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Facebook introduces the use of the hashtag.
Twitter officially launches the hashtag feature.

What The Trend
- For the last 30 days in the last 30 days.
- Hashtag uses Google trends.

Testimony
- Twitter user: I’ve never changed a stream in my life.
- Facebook user: Best practice: use 1-2 hashtags.

Headstagram
- Best hashtag tool for moving up in social media and maximizing your reach.

Then Create
The Perfect Hashtag
1. Memorable
2. Unique
3. Relevant

Don’t spam.
Don’t use spaces or punctuation.
Don’t use the @ symbol.
Don’t use hashtags that already exist.
Make sure hashtags are memorable and stick.
Make sure your hashtags work.

How many hashtags should I use?
1 2 3 4 5 6

References:
https://blog.bufferapp.com/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many
http://www.digitalinformationworld.com/2015/02/how-many-which-ones-and-where-of-social-media-hashtag...

Best Practices Guide To Hashtags

Use keywords, popular and trending hashtags.
Create hashtags for your promotions.
Keep hashtags simple and short.

You’re now a hashtag expert!
When you’re ready to schedule your social messages, try CoSchedule free for 14 days. It’s your all-in-one social media marketing calendar!