banned hashtags may surprise you. Things like #sopretty #always #singlelife #wtf #single are all banned.
- # You can be creative in your hashtag use. For example, you can use them in Instagram stories and hide them behind photos and gifs. That way, you are still adding the metadata and keywords to your posts, but without it looking cluttered and confusing to the viewer.

Although the purpose of hashtags is predominantly the same, the use of them varies across each social platform you use. Here is a rundown:

TWITTER



It is only recommended to use one or two hashtags per tweet, but this works really well to boost engagement. Hashtags on Twitter make your post accessible but also help you find conversations and join in on them.



FACEBOOK

The use of hashtags on Facebook isn't as prominent as the other social channels, but hashtags can still be used to gain more exposure to your posts. It is only recommended to use one or two on the posts. You can search for keywords in the facebook search bar to see what relevant hashtags come up.

INSTAGRAM

Instagram is hashtag heaven, and a strong hashtag strategy can work really well on this platform as they help increase reach and boost your engagement. There is always a debate around how many hashtags to use, and people have very strong opinions about this. You can use up to 30 per post on Instagram. Busy Bee's opinion is to ensure you have a strong hashtag strategy and then experiment with the amount to find your happy place. There is no point in posting 30 hashtags if they are relevant to your post or business. Quality over quantity.





HOW TO DEVELOP A HASHTAG STRATEGY

Now we have covered what they are, and how to use them - it is so important to figure out the RIGHT ones to use for YOUR business. Quality over quantity is super important when it comes to your hashtags or keywords for your business. A tip for creating a strategy is to research a group of hashtags based on the following categories:

- **INDUSTRY**
what industry does your post relate to eg #socialmediamanagement
- **COMMUNITY**
What community would this appeal to? eg #socialmediamanagers
- **LOCATION**
Where is this based? #lancashire
- **NICHE**
Time to get content specific. Look at what you are talking about and find hashtags relating to this niche eg #hashtagstrategy
- **YOUR AUDIENCE**
Who is your ideal client? eg #businesswomen
- **UNIQUE BRANDING**
Find your own unique hashtags. Have some fun with this and develop your own style

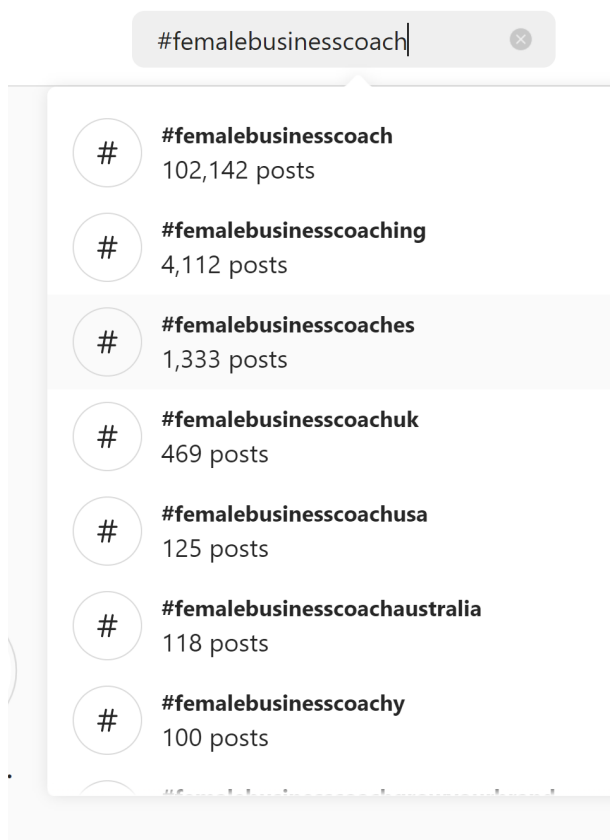
Once you have your categories and pots of hashtags, you can then combine 3-4 from each section to develop your hashtag strategy. Depending on the topics you are then discussing in your social media, you will be posting different combinations of hashtags, keeping your strategy varied and fresh.

HOW TO FIND THE RIGHT HASHTAGS TO USE



The key is to regularly maintain your hashtag strategy. We all know that social media changes so often, and therefore key words and hashtags go through peaks and troughs of popularity. It is important to keep on top of the trends. Luckily there are plenty of tools out there to help you research WHAT hashtags to use. Busy Bee is a huge fan of www.metahashtags.com but there are other sites available such as Hashtag Expert, flick.teech and Hashtagify.

As well as the hashtag categories above, when it comes to the popularity of hashtags, you want to use a combination of popular hashtags. Aim to use hashtags with a mixture of popularity (use 3 that are really popular ie over 1 million related posts), another 5 that are moderately popular around 500k, and then a further 5 that are specific to your niche and brand.



Once you have developed a Hashtag Strategy, you can then continue to monitor their effectiveness through your social media stats. You will be able to keep track of hashtags you have used on previous posts, see which posts have proven most popular and if there is a correlation with the hashtags you have used.

DON'T JUST TAKE MY WORD FOR IT

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Between the discovery call and 90-minute strategy session, I went from feeling lost and overwhelmed with Social Media, to prepared and inspired! Becky is a great teacher, and a thoughtful strategist, and I have no doubt that my social media game is about to improve in leaps and bounds

Kristin Louise Duncombe

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If you follow this guide, you will be well on your way to hashtag happiness - and I hope you now feel more confident to start implementing a more intentional strategy with your hashtags.

By the way, did you know all our social media management services **INCLUDE** the creation of a bespoke # strategy for you? If you're ready to elevate your social media to the next level so you can reach new audiences and heights, let us help you. You can view our services [here](#) and book a call to discuss further.

Speak soon

Becky x

