Harnessing Hashtags Checklist

Print off this checklist and tick off each step as you go through the 'Hashtag How-To: Harnessing Hashtags for Humble Businesses' guide on our Talk About Digital Podcast website.

Getting Started with Hashtags

- ☐ Create Your First Hashtag
  - ☐ Choose a relevant word or phrase
  - ☐ Keep it short and memorable
  - ☐ Avoid special characters and spaces
  - ☐ Make it unique

- ☐ Understand Hashtag Types
  - ☐ Identify branded hashtags
  - ☐ Identify community hashtags
  - ☐ Identify campaign hashtags

Researching Effective Hashtags

- ☐ Use Hashtag Tools and Platforms
  - ☐ Use hashtag generators
  - ☐ Explore social media platform search functions

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- o ☐ Use analytics tools
- o ☐ Note popularity and relevance

- • ☐ Analyse Competitors' Hashtags
  - o ☐ Identify competitors
  - o ☐ Monitor their posts
  - o ☐ Evaluate engagement
  - o ☐ Compile a list of common hashtags

- • ☐ Choose the Right Hashtags for Your Audience
  - o ☐ Know your audience
  - o ☐ Mix popular and niche hashtags
  - o ☐ Stay relevant
  - o ☐ Test and measure

Crafting Your Hashtag Strategy

- • ☐ Set Clear Goals
  - o ☐ Identify your objectives
  - o ☐ Be specific and measurable
  - o ☐ Set a time frame

- • ☐ Balance Popular and Niche Hashtags
  - o ☐ Use a few popular hashtags

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- o ☐ Add several niche hashtags
- o ☐ Experiment with combinations

- • ☐ Incorporate Hashtags into Your Content
  - o ☐ Place hashtags correctly
  - o ☐ Use hashtags consistently
  - o ☐ Ensure content relevance
  - o ☐ Use an optimal number of hashtags per platform

Best Practices for Hashtag Use

- • ☐ Determine the Optimal Number of Hashtags Per Post
  - o ☐ Follow platform guidelines
  - o ☐ Prioritise quality over quantity
  - o ☐ Avoid hashtag stuffing

- • ☐ Place Hashtags Correctly
  - o ☐ For Instagram: Within the caption or in the first comment
  - o ☐ For Twitter: Integrate naturally into tweets
  - o ☐ For Facebook: Place at the end of posts
  - o ☐ For LinkedIn: Use at the end of posts

- • ☐ Engage with Hashtag Followers
  - o ☐ Monitor hashtag activity

- o ☐ Respond to comments
- o ☐ Like and share user-generated content
- o ☐ Join conversations
- o ☐ Host contests and giveaways

Measuring Hashtag Success

- • ☐ Track Hashtag Performance
  - o ☐ Use social media analytics tools
  - o ☐ Consider third-party tools
  - o ☐ Monitor engagement metrics (impressions, engagement, reach, follower growth)
  - o ☐ Track hashtag popularity

- • ☐ Use Insights to Improve Your Strategy
  - o ☐ Identify top-performing hashtags
  - o ☐ Understand audience preferences
  - o ☐ Experiment with new hashtags
  - o ☐ Adjust based on trends
  - o ☐ Engage with successful hashtags
  - o ☐ Refine your content strategy

Avoiding Common Hashtag Mistakes

- ☐ Avoid Overuse of Hashtags
  - o ☐ Stick to recommended limits
  - o ☐ Prioritise quality over quantity
  - o ☐ Avoid hashtag stuffing

- ☐ Steer Clear of Irrelevant Hashtags
  - o ☐ Stay on topic
  - o ☐ Research hashtags
  - o ☐ Avoid trendy but unrelated hashtags

- ☐ Understand and Prevent Shadowbanning
  - o ☐ Avoid banned or spammy hashtags
  - o ☐ Use hashtags responsibly
  - o ☐ Follow platform guidelines
  - o ☐ Engage authentically

Advanced Hashtag Tips

- ☐ Create a Unique Branded Hashtag Campaign
  - o ☐ Choose a catchy and memorable hashtag
  - o ☐ Promote your hashtag
  - o ☐ Engage with participants
  - o ☐ Offer incentives

- ☐ Collaborate with Influencers and Partners
  - o ☐ Identify relevant influencers
  - o ☐ Reach out professionally
  - o ☐ Provide clear guidelines
  - o ☐ Engage and share influencer content

- ☐ Stay Updated with Hashtag Trends
  - o ☐ Conduct regular research
  - o ☐ Follow industry leaders
  - o ☐ Join social media groups
  - o ☐ Experiment and adapt

Conclusion: Embracing the Hashtag Journey

- ☐ Maintain Consistency
  - o ☐ Post regularly
  - o ☐ Use consistent hashtags
  - o ☐ Maintain a unified brand voice

- ☐ Commit to Continuous Learning and Adaptation
  - o ☐ Stay informed
  - o ☐ Analyse results
  - o ☐ Experiment with new strategies
  - o ☐ Adapt to changes

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- ☐ Build a Community Around Your Hashtags
  - o ☐ Encourage user-generated content
  - o ☐ Engage actively
  - o ☐ Host events and campaigns
  - o ☐ Showcase your community

By using this checklist and following the related guide on the TAD website you will understand everything you need to know about hashtags to help you to push your business forward (increase both brand awareness and new customers). Those customers that you 'want' to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.