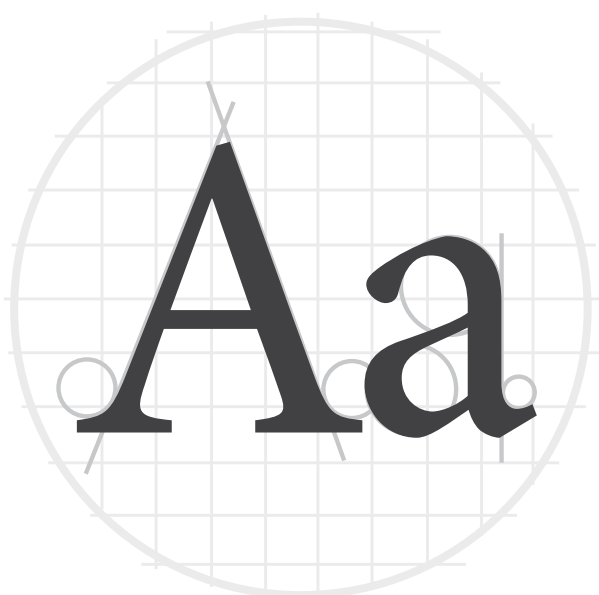




Tips & Tricks

The right hashtag strategy demonstrates that you're in the mix with the latest trends, giving you the opportunity to be a conversation starter with your customers and your audience. Use hashtags to help you connect with others around shared interests.



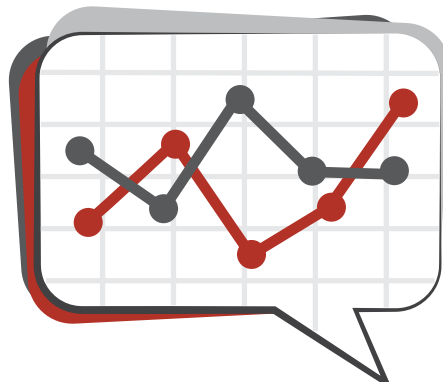
It's Capital

To improve brand recognition and readability, include capital letters to distinguish your hashtag words.

(#YesterdayIForgotTo is much easier to read than #yesterdayiforgotto)

Check Influencers

Use Twitalyzer to find out what hashtags the major influencers in your industry are using.



Cover Your Bases



Visit Hashtagify.me, armed with your list of hashtags to be sure you're getting all the critical hashtags.

Double-check your meaning

Could your hashtag have an entirely different meaning, or could someone be using it for something else entirely?



Utilize hashtag resources:

Hashtagify.me

Reams of data for analyzing hashtags and their popularity

RiteTag

Quick and visual analysis for hashtag popularity

Tagboard

Find out how your hashtag is used across multiple platforms

Twitalyzer

Learn which hastags influencers are using

Trendsmap

Relevant hashtags for your local geographic area



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