

Types of Hashtags



Content:

Use key words to show **what type of content** do you share and how users can discover your account.



Sector:

Add hashtags **related to the industry** in which you develop.



Location:

If you are looking to position yourself on a particular place, include the **most relevant hashtags from that place**.



Interest:

Connect your users with those **interests in common**. Research your audience to find out which hashtags they are following.



Viral:

Use those hashtags that can help you **gain visibility** like #instatip #marketingtips



Ocassion:

If you are in a **specific marketing campaign**, help position yourself using hashtags like #blackfriday #christmas #mothersday



Brand:

Your brand name, a product, slogan or **key concept**.