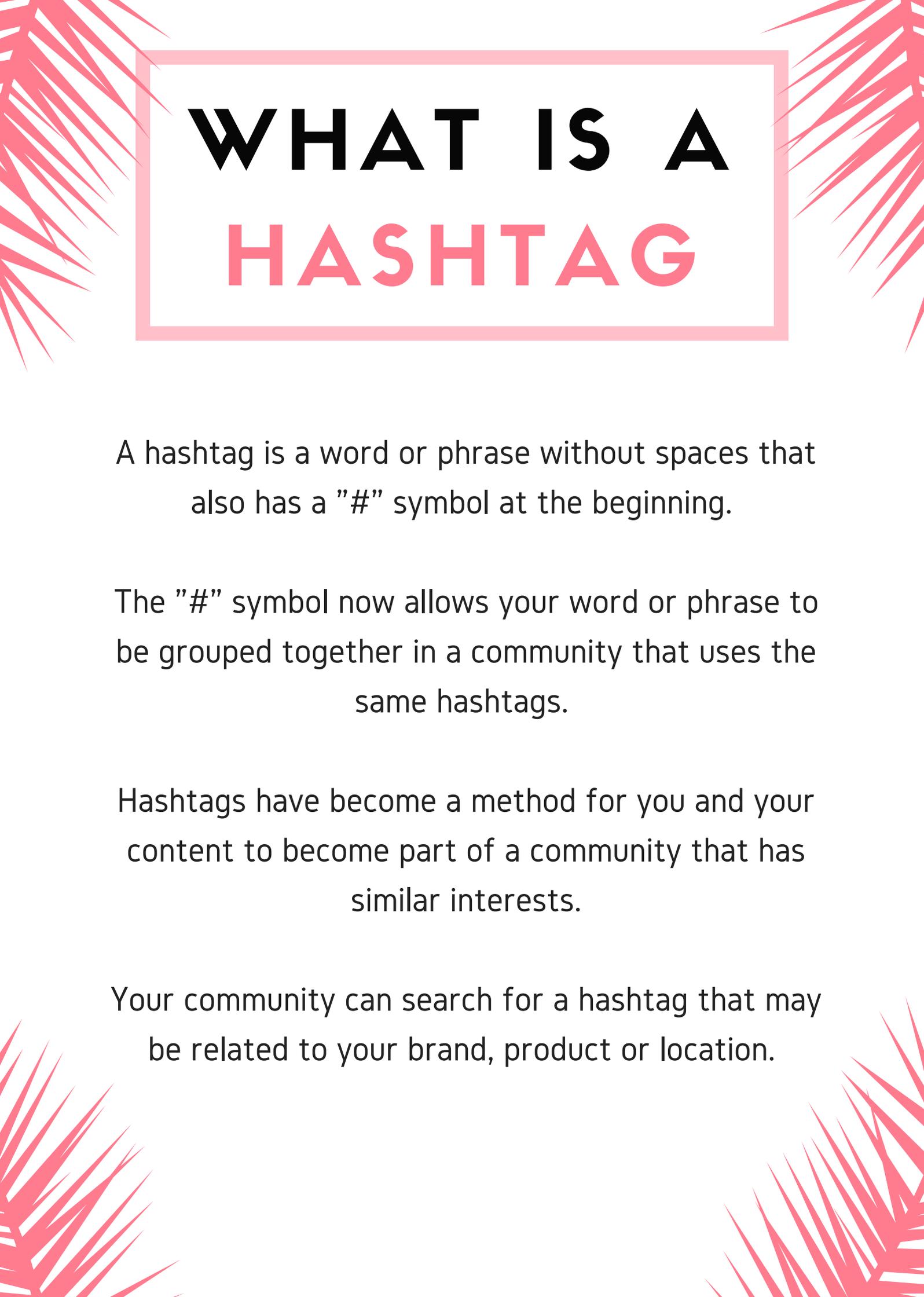# obh DESIGN

HASHTAG

UNDERSTANDING:

WHAT, WHY & HOW

WHAT IS A
HASHTAG

A hashtag is a word or phrase without spaces that also has a "#" symbol at the beginning.

The "#" symbol now allows your word or phrase to be grouped together in a community that uses the same hashtags.

Hashtags have become a method for you and your content to become part of a community that has similar interests.

