



THE BEST
Hashtag Strategies
for Social Media

Introduction

On social media, hashtags serve as a way for people and brands to contribute to discussion on specific topics, or to create conversations around specific events.

In marketing, hashtags can be leveraged to increase the reach of social media posts. But what are the best practices you should follow when it comes to using hashtags for business?

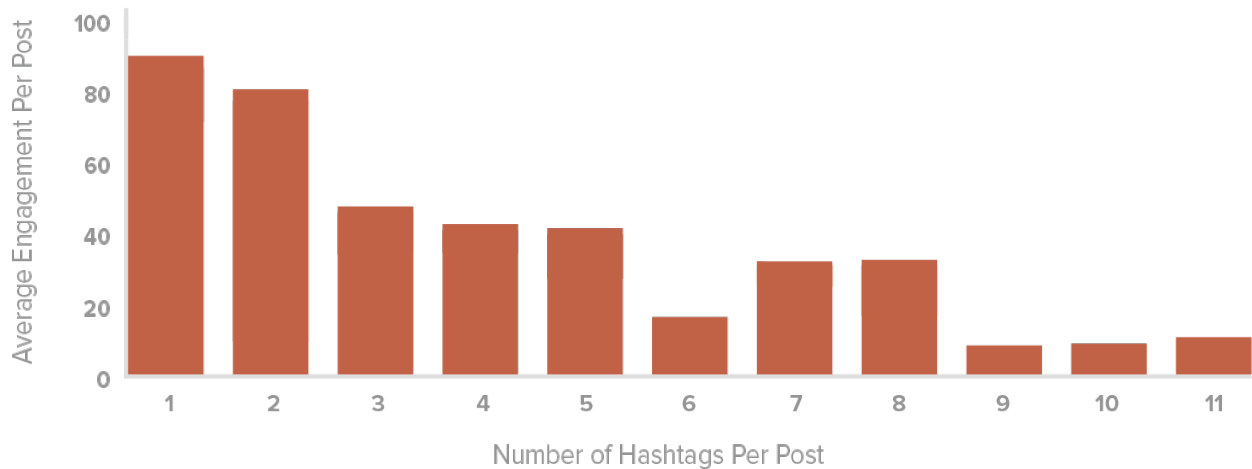
We analyzed over 65,000 posts by brands on Twitter, Instagram, and Facebook to find the best number of hashtags and the best hashtag length for each social media platform.

Twitter

Twitter's 140-character limit for tweets means that messaging space is at a premium. If you use more hashtags, you may not be able to fit in as long of a message.

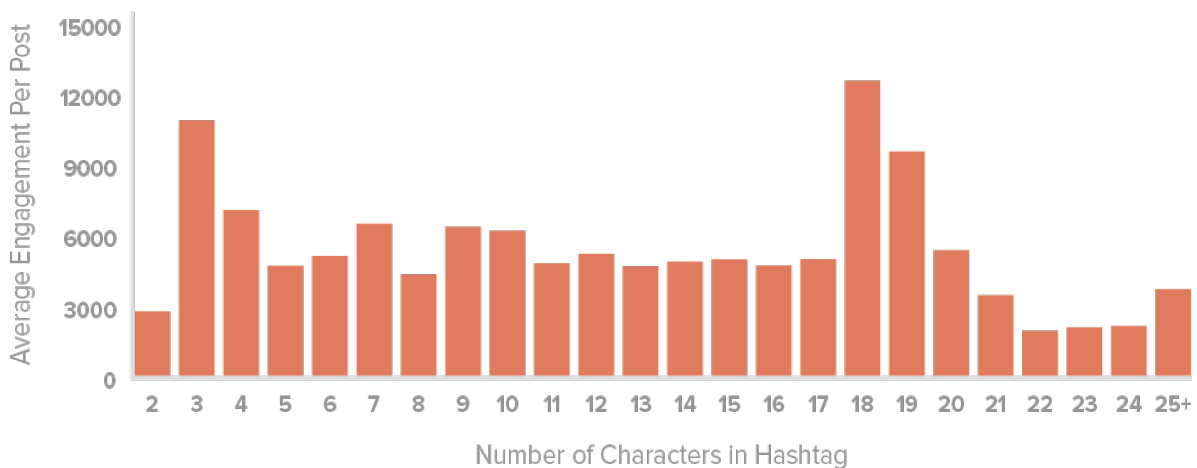
Tweets with one hashtag get the most engagement, with 90 average interactions per post. Posts with more than one hashtag see a sharp decline in engagement, or the average number of interactions per post.

