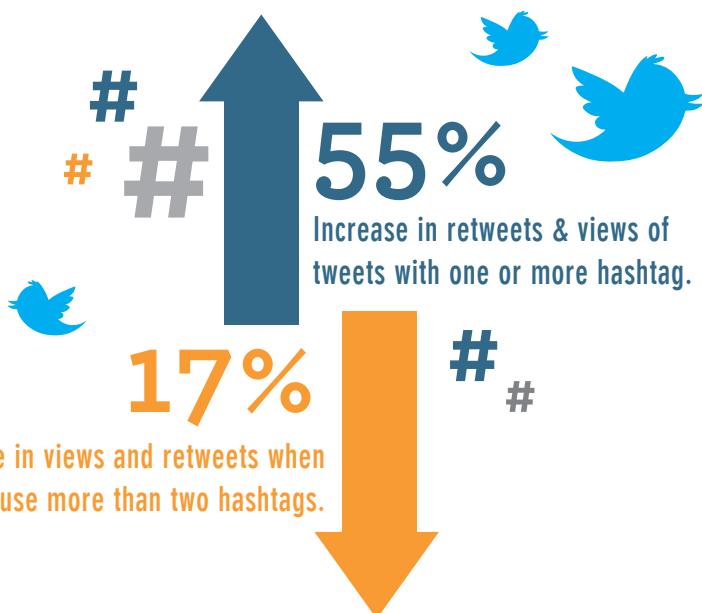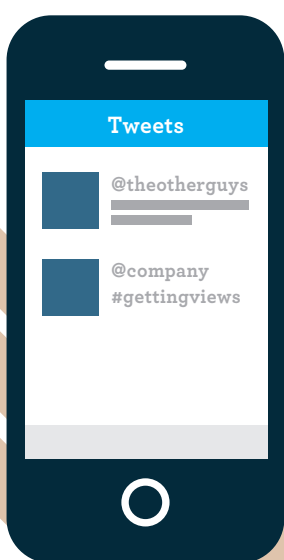# HASHTAGS

A guide to effective use of hashtags in social media

Hashtags have the potential to be very productive in social media when applied properly.

What began on Twitter has now spread to Facebook, Google+, Instagram, & the internet as a whole.

Tweets

@theotherguys

@company
#gettingviews

55%
Increase in retweets & views of tweets with one or more hashtag.

17%
Decrease in views and retweets when you use more than two hashtags.

TIP

At MarketCrest, we use both Hashtagify.me & RiteTag to manage hashtag optimization for clients. We highly recommend both products.

Status

the other guys
#notgettingviews

company

uncle joe

Surprisingly, Facebook posts without a hashtag fare better than those with a hashtag. So skip them entirely!

#TIP

Double check your new hashtag before use. Make certain that hashtag is not being used by others in a fashion that might catch you "off guard".

11+
Hashtags gain the highest interactions on Instagram so use them generously.

TIP

If in doubt, 1-3 tags works across all platforms.

g+
Type hashtags into your comments, as well as your posts, to double the impact.

MarketCrest
Visit us at MarketCrest.com

Resources: Buddy Media, EdgeRank Checker & Buffer