Your community can search for a hashtag that may be related to your brand, product or location.

WHY USE A
HASHTAG

Posts on Social Media that use one or more hashtags are approximately 12% more likely to be found compared to a post that does not use any hashtags.

Hashtags allow for your content to be found based on a direct hashtag search.

Your content will be categorized along with other accounts that have similar interests. This means, that people who are searching for a relatable hashtag could become a new member to your online community, simply by finding you through a hashtag!
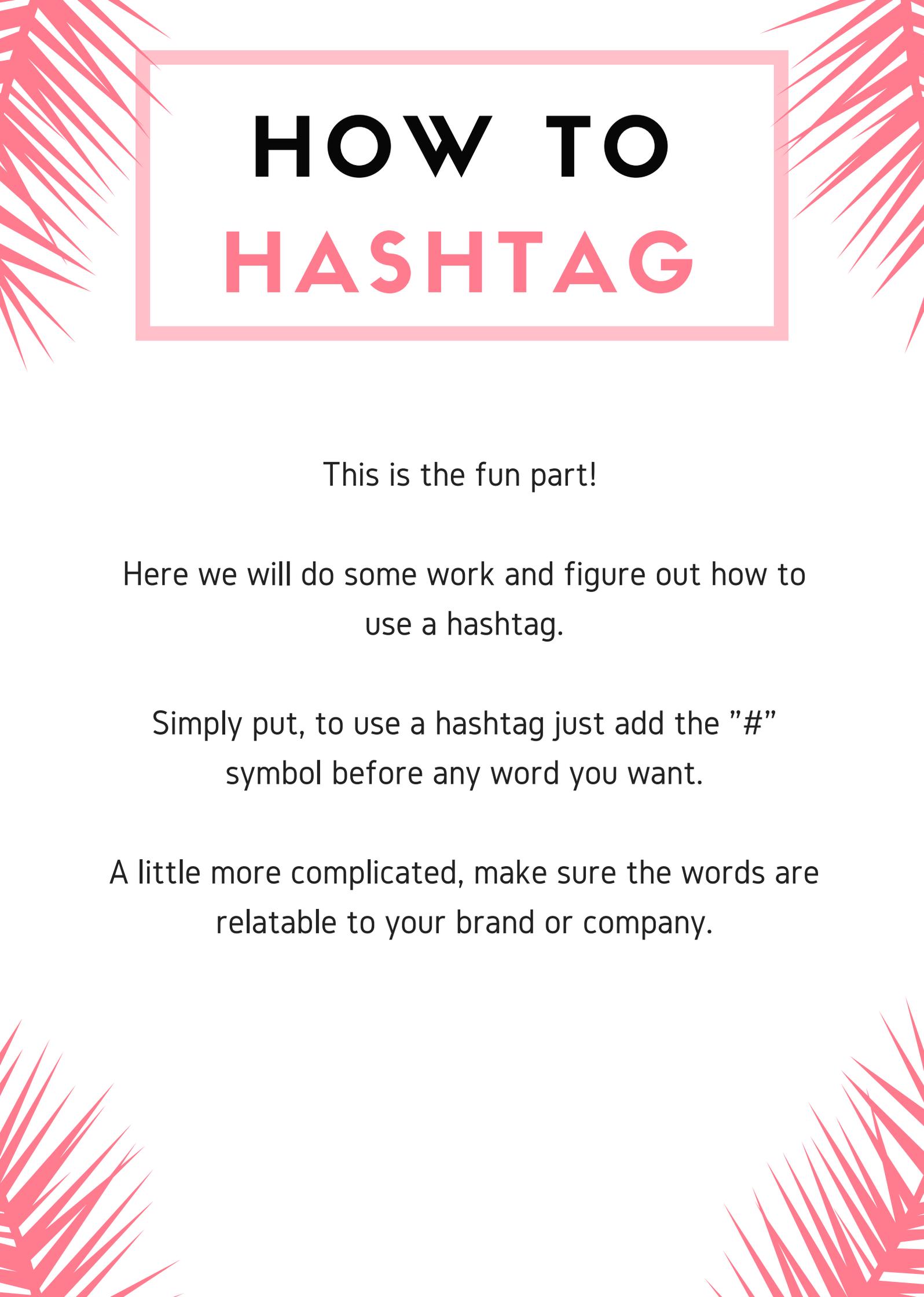
HOW TO
HASHTAG

This is the fun part!

