

#hashtags

When used properly, they are a kind of glue that can hold your social media marketing campaigns together across networks and bring you new followers and new business.

They are also very useful in promoting your blog on social media platforms.

Almost every programme, poster, social media post, Youtube film and commercial you see has a #hashtag. It functions as a key search word or phrase that will lead you to find out more information about whatever it is the brand are promoting.

Hashtags are a crucial part of social media marketing. It makes your own content discoverable to others on other platforms and allows you to find relevant content from other people and businesses.

The hashtag allows you to connect with, and engage with, other social media users based on a common theme or interest. By simply incorporating hashtags into your social content, you can expand your reach and increase your audience. It allows you posts to be 'found'.

According to *Twitter* research, tweets with one or two hashtags double the chances of engagement. Be careful though, because if you exceed two hashtags in a tweet your chances of engagement actually drop by 17%!

Simplicity

When you are choosing a hashtag, it is important to make sure that you pick something that people are searching for and can easily remember. Being 'front of mind' is of paramount importance.

Your hashtag should be short, precise and easy to spell, and give your audience a clear idea about the topic of conversation. Unclear and generic hashtags will not get results because a hashtag helps to categorise your content which in turn helps you to engage with a community.

Trending hashtags

Trending hashtags are continuously changing according to what is actually being talked about. When you see a trend that relates to your content or subject, consider whether you could engage with it by using the trending tag.

Home

Moments

Notifications

Messages

Search Twitter

Tweet



Martin Bush

@MartinDBush

Tweets

806

Following

785

Followers

694

Trends for you · Change

#MondayMotivation

49.8K Tweets

#MondayMorning

5,223 Tweets

Guy Fawkes

5,704 Tweets

#earlybiz

1,582 Tweets

Kenneth Roy

5th of November

12K Tweets

Tower of London

6,199 Tweets

#LivingWageWeek

#WTMLDN

1,115 Tweets

#YWW18

What's happening?

See 4 new Tweets



Lance Bradley @Lance_Bradley_ · 14h

I'm watching a rerun of yesterday's game.

How good was this kick from Elliot Daly?

I remember watching him before the 3rd Lions test in Auckland last summer. Before the game he practiced penalties from all along the half way line. Didn't miss a single one.



1

2

Thread @thre... Oct 30

Who to follow · Refresh · View all

FTI Digital @FTIDigital

Follow

Promoted

Uplands Market @Uplan...

Follow

Followed by Richard Daughton

Emma Daughton @eldau...

Follow

Find people you know

© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info Brand Blog Status Apps Jobs Marketing Businesses Developers

Advertise with Twitter

By using a trending hashtag in your content update, you can potentially get your message seen by a huge audience. More people will see your updates rather than just your specific fans and followers. It open new opporunties to increase your audience.

Try and be one of the first adopters in using trending tags to get more exposure for your content and brand. You can find trending hashtags on *Twitter*, *Google+* and other hashtag monitoring sites such as *hashtags.org* and *Trendsmap.com* which are used by brands to monitor hashtag activity.

Use niche trending hashtags to connect and build relationships with your specific target market.



Hashtag Analytics for your Brand, Business, Product, Service, Event or Blog

Featured Article Trending Hashtags Popular Hashtags Hashtag Definitions



#mang, #maddeSiptaledilsin, #zardariabteribari, #zerokasach, #turnleftturnright, #trx, #bandrugsinpakistan, #chiyaan56, #gm27, #isoardi, #qanda, #enozi_cam, #agf_2018, #onenightsteal, #samarpn, #enozi_c, #primenews, #tron, #katrinakali, #no1, #rkfi45, #emasbillbao2018, #gmmvt, #lillifilm, #tempo_kai



#iluhabol, #tujashnban, #asuu, #kgtakas, #ibnadugas, #cherishwithkrist, #iot, #cryptocurrency, #capitaljbb, #chen, #mstsakripisyo, #sarkarfromtomorrow, #twice_yesoryes, #sixtones, #thalapathy, #thewalkingdead, #jimin, #mxm, #pazartesi, #maps



#exo, #jimin, #yesoryes, #exo_tempo, #twice, #weareoneexo, #bts, #mang, #chanyeol, #mamavote, #got7, #kbo, #wannaone, #twice_yesoryes, #gmmvtseries2019, #nct, #armyseicaday, #seventeen, #mtvema, #peing

Free Membership

Register Now

Hashtags Verified

1. Follow @hashtags

2. Click to add your hashtag definition

Track Your Hashtags

Measure and engage in Twitter conversations and gain valuable social media insights.

