

ULTIMATE GUIDE TO **HASHTAGS** ON SOCIAL MEDIA IN **2024**



HASHTAG TOPPINGS FOR ORGANIC REACH

The obsession with reach is no longer limited to marketers. Individuals, creators, influencers, and millions of brands have stepped into the arena of social media to compete for attention.

While most hold a bunch of dollars to run omnipresent ad campaigns, others swear by consistent posting. Marketers will definitely agree that these two are by far mandatory activities to stay in the game, but there's more to address!

If you scroll past more vigilantly, you will notice wordy chunks towards the end of almost every post—hashtag toppings!

A competent hashtag strategy is one godly way that has been in practice for more than a decade now. It is an indispensable part of multiple social media regimes, Twitter and Instagram being the pioneers.

And why not! Hashtag marketing promises to **TRIPLE YOUR POTENTIAL REACH** without squandering off a penny.

Too good to be true? Continue treading with us further as we uncover real-time proofs.

This guide will walk you through the exact plan right from scratch. Learn how to incorporate hashtags into your social media calendar with tips and strategies from actual brand examples from diverse niches.

Let's dig in!



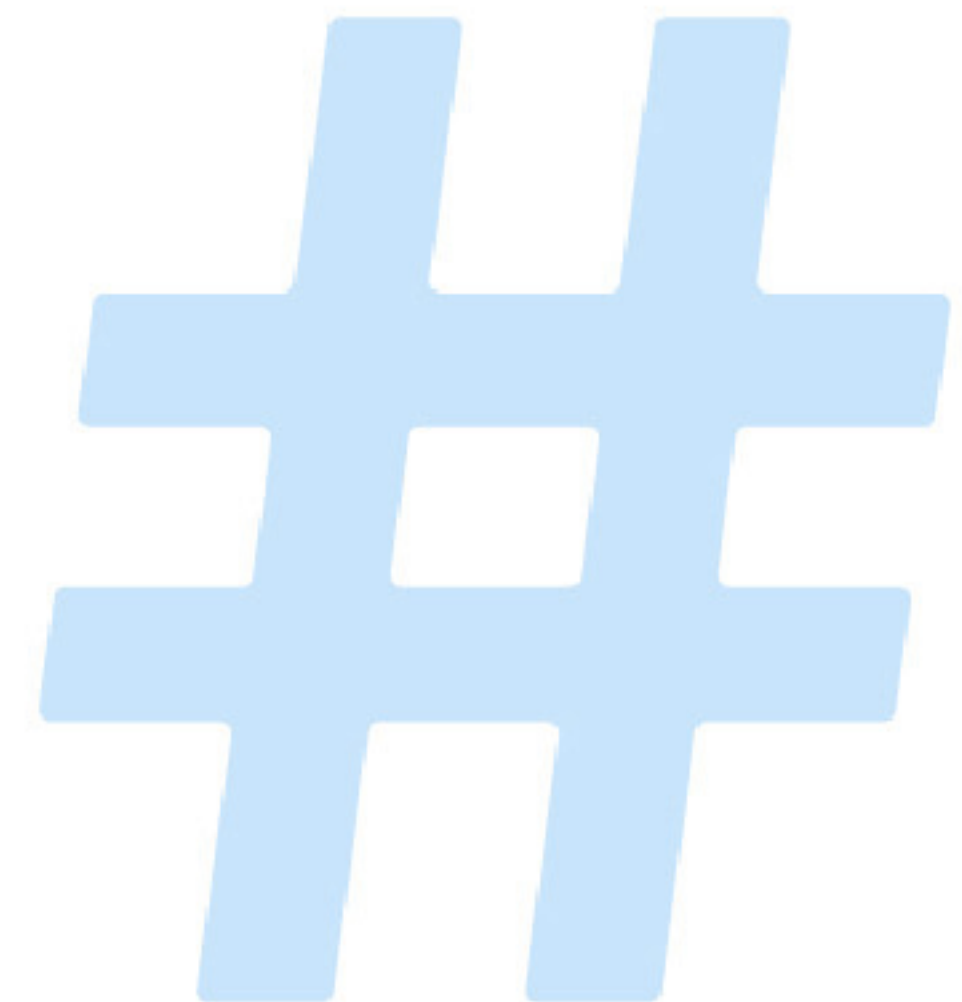
TABLE OF CONTENTS

Chapter 1: Uncovering Hashtag Strategies

Chapter 2: Popular Hashtags You Must Know

Chapter 3: Learning it from Ogilvy & Mather

Chapter 4: How to use SocialPilot Hashtag Kit?



Chapter 1

UNCOVERING HASHTAG STRATEGIES

Hashtags have been around for more than a decade now, and most of us follow the ritual of adding them after captions. But do you know how this practice came into existence?

Surprisingly, hashtags are older than most social media. **Its origin actually dated back to 2007 and was first used on Twitter by Chris Messina.**



He started this trend for the first time, and the idea behind using a pound symbol was to **segregate groups to initiate topic conversations.**

And the rest is history! Hashtags are still sensational and relevant to date. You can find them stuffed up everywhere. And why not? They come with an excellent set of benefits!