Here we will do some work and figure out how to use a hashtag.

Simply put, to use a hashtag just add the "#" symbol before any word you want.

A little more complicated, make sure the words are relatable to your brand or company.

HOW TO
HASHTAG

Let's begin with the location Hashtags

1. Where am I located?
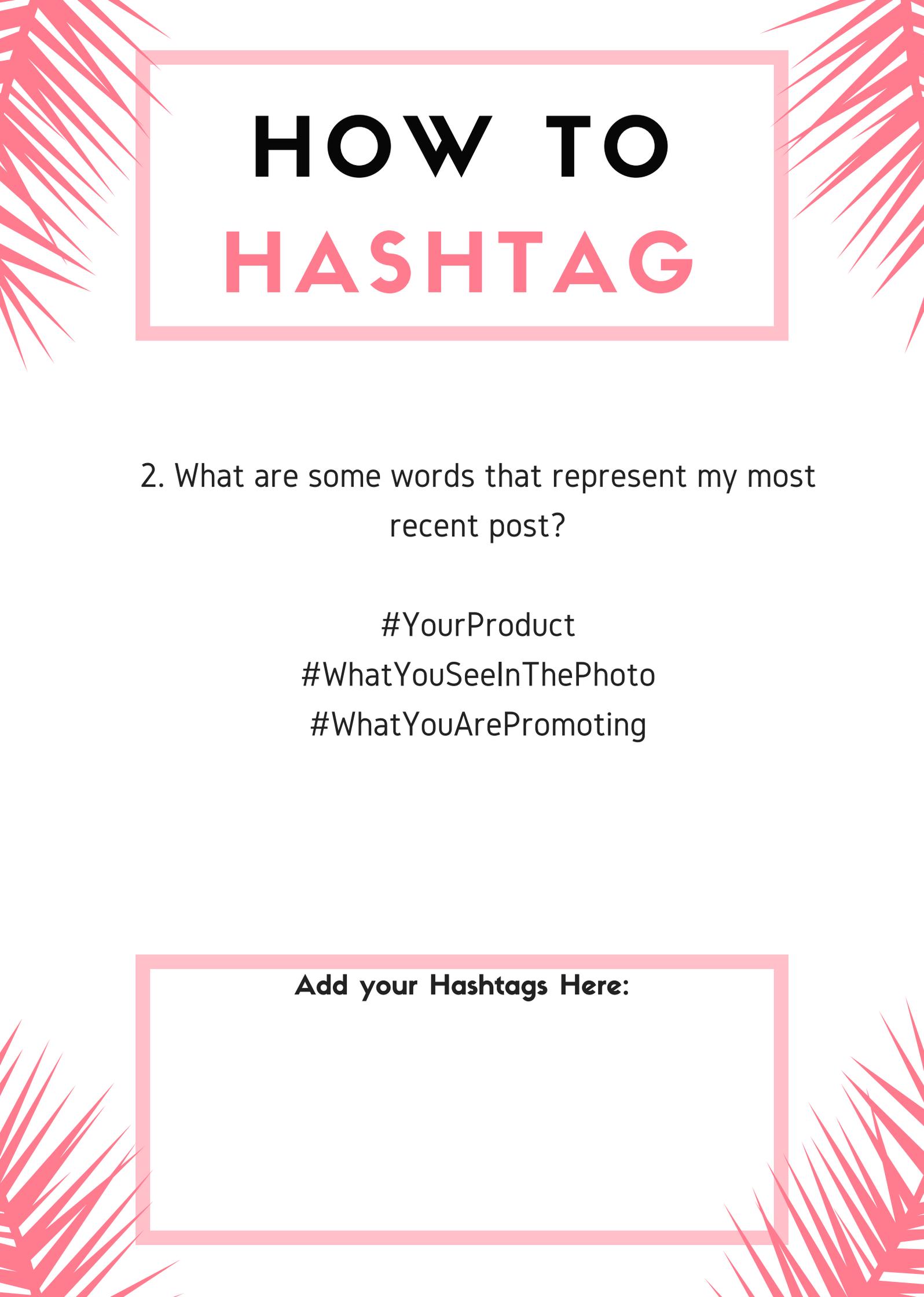
#YourCity
#YourCityProduct
#YourCountryProduct
#YourCitySkill
#YourCityBrand

These will help your audience find you based on a geographical location.

