



EVERYTHING YOU NEED TO KNOW ABOUT  
**SOCIAL MEDIA  
HASHTAGS**

SMALL BUSINESS MARKETING GUIDE

**Signalfire**  
signalfire.us  
inquire@signalfire.us  
Rev. 01 – January 2025

# Everything You Need To Know About Social Media Hashtags

## Table of Contents

---

Why You Need to Read This! . . . . .	3
Facebook’s Use of Hashtags . . . . .	4
Instagram’s Use of Hashtags . . . . .	7
TikTok’s Use of Hashtags . . . . .	10
LinkedIn’s Use of Hashtags . . . . .	14
Final Hashtag Tips. . . . .	16

## Why You Need to Read This!

---

**TL;DR Version: How hashtags work changes dramatically for each social media platform. You need to have a strategy for each!**

---

### Do's and Don'ts of using Hashtags on Social Media Platforms

Is your hashtag strategy for social media not working the same as it used to? Are you using too many hashtags or not enough of them? Not sure if hashtags are even relevant on LinkedIn anymore? Don't know how to find the trendiest hashtags on TikTok? Don't worry, Signalfire can help you answer all those questions and more!

Social media has been around for many years and it's constantly evolving, and algorithms are always changing and improving. The use of social media is now more important than ever, and your business should be using it to its advantage.

Social media platforms are great for helping you with many different aspects of your marketing, such as, brand awareness, website traffic, brand loyalty, competitor research, audience engagement, and to strengthen your relationship with current and potential customers, overall. One very helpful tool in the social media world is the use of hashtags.

Hashtags have evolved to help your content be discovered by the correct audience, to help increase your engagement, allow your brand to connect with your current audience and/or followers or to connect with a bigger audience outside of your followers. Some companies also use branded hashtags to help them bundle all their content together so if their branded hashtag is clicked on, it'll be easier to find all their content on one platform.

If you don't already use hashtags or do use them but you aren't seeing great results, make sure to check out all of our sections on Instagram, LinkedIn, Facebook, and TikTok, to see how hashtag strategies differ depending on what platform you're using!

### What's Universal for **ALL** Hashtags?

Best way to use hashtags is:

- Don't add spaces in multi-word hashtags
- Don't include punctuations or symbols
- Use camel case (CamelCaseExample)
- Use hashtags to categorize conversations and topics

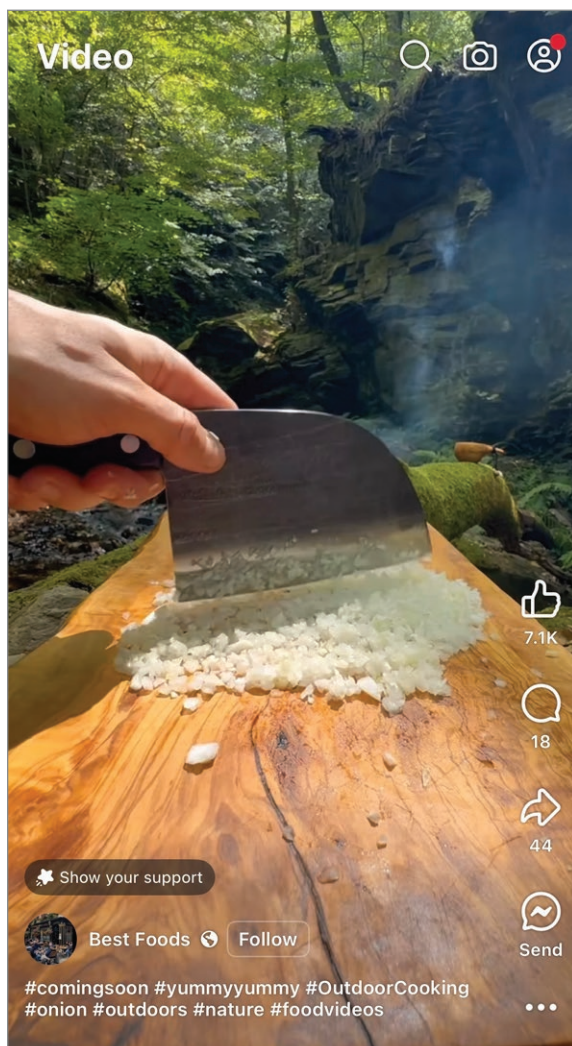
Try to participate in trending topics relevant to your content!

