

How do I find the right Hashtags?

[RiteTag](#) offers instant hashtag suggestions in real-time engagement.

[Hashtagify.me](#) is a tool that allows you to search for popularity and trends of hashtags.



How to Use Hashtags on Facebook

When you're trying to get more exposure for your Facebook posts, using hashtags may help as they can boost organic reach. On Facebook, it's important not to use too many hashtags. Usually, it's recommended to only use one or two. More than that will make you seem unprofessional and could annoy those reading your posts.

You can also find relevant hashtags to use by simply typing a keyword into the search bar.

How to Use Hashtags on Instagram

Using hashtags on Instagram can increase reach and drive engagement. So feel free to use up to ten or eleven relevant and popular hashtags for Instagram Stories to reach the widest audience possible. You can use as many as 30 hashtags on a regular post on Instagram. You probably don't need to use that many, but it's good to know that using more is acceptable here, so you can experiment.

You can also search hashtags in the Tags tab of Instagram's Explore section or follow hashtags which means content from any creator will show in your feed, as long as it includes the hashtag you're following.

A couple essential Instagram hashtag tips:

- Consider posting your hashtags as the post's first comment so followers can focus on the great caption you've written.
- With an Instagram Business account, you can access Instagram Insights. Then you can see how many impressions your profile got from hashtags.
- Avoid adding hashtags in the middle of your captions or comments, as they can potentially make your content less accessible to people using text-to-speech readers.
- Grouping hashtags at the end of your caption (or in a comment) is the safest bet.

How to Use Hashtags on LinkedIn

On LinkedIn, people haven't always used hashtags, but they work on this platform the same way as any other. As of yet, LinkedIn doesn't allow clickable hashtags in the body of the articles so you'll need to use hashtags in

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the body of your post to get your article discovered. One to three hashtags are usually recommended for LinkedIn. These can be added using the 'Add' button under 'Hashtags'

How to Use Hashtags on Pinterest

Hashtags are a great way to help people find your content based on keywords on Pinterest. Posts using hashtags are also put in chronological order so the platform puts the latest content first; helpful for fresh content you want to get seen instantly.

Pinterest is considered more of a keyword engine, hashtags can give your content an extra boost when used correctly. When using Pinterest for business, include Pinterest hashtags when writing a Pin description or in a written description when Repinning. Pinterest even offers hashtag suggestions (in the mobile version only) when creating a new Pin.

A couple essential Pinterest hashtag tips:

- Think of Pinterest as a search engine. Use hashtags that are searchable, specific and that contain relevant keywords.
- Don't use more than 20 hashtags in a Pin description.

How to Use Hashtags on TikTok

TikTokers use hashtags on their videos to categorize content. These hashtags are also clickable meaning that your content will feature alongside other relevant videos. Like the other social platforms, using hashtags on TikTok helps to increase reach and helps the TikTok algorithm to decide which users see your content on the all-important 'For You' page.

The limit for captions on TikTok is 100 characters, so keep within that limit for any hashtags. That's plenty of room to allow you to experiment to see what works. Try to mix it up by using popular and niche hashtags to get the most reach.

Choose specific hashtags whenever possible, because the more specific you can get, the more likely you are to attract a targeted audience. Using capital letters at the front of each word, although not required, clarifies what you are trying to communicate.

Here is a list you can expand on based on your location:

#DRHABuilt #customhomes #custombuildhomes #interiordesign #interiordecor #interior #luxuryhomestyle #luxuryhomes #luxurylife #luxury #construction #constructionlife #constructionindustry #customhomes #custombuildhomes #localbuilder #builders #builderslife #inspiration #houseinspiration #dininginspo #inspo #bathroom #bathroomtiles #tiles #houseinspiration #dininginspo #inspo #kitchen #kitcheninspiration #marble #matteblack #marblekitchen #bedroom #bed #woodwall #woodaccents #outdoor #outdoorentertaining #outdoorseating #outdoorarea #seating #bath #bathtub #bathe #dreambath #bathroom