Twitter: Number of Hashtags vs. Average Engagement Per Post



Despite the character limit for tweets, it's interesting that **hashtags with 18 characters perform best**, with an average engagement of 12,557 interactions per post, followed by hashtags with three characters, with an average engagement of 10,871 interactions per post. Longer hashtags see a sharp decline in engagement.

Twitter: Length of Hashtag (in Characters) vs. Average Engagement Per Post

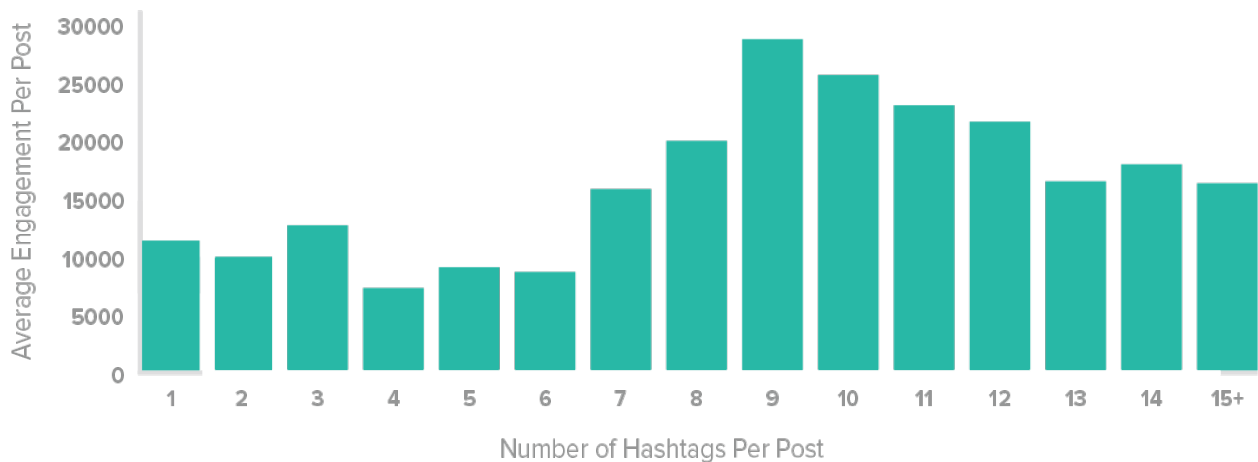


Instagram

Instagram has a limit of 30 hashtags per post, giving brands more freedom to add hashtags to their posts. **Instagram posts with nine hashtags perform best**, with an average engagement of 28,548 interactions per post.

While engagement starts to decrease after this peak, **posts with more than nine hashtags still have higher engagement than posts with fewer than eight hashtags**. This suggests that on Instagram, it's always better to err on the side of more hashtags rather than fewer.

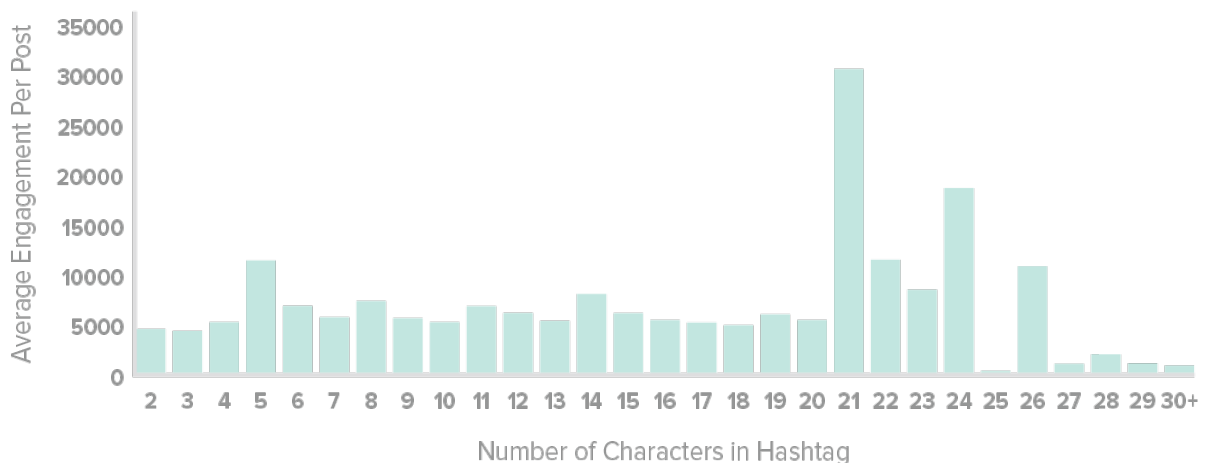
Instagram: Number of Hashtags vs. Average Engagement Per Post