# Facebook's Use of Hashtags

**TL;DR Version:** To find Facebook hashtags, check what hashtags your followers are already using, analyze your competitor's posts, or use Facebook's Search tab.

It's true, Facebook hashtags aren't as relevant as they were years before, but they can still be effective if they are implemented correctly into your content. Just posting about a specific topic won't be enough to reach people who aren't already following your Page.

This is where hashtags come in handy, by helping you categorize your content and leading people to finding your posts. If used correctly, relevant hashtags will allow non followers to see your posts and engage with them. We made a list of how to use hashtags on Facebook to make the process easier for you.



## Don't Add Spaces in Multi-word Hashtags

Make sure to keep all the words together after the hashtag symbol and capitalize the first letter of each word to make it easier for viewers to read. This is also known as “camel case.”

## Don't Use Punctuations or Symbols

Adding symbols and punctuations to your hashtags will make them useless, causing the hashtag to not produce a single clickable link.

## Use Hashtags To Categorize Conversations and Topics

Implement hashtags in your social media strategy with a purpose in mind. You'll want to think of separate hashtag campaigns for specific goals like brand awareness, event promo, etc.

## Participate in Trending Topics

As long as your content is relevant to the trending topics and conversations, use related hashtags. Hashtags don't need to be directly relevant to your business, as long as they're related to the content you're going to post about.

## Incorporate Hashtags In Your Sentences

Yes, hashtags are typically added to the end of your caption, but you can also add them into your sentences. Here is an example of how to do so, “This week’s #HiddenHayward miiiiiiight be a bit easier.”

## How Many Facebook Hashtags to Use?

It’s recommended to use 2-3 hashtags in your posts, using too many hashtags can make your post look spammy. Start by breaking down your hashtag use into three categories, one hashtag for the audience, one for the specific topic you’re posting about, and 1-2 hashtags for the services/products your business offers.

A Facebook study showed that over 200,000 brand posts on Facebook found that posts with 1-2 hashtags had 593 interactions on average, posts that used 3-5 hashtags had 416 interactions, and posts with 10+ more hashtags only had 188 interactions.

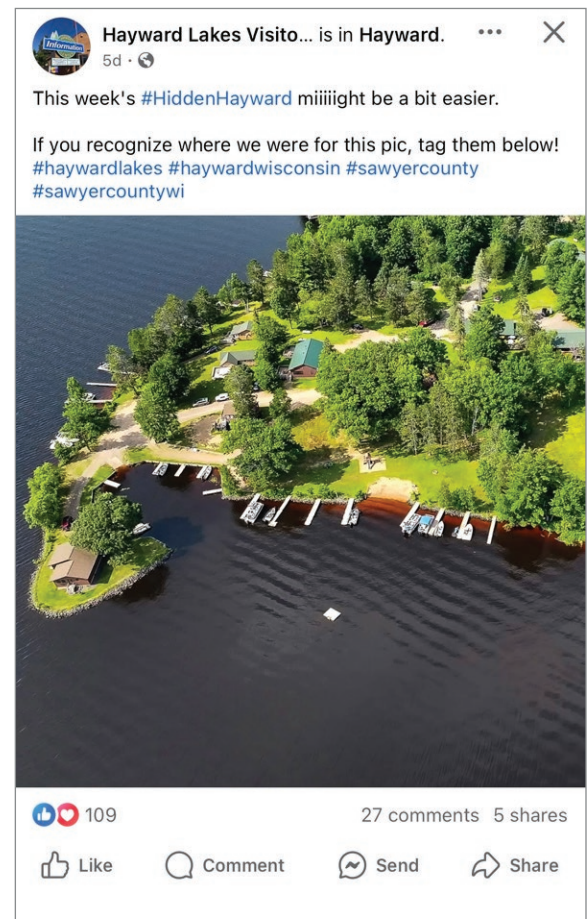
## Include Hashtags In The Caption or In The Comments Section?

Facebook hashtags can be used in your caption or in your comments section, but it’s a good idea to measure the performance of your post when doing either of those things. Using hashtags in your comments can be a good way to help categorize your comments into different trends/topics, making it easier for people to find that specific content, but the effectiveness of this is low.

