



# Hashtag Do's and Don'ts Checklist

## Do's:

1. Use 1-3 relevant hashtags for each post.
2. Ensure hashtags are brief and memorable.
3. Focus on specific and niche hashtags for better targeting.
4. Research trending and popular hashtags within your industry.
5. Use branded hashtags to promote your brand identity.
6. Place hashtags at the end of your caption for cleaner posts.

7. Test different hashtag combinations to find what works best.
8. Monitor hashtag performance using tools to track reach and engagement.

### **Don'ts:**

1. Avoid using too many hashtags (overload leads to spammy appearance).
2. Don't use irrelevant or broad hashtags that won't target your audience.
3. Stay away from using long, complicated hashtags that are hard to remember.
4. Don't include hashtags that are too cryptic or specific to be searched.
5. Avoid using the same set of hashtags for every post; keep them fresh.
6. Don't add hashtags within the middle of sentences; keep them separate.
7. **Never** Use banned or restricted hashtags to avoid shadowbanning.

**La** **phills**