Start Tracking Now

Individual

\$49.00/month

\$539.00 if pre-paid annually

Track 2 Hashtags
Compare 2 Hashtags
On Same Chart
2 Saved Views
1 Month Data Storage
Export Data
CSV,XML,JSON
Normal Support

Choose Plan

Business

\$99.00/month

\$1,089.00 if pre-paid annually

Track 8 Hashtags
Compare 4 Hashtags
On Same Chart
8 Saved Views
6 Month Data Storage
Export Data
CSV,XML,JSON
Premium Support

Choose Plan

Enterprise

\$189.00/month

\$2,079.00 if pre-paid annually

Track 20 Hashtags
Compare 6 Hashtags
On Same Chart
20 Saved Views
12 Month Data Storage
Export Data
CSV,XML,JSON
Premium Support

Choose Plan

Agency

\$349.00/month

\$3,839.00 if pre-paid annually

Track 40 Hashtags
Compare 10 Hashtags
On Same Chart
40 Saved Views
12 Month Data Storage
Export Data
CSV,XML,JSON
Premium Support

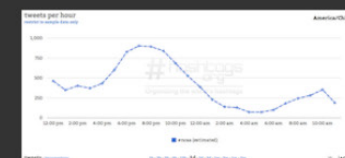
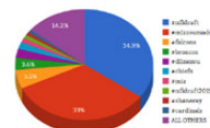
Choose Plan

Track Your Hashtags

Listen, measure and engage in Twitter conversations and gain valuable social media insights.

For your industry, keyword, event, business, product, service, conference, or blog.

Start Tracking Now



<https://www.hashtags.org/>

Channel use

Hashtags may have started on Twitter but now all social media platforms support hashtags, including the professionals' choice of social media app, *LinkedIn*.

Twitter

Because of character count restrictions, don't use more than 2 hashtags per tweet for the best results and engagement.

Facebook

Use 2 hashtags on *Facebook* - try one popular hashtag and one custom hashtag for your brand. Be warned though - research has found that *Facebook* posts with hashtags have less engagement than those without.

Instagram

On *Instagram* the rule is the more the merrier! You can load up your pictures with an infinite number of hashtags, and the more you use, the more likely you are to get them noticed, liked, and shared. The posts with the highest number of interactions have 11 or more hashtags attached. It allows up to 30 hashtags but keep it to 11 per post for the highest level of engagement.



creativereview ✓
Swansea, United ...

Following

creativereview The Advertising and Brand Design students of @uwtsd's @swanseacollegeofart went on a type safari yesterday, and here are some of the lovely bits of type they spotted in the wild. Thanks @ads.and.brands for sending these in!

creativereview #typography #typeface #typesafari #type #typographydesign #typographyinspiration

starts_with_a_big_finish Swanseaaaaaaa a!

ads.and.brands We love #typograhpy and just went searching ...

sarfulford @80sguy @domtakesphotos swansea edition!

stephanieclairt Swansea ♥

paultopfer @levireinds Michelangelo Ping



456 likes

3 DAYS AGO

Add a comment...



Search before you use

Check each of the social media networks to make sure that your hashtag isn't being used for the wrong reason. Also, ensure that you don't choose something that can be interpreted in a different way or potentially destructive way. It is also worth making sure that another brand isn't using your chosen hashtag specifically for their own promotion.

Overuse

Including too many hashtags will leave the impression that you are spamming your followers. Usually you should not use more than one or two hashtags per post, with one hashtag being the best choice. It is also important to avoid using them in every single post. Social media users are wary of feeds that try too hard.

Be specific

You cannot use generic hashtags, such as #marketing or #seo and expect people to re-tweet your post. Use a unique and specific hashtag for better engagement with an audience.

Best results come from a hashtag that is well chosen and properly utilised but ensure you stay current as social media changes at a rapid pace.

Engage. Engage. Engage.