## Results of Using Facebook Hashtags Effectively

### Brand exposure and audience interaction

Branding a Facebook post with a hashtag could encourage your audience to do the same and have them potentially use your hashtag in their content. Not only would this create exposure for your brand, product, service, or post, but also create a community of loyal customers backing up your brand.



## **Create an omnichannel experience**

Hashtags make your social media flow easier across multiple platforms, making it easier for your audience to interact with your campaigns no matter if they're on Facebook, Instagram, TikTok, etc. Consistency has been proven to influence a 33% revenue increase, on average.

## **Ready To Use Facebook Hashtags**

Now you're ready to start implementing hashtags in your posts, but you aren't sure what hashtags to use? We got you! Here are some tips on how to do hashtag research.

### **Check what hashtags your followers are already using**

Finding and using these hashtags your followers are already using means you can build a form of relatability through social media.

### **Use Facebook's Search tab**

Type in hashtags you're thinking of using into the search bar, once you find the one you're interested in, you can click on them and information will be shown to you, such as different hashtag variants and volume.

### **Analyze your competitors' posts**

We're not saying to look at your competitors' feed and copy what they're doing. We're suggesting that you do a little research on what they're posting and what hashtags they're using. Are they getting good engagement?

## **Need more help with Facebook?**

Figuring out if you should use hashtags or not use hashtags can be a tough thing on its own, on top of figuring out what content to post, when to post it, and what to write for your caption. [That's why Signalfire is here to help you!](#)



# Instagram's Use of Hashtags

---

**TL;DR Version:** Include 3-5 location-based, branded, industry-based, community focused, or descriptive hashtags in your caption or comments section and see how your numbers increase.

---

Instagram hashtags are used to label and categorize your content and suggest it to users it thinks will have a high interest in your posts. They fuel the search results on the Instagram Explore Page and they're used as a reference for Instagram's algorithm.

One of the best ways to get discovered by new audiences on this platform is by using relevant, targeted hashtags, along with keywords. Using the right hashtags can put you in front of your target audience, whether they've connected with you in the past or not. They also help you gain more engagement, more followers, and more customers for your brand and business, overall.

## Using Instagram Hashtags

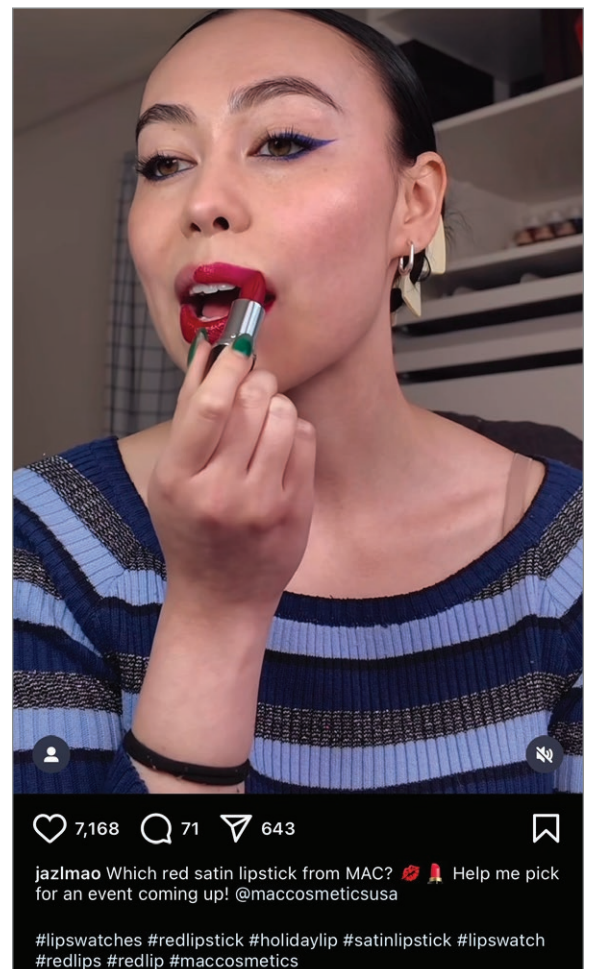
Instagram hashtags can be used for many things like community building, sourcing User Generated Content (UGC), and running campaigns.

### How many hashtags should I use?

Well, Instagram allows the use of up to 30 hashtags, but it's recommended to only use 3-5 hashtags.