Add your Hashtags Here:
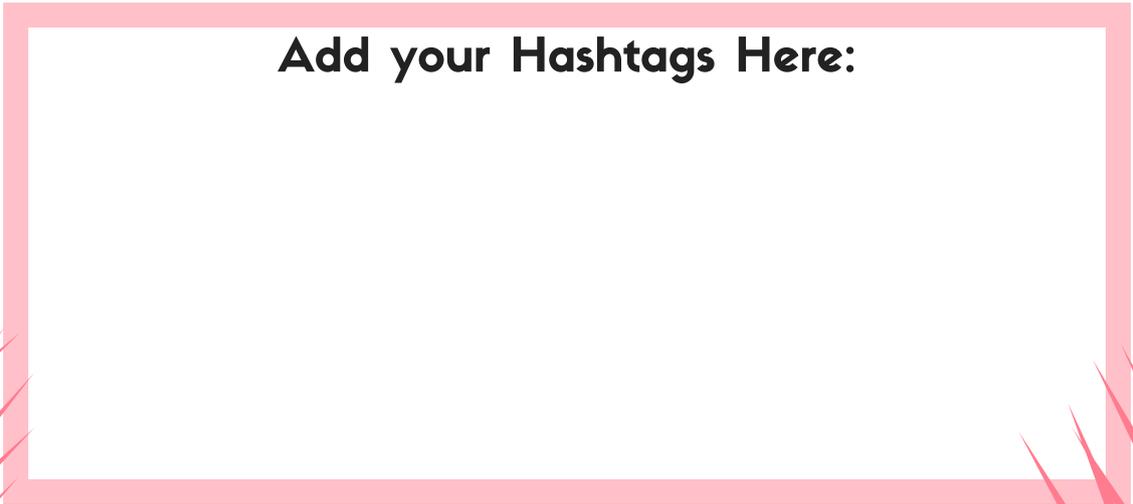
HOW TO
HASHTAG

2. What are some words that represent my most recent post?

#YourProduct
#WhatYouSeeInThePhoto
#WhatYouArePromoting

Add your Hashtags Here:

HOW TO
HASHTAG

3. How many hashtags should I use?

Instagram allows for 1-30 Hashtags

Lets Break That Down:
10-20 Related to your post
3-5 Brand/Product
(that you sell or use, to potentially get a repost)
4-8 Location
1-3 Branded

Add your Hashtags Here:

HOW TO
HASHTAG

4. How do I know I am using the right Hashtags?

Grab your phone and open up the Instagram App.
General rule is if the hashtag has under 500K uses,
you will have a better chance to be found.

Hashtags in the millions or billions will push your post
down after 3 seconds, so the likelihood of your
content being found is minimal and very short lived.

Always make sure to research your hashtags before
putting them to use.

Since anyone can use a hashtag without it being
approved, you want to make sure the content coming
up is related to your content and not something
that is inappropriate or unrelated.

BANNED
HASHTAG

#adultlife
#alone
#asia
#attractive
#assday
#beautyblogger
#brain
#babe
#bikinibody
#boho
#books
#beyonce
#costumes
#curvy
#curvygirls
#desk
#direct
#dm
#date
#dating
#dadylove
#dogsofinstagram
#eggplant
#elevator
#easter
#fitnessgirls
#fishnets
#goddess
#girlsonly
#gloves
#graffitiigers

#happythanksgiving
#hardworkpaysoff
#humpday
#ig
#instamood
#iphonegraphy
#italiano
#killingit
#kansas
#kissing
#lingerie
#like
#lean
#master
#models
#mustfollow
#nasty
#newyears
#newyearsday
#overnight
#petite
#pornfood
#popular
#pushups
#skype
#snap
#snapchat
#single
#singlelife
#stranger
#saltwater
#shower

#shit
#sallyhansen
#sopretty
#sunbathing
#streetphoto
#swole
#snowstorm
#tanlines
#tgif
#todayimwearing
#teens
#teen
#thought
#tag4like
#thighs
#undies
#valentinesday
#woman
#womancrushwednesday
#women
#workflow
#wtfAdd a little bit of body text