

SOCIAL TIPS AND TRICKS

HASHTAGS

A hashtag is a word or phrase preceded by the pound (#) symbol.

- They always start with # but they won't work if you use spaces, punctuation or symbols.
- Make sure your accounts are public. Otherwise, the hashtagged content you write won't be seen by any non-followers.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users. Unless it's a personal hashtag.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.

BENEFITS

- Increase engagement with your followers.
- Build brand awareness with branded hashtags. IE: #DealsWithDawn
- Show support for social issues
- Add context to a social post
- Help your target audience find you

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HOW TO USE HASHTAGS



Optimal number of hashtags

- 1-2 (no more than 5)

Where to use hashtags

- In any part of your written post or comments.
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Optimal number of hashtags

- 5-10

Where to use hashtags

- At the end of the caption or the comment section. You can also include it in your bio.
-



Optimal number of hashtags

- 2-3

Where to use hashtags

- In the videos title or description.
-



Optimal number of hashtags

- There is no specific number for TikTok it is more about what is trending

Where to use hashtags

- At the end of the caption.

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HASHTAG IDEAS

Hashtags are a great option to use in your branding! Try finding one to use for your brand. While there is no way to officially claim a hashtag, if its specific to you, others will likely not have it. Example: #KellieSellsHomes

- CB Specific:
 - #CBProud
 - #CBPGH
 - #GuidingYouHome
 - #CBRealty
 - #CBGlobalLuxury
 - #CBWay
- Pittsburgh Specific:
 - #PittsburghRealEstate
 - #PittsburghMarket
 - #PGHRealtor
 - #ShadySide (use whatever town the home is located in)
 - PittsburghHomes
- Coldwell Banker Global Luxury:
 - #CBGlobalLuxury
 - #ColdwellBankerGlobalLuxury
 - #CBGL
 - #CBALookatWealth
 - #ALookAtWealth
 - #CBGLTheReport
- CB Specific:
 - #CBMarketUpdate
 - #CBStarPower
 - #LeaveYourMark
 - #DreamWithCB
 - #CBAwesomeness
 - #ColdwellBankerRealty
- General:
 - #OpenHouse
 - #NewListing
 - #LisitingAgent
 - #SellersAgent
 - #JustSold
 - #UnderContract
 - #ForSale
 - #COUNTY (where the home is located)

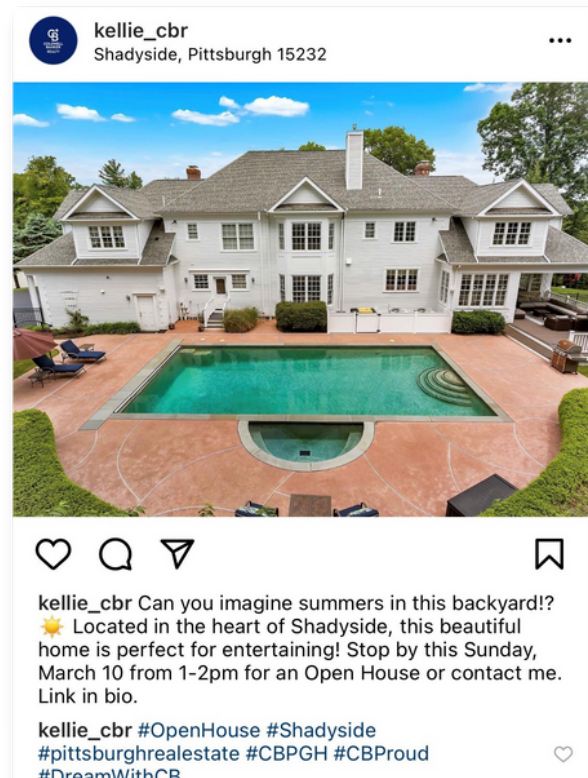
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EXAMPLE



Facebook (Above)

Hashtags were used in the post as well as at the end. These can be all added after the copy, but if they make sense in the copy, that is okay too!



Instagram (Below)

Hashtags are in the comments. These can also be used in the post, but for a cleaner look, these were added into the comments.

Monitor your brand's hashtags or see if a hashtag idea is being used already by using the URL [facebook.com/hashtag/_____](https://facebook.com/hashtag/). Include the hashtag you want to search at the end.