The reason we recommend this amount is because Instagram needs to be able to categorize content into the Explore Page and the Reels tab, and that becomes harder to do when you incorporate a bunch of hashtags that aren't relevant and that can make your content look messy or like spam.

Should I be using hashtags in my caption or in the comments section? Using hashtags in your captions or your comments sections is truly up to you.



The effectiveness of this strategy is different for each platform. Instagram hashtags in your comments section can potentially help you reach a broader audience because the hashtags are still linked to your post. Instagram’s algorithm considers them regardless if their placed in the comments or in the caption.

What hashtags should I be using? There are five main types of hashtags to think of when it comes to deciding what hashtags to use.

## 1. Location-based hashtags

These types of hashtags allow you to reach people around the world by adding a location in hashtag form.

## 2. Branded hashtags

Branded hashtags are unique hashtags that your company created to promote itself on social media. This hashtag can encourage user-generated content, promote events, promote specific campaigns, etc.

## 3. Industry hashtags

Industry-based hashtags speak for themselves. They’re hashtags related to a specific industry, profession, or clients that your business serves.

## 4. Community-focused hashtags

These hashtags can be used to help create a community around your brand, encourage customer loyalty, and help make customers feel like a member of your brand community.

## 5. Descriptive hashtags

These hashtags are pretty self-explanatory. They describe the content that you’re posting about.

Instagram’s Explore Page is a good place to help you find trending hashtags. You can do this by going to the search bar on Instagram’s Explore Page and searching for keywords that are relevant to your topic or brand.





Hashtags that have millions of posts will drown out your content, and hashtags that only have a few hundred posts means no one is really searching for that topic, so aim for a volume of 10k-200k posts for hashtags. Using the correct hashtags will increase the likelihood of likes and comments.

## December 2024 Hashtag Update!

In December 2024 Instagram will remove the option to follow hashtags as a way to try to get rid of spammers who target trending hashtags with irrelevant content.

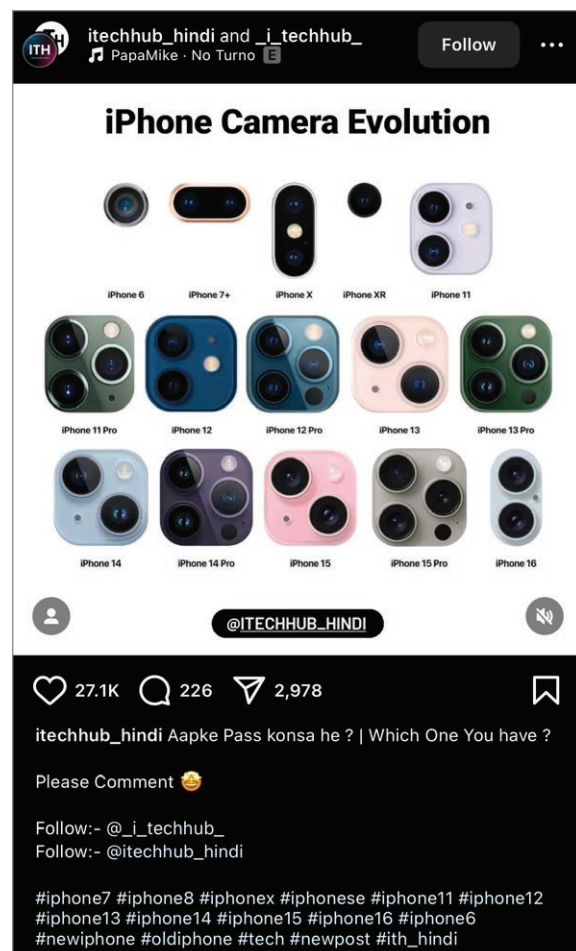
The update isn't necessarily a bad thing, because nowadays, social media algorithms are better at understanding the context of your video, image, caption, and what users are engaging with.

This enables the algorithm to continue showing people more of what they like based on that information.

