

**All you
need to
know
about
LinkedIn
hashtags**



First of all...

What hashtags do and why they matter

- 1. Hashtags segment content into specific topics, making them easier to find.**
- 2. People who follow a specific hashtag are exposed to content that fall under that hashtag.**
- 3. When you place a relevant hashtag, you have a higher chance to reach people who are interested in that topic, even outside of your network.**



**Great, so more hashtags
means more exposure?**

No.



Too many hashtags “confuse” the LinkedIn algorithm, which in turn reduces your chance to have your content exposed to people interested in your topic.



So how many hashtags should you use? Let's look at data.

We have analyzed **43,402** LinkedIn posts and found that the optimal number is...

...no more than **3 hashtags**

On average, post engagement will decrease by 26% if you add more than 3 hashtags.

How to use hashtags properly?

DO'S

1. Find top hashtags by simply typing them in the search field on LinkedIn e.g. #leadership. The more followers a hashtag has, the broader it is. Use at least one broad hashtag.
2. Identify your niche hashtags to reach a more targeted audience e.g. #leadershiptraining
3. Use your most important hashtags in a chronological order as the first 3 hashtags appear on the URL of your LinkedIn post.

DON'TS

1. Don't use overly niche hashtags with a low number of followers, because it will limit your potential reach. Find a hashtag with at least 1000 followers.
2. Don't use #hashtags in the middle of your #post because #LinkedIn is not #Twitter.
3. Don't create your own hashtag if you are not committed to consistently post.

HUNGRY FOR MORE?

**Follow for more LinkedIn
data and content insights**