When it comes to the length of hashtags on Instagram, longer hashtags generally have higher engagement. Specifically, **hashtags that perform best are 21 characters in length**, with an average engagement of 30,394 interactions per post, and 24 characters in length, with an average engagement of 18,491 interactions per post.

However, Instagram hashtags that are 25 characters in length see a huge decrease in average interactions per post, and **engagement bottoms out for hashtags with 27 or more characters**.

Instagram: Length of Hashtag (in Characters) vs. Average Engagement Per Post

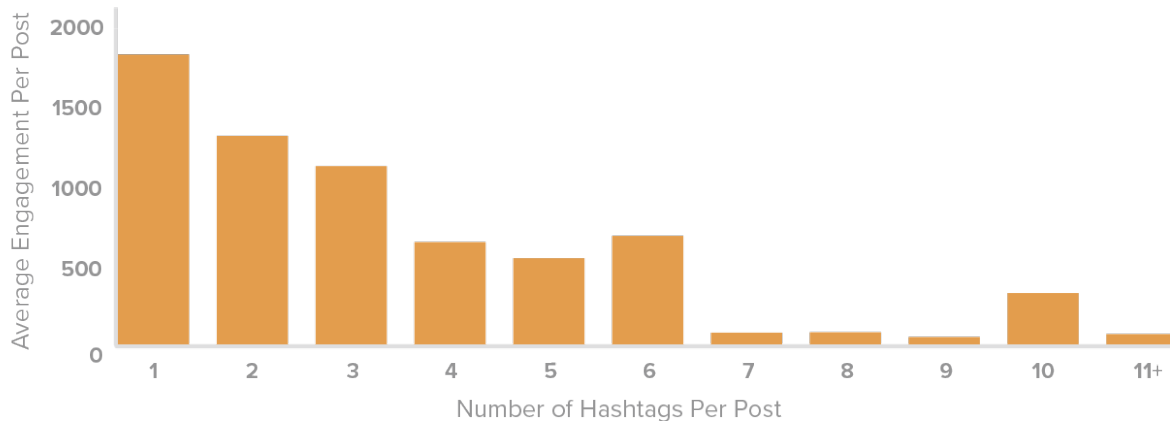


Facebook

Although brands have more space for their message in Facebook posts, the impact the number of hashtags included in a post has on engagement is just as extreme as on Twitter.

Facebook posts that have one hashtag perform best, with an average engagement of 1,771 interactions per post. Posts with more than one hashtag see a steady decline in average interactions per post, and **engagement really bottoms out for posts with more than six hashtags**.

Facebook: Number of Hashtags vs. Average Engagement Per Post



On Facebook, **hashtags that are six characters long perform best**, with an average engagement of 4,968 interactions per post. **Hashtags that are 10 to 17 characters long also perform well** on Facebook, but engagement starts to decrease for longer hashtags.

Facebook: Length of Hashtag (in Characters) vs. Average Engagement Per Post



Methodology

We used the TrackMaven platform to analyze over 65,000 posts by brands on Twitter, Instagram, and Facebook, published from July 9, 2016 to October 9, 2016. To find out the best number of hashtags and the best hashtag length for each social media platform, we examined engagement, or number of interactions per post.