**Going forward, users and/or business will really have to post good quality content with strong, relevant captions that will reach the audience that they're targeting, instead of just relying on hashtags.**

### Need more social media assistance?

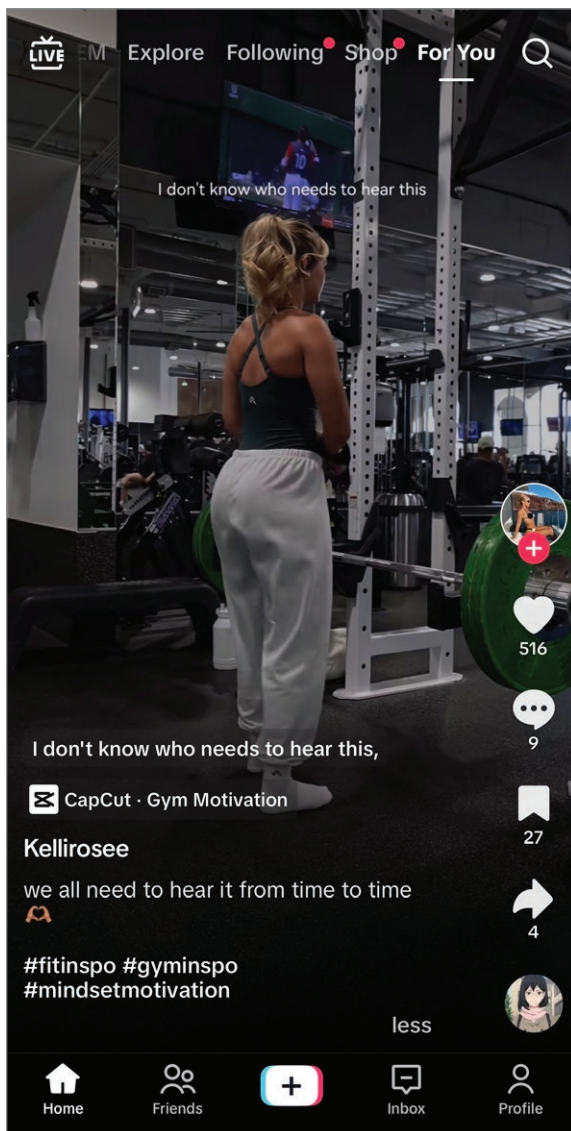
You read through this blog, and you feel like you got the “hashtag thing” down, but you still need help with something else social media or Instagram related? [Here's how Signalfire can help you!](#)



# TikTok's Use of Hashtags

**TL;DR Version:** Short form videos should include 4-6 trending, *yet relevant*, content related hashtags in your TikTok captions, and start monitoring your video performance!

TikTok hashtags are important for categorizing and highlighting content and allowing creators to tap into specific audiences and trends. They also enhance the discoverability and engagement of content. Hashtags can transform a simple post into a viral, overnight sensation, attracting followers who are genuinely interested in your content.



## 9 Benefits Of Using Hashtags In Your TikToks

### 1. Increase visibility

Hashtags help get your content in front of TikTok users who aren't already following your brand, increasing your brand visibility.

### 2. Boost engagement

Benefits number one and number two kind of go hand-in-hand because better visibility equals a boost in engagement.

### 3. Build community

Branded TikTok hashtags could help you build a community around your brand. If you create your own branded hashtags, this could encourage viewers and potential customers to also use your branded hashtags, building a social media community around your business.

## 4. Identify competitors

Using hashtags on TikTok can help you discover other businesses like yours, that are also using those same hashtags. You can use this information to your advantage and conduct a competitive analysis by seeing how their content is performing with the same hashtags compared to how yours is performing.

## 5. Get TikTok content ideas

When you're researching hashtags to use for your content, a lot of topic-specific hashtags will bring up top-performing content that's relevant to the hashtags you might want to be using. You can get content ideas for future TikTok videos from this information.

## 6. Find relevant influencers

Benefit number six is a great one if you're planning to run an influencer campaign. Using hashtags can help you find TikTok influencers that resonate with your brand, products, or services, you can potentially partner with.