The function of the hastag is to connect your brand to popular and visible topics. This will drive new viewers to your social media presence and give you the opportunity to engage with them. When you use a hashtag correctly it will help you enhance your visibility and improve customer relations. Just ensure your hashtags are short, conversational and unique.

Hashtag selection and tracking

There are a number of (paid for) tools you can use when thinking up an effective hashtag. *Hashtagify.me* and *RiteTag.com* are good places to start. You can also browse the *Twubs* hashtag directory to find ideas and what is already in use. If your business benefits from local traffic, *Trendsmap* will tell you what are the most trending topics in your geographic location.

Stay up to date

☒ Keep me posted

English



Rank	Hashtag	Analyze	Popularity	Trend	Action
1	#BTS	Q	100.0 	0.0	Track
2	#PCAs	Q	93.8 	-2.8	Track
3 ▲4	#EXO	Q	89.0 	+ 1.4	Track
5 ▼2	#AMAs	Q	82.4 	-14.1	Track
8 ▲3	#BTSARMY	Q	76.4 	-9.2	Track
9 ▲12	#MAGA	Q	75.8 	-4.8	Track
11 ▲3	#NowPlaying	Q	75.4 	-7.8	Track
12 +	#Halloween	Q	75.1 	+ 8.7	Track
13	#TheGroup	Q	75.0 	-9.2	Track
14 +	#UFC229	Q	74.6 	+ 7.7	Track

<https://hashtagify.me/popular/en>

No idea which hashtags to use?

Get instant hashtag suggestions for images and texts on desktop and mobile. Based on real time hashtag engagement.

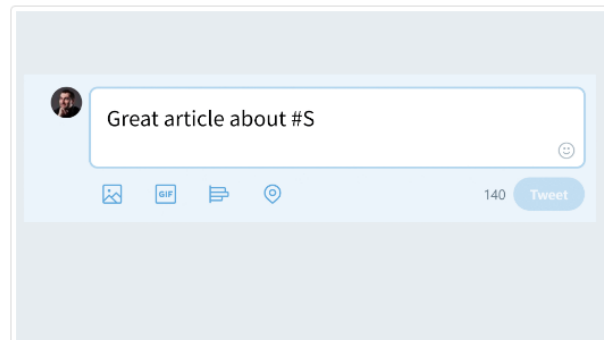
What's happening?



[input] #Car #Porsche #VintageCar #Classic

[Sign up with Twitter](#)[Install Chrome extension](#)[Sign up with Facebook](#)[Get from App Store](#)[Sign up with Buffer](#)[Get from Google Play](#)

Features



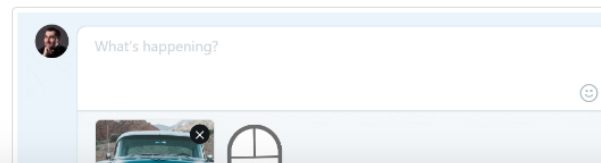
Hashtag Suggestions for Texts

Get hashtag suggestions for a word or a shorter text on any site and on mobile

Sign up!

Hashtag Suggestions for Images

Get hashtag suggestions for an image on any site and on mobile. Great for Instagram and Pinterest!



<https://ritetag.com/>

#TWUBS

Directory

Chats

Tools

enter a hashtag

Register Hashtag

Log In or Sign Up

Follow Hashtags.
Discover Conversations.

enter a hashtag

Why Event Profs
Love Tweet-to-Screen by Twubs

0:00 / 1:14

#twubchat



JOIN SHARE EMBED

#SpeakerChat



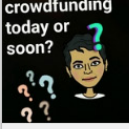
JOIN SHARE EMBED

#agchat



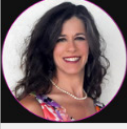
JOIN SHARE EMBED

#CrowdfundMonday



JOIN SHARE EMBED

#AskAngel



JOIN SHARE EMBED

#litchat



JOIN SHARE EMBED

Register Hashtag

Events, Groups & more.
Empower your tribe, encourage conversation, protect your trademarks ... anyone can register a hashtag. It's free!

REGISTER HASHTAG

Branded Hashtag Page

Engage your tribe.
Hashtags are everywhere but no one knows where to find you. Twubs offers a single social landing page for you to communicate with your tribe.

Blog
Click Here

FAQ
Click Here

<http://twubs.com/>

Now a ...

**@creativeswansea #workshop
#students #hashtags**