



Hashtag Strategy Checklist

1. Identify Relevant Hashtags

- Research popular and trending hashtags in your niche.
- Use tools like Hashtagify or RiteTag to discover relevant hashtags.
- Monitor competitors to see which hashtags they use successfully.

2. Mix popular and Niche Hashtags

- Use a combination of widely used and niche-specific hashtags.
- Popular hashtags increase visibility, while niche hashtags target your specific audience.

3. Check Hashtag Performance

- Track engagement on posts using specific hashtags.
- Adjust your strategy based on which hashtags bring the most interaction.

4. Avoid Overusing Hashtags

- Stick to a reasonable number of hashtags (e.g., 5-10 on Instagram).
- Overuse can make your post look spammy and reduce engagement.

5. Create Branded Hashtags

- Develop a unique hashtag for your brand.
- Encourage followers to use it, creating a sense of community.

6. Stay Updated

- Regularly update your hashtag list to include new trends and exclude outdated ones.

7. Test and Refine

- Experiment with different hashtags and analyze the results.
- Continuously refine your hashtag strategy for better results.