## 7. Join in on trends

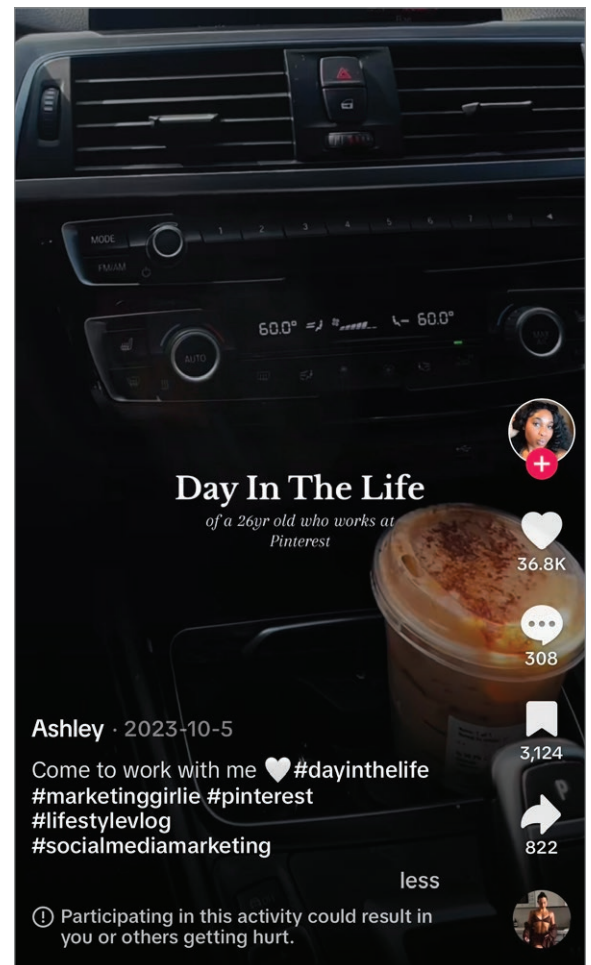
Using hashtags in your content will inevitably include you in the TikTok trends train. If you're participating in the trends that are going viral at that moment, that could boost your exposure on the platform.

## 8. TikTok monitoring

Including hashtags in your TikTok strategy is important because they can be used as a way of social media monitoring. Make sure to use TikTok's built in analytics tools.

## 9. Viral potential

If your video is well received and relevant to a hashtag, it has a greater chance of getting more views and going viral, and who doesn't want that?



## Hashtag How-To's

Now that we've gone over the benefits of using hashtags, you are wondering how to find the right hashtags to use in your TikToks? We made a list of Hashtag How-To's just for you!

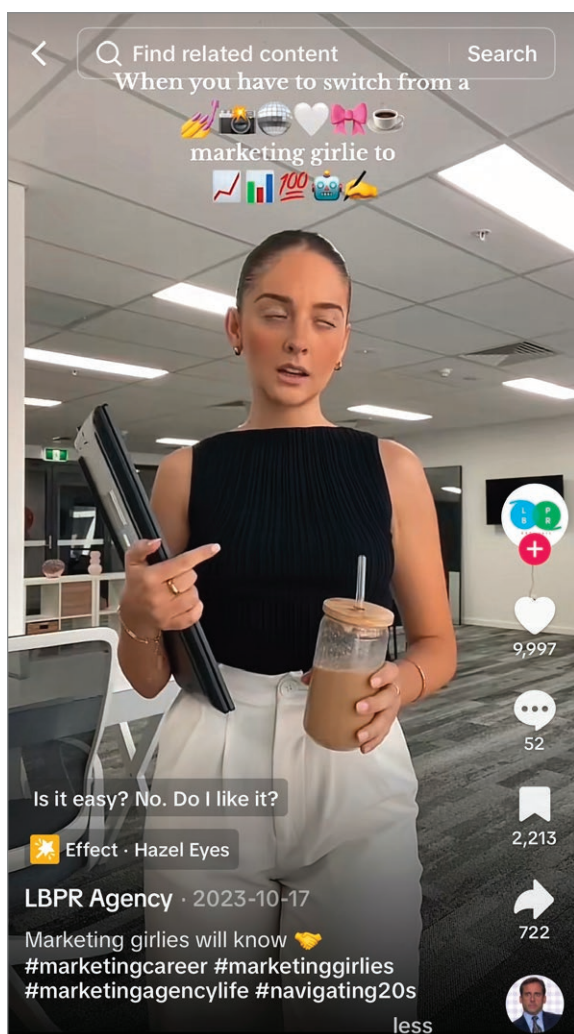
### TikTok's Discover Page

If you're looking for trending hashtags, make sure to explore TikTok's Discover Page. TikTok's Discover Page offers users insight into different types of content, such as trending videos, hashtags, popular TikTok Influencers, and sponsored content.

### TikTok's Creative Center (not available on TikTok app, has to be done on a browser)

It shows you hashtag popularity by numbers, industry, and region. You can also find trending TikTok sound, videos, and creators on TikTok's Creative Center.

