LESSON Transcript

00:00:00
All of you, I'm sure, are wondering about HASHTAGS.
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Instagram basically invented hashtags are A keyword. It's a way to categorise posts into topics.
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So, to start tracking your hashtags, make lists of hashtags that relate to your brands. I use the hashtag leave ordinary behind in my post Image and in the copy.
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NICHE HASHTAGS of interior decorators, real estate agents coaches. Health and Wellness
Lists theme hashtags of the services.
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DESIGN YOURSELF A SPREADSHEET, make columns for the different kinds of hashtags and start collecting hashtags that work. You will over time, and this is an ongoing exercise forever.
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Be noticing hashtags that attract the right kind of people for you.
Hashtags are not naturally read by humans. It's a tool that's read by the platform. So people use it to search for content they want to see.
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People use it to search for answers they're trying.
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I'm going to show you how you will use hashtags to find the right audience. Find the right content, so when you use it in a caption on your post, it is not part of the natural leading. Use up to 30 hashtags. Now you don't put those at the top of your posts.
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Because people don't read them.
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You put caption in your copywriting, and the HASHTAGS COMES RIGHT AT THE END.
Hashtags should be short, memorable more than a brand name.
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So, for example, I've seen I can use redmatchstick.. **Make sure it's relevant.**
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It makes sense. People follow HASHTAGS and if you come up in their search and you don't appear to be relevant, that's going to be negative.
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Yes, consistency everywhere. Once you identify some hashtags in a minute, I'm going to show you how hashtags work on the different platforms.
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Use them consistently across platforms and if you are using a new word like, leave ordinary behind. That's quite hard to read. If it's always lowercase when you've got them in copy in content as a hashtag. But when you use them on an image or print matter to make it easier to read, capitalise each word so people can naturally.

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Make sense of how to read it, so leave ordinary behind will be capital L capital O capital B. Once they can read a hashtag makes sense so that it becomes memorable.
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Posts with at least one hashtag get more engagement than having none at all. The sweet spot, apparently is **11 plus up to 30 is ideal.**
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Research what you're using test hashtags.
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If you want people to reply to you.
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USER-GENERATED CONTENT. Remember that the word UGC is very valuable on social media to ask people to submit their examples and generate your unique hashtags. So we need your contest. Or you ask people for content. It's very easy to find that content.
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And then broad hashtags obviously are used to attract ideal audience.
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Hashtag is used across all the platforms.
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You'll get A LIST OF HOW MANY HASHTAGS and how they work on each platform, particularly Instagram.
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11-12 up to 30 try that. WWW.BEST-HASHTAGS.COM. It is an unbelievable tool to find new hashtags.
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It has a field that comes up and you type in a keyword and it'll give you related hashtags and then you can copy and paste them.
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For goodness sake, because some of them are very specific and would be irrelevant. So remove the ones that are not relevant to what you're trying to post.
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you're gonna get it in your notes Some very popular hashtags that help you get going and you can test them so a great way to test them
00:04:56 Try 11 regular hashtags and then just add one of these To a post and see if it attracts A new audience.