### Stick to 4-6 hashtags in your captions



You can use up to 30 hashtags in a video. If the hashtags you choose aren't relevant to your video, they can harm your video performance instead of helping it. Too many hashtags can make your content look spammy and may dilute your message, causing TikTok's algorithm to view your content as less relevant. So, make sure to only use 4-6 relevant & niche hashtags.

### Hashtags in the caption vs in the comments

TikTok hashtags are more effective when used in your captions, instead of in the comments section. This is because TikTok's algorithm takes into consideration what's being said in your captions not what's in the comments.

## **Search for and monitor influencers in your niche**

By identifying and monitoring influencers in your niche, you can gain insight into the most popular hashtags on TikTok right when they begin to gain traction. Make sure to observe their usage patterns and engagement rate based on the hashtags they're using to help you determine which ones are trending the most. Broad TikTok hashtags can attract a wider audience, but niche-specific hashtags can drive more engaged viewers to your videos

## **TikTok's content suggestions**

Pay close attention to the content TikTok is suggesting or showing on your for you page (fyp). This is a great way to find top-performing TikTok hashtags.

## **Want to learn more?**

Should my business be on TikTok? What TikTok trends should I be participating in? What are the trendiest sounds? How to use TikTok Studio to my advantage?

[These are all questions our team can answer!](#)



## LinkedIn's Use of Hashtags

**TL;DR Version: LinkedIn hashtags aren't relevant anymore. Its evolving algorithm has built in elements that understand and respond to context.**

If you are in marketing, you know that social media is an important aspect of a marketing plan, and you know that hashtags could be an important aspect of your social media strategy. But the big question nowadays is, are hashtags really even necessary on a LinkedIn post?

The answer is: **No.**

Over the years, LinkedIn's algorithm has evolved, and social platforms have gotten better at including the context of captions, visuals, user history, and keywords into its algorithm, so the need for hashtags has decreased. Because of this, hashtags have become less important on LinkedIn.



A lot of the time relevant mentions and indicators are already included in a post, and that's enough for social media systems to show your posts to the most relevant audience.

Although hashtags don't matter on LinkedIn anymore, they can still be helpful for viewers to easily identify what the post is about, but this will only be effective if you use hashtags that are relevant for your specific topic. Even though they aren't necessary, and they don't boost visibility or engagement, you can always include hashtags in your comments section or when responding to someone's comment, to make an emphasis on the point you're trying to make.

Since LinkedIn is less reliant on hashtags, you should still be mindful of what keywords you're using in your posts so that you get the most engagement and the correct audience interested in your content.

**IMPORTANT:** Don't use hashtags if they're replicating a term already used in a post.

## How does LinkedIn's algorithm work?

LinkedIn has now built in more elements to understand and respond to search queries, both in relation to the overall query text (including concepts not just keywords) and personalization, based on past engagement. The search algorithm is better, so you don't need hashtags because they don't do anything for discovery and they don't provide any additional reach boost, compared to previous years.

LinkedIn's system isn't designed for virality, like other social media platforms may be, so hashtags aren't necessarily supposed to work the way they do for other platforms.

## Need a little more help understanding LinkedIn's Algorithm?

All this talk about hashtags, and keywords, and algorithms can be confusing, but don't worry, you aren't alone. [Send us an email](#) or call us at (262) 725-4500 and we can answer questions you may have!

## Final Hashtag Tips

---

---

**TL;DR Version: Do what's right for your brand and the platform.**

---

Hashtags come down to two key elements: **The platform and your brand.**

Platforms are changing very quickly as algorithms shift away from prioritizing your personal network and towards the actual content of your post. In time, hashtags will fall from use.

But until that happens, here are some parting tips:

- **Take the time to research hashtags before you use them**
- **It's better to use an existing hashtag rather than try to make a new one**
- **Use hashtags in line with what's recommended on each platform**
- **Keep a record of which hashtags you use to stay consistent**
- **Stay true to your brand voice**

If you have questions about hashtags, social media, or anything related to marketing your business—[give us a shout](#).

## Got Questions?

If you've got questions, we'd love to help. Just hit us up on the socials or contact our office directly!

### Signalfire

(262) 725-4500 office

[inquire@signalfire.us](mailto:inquire@signalfire.us)

[www.Signalfire.us](http://www.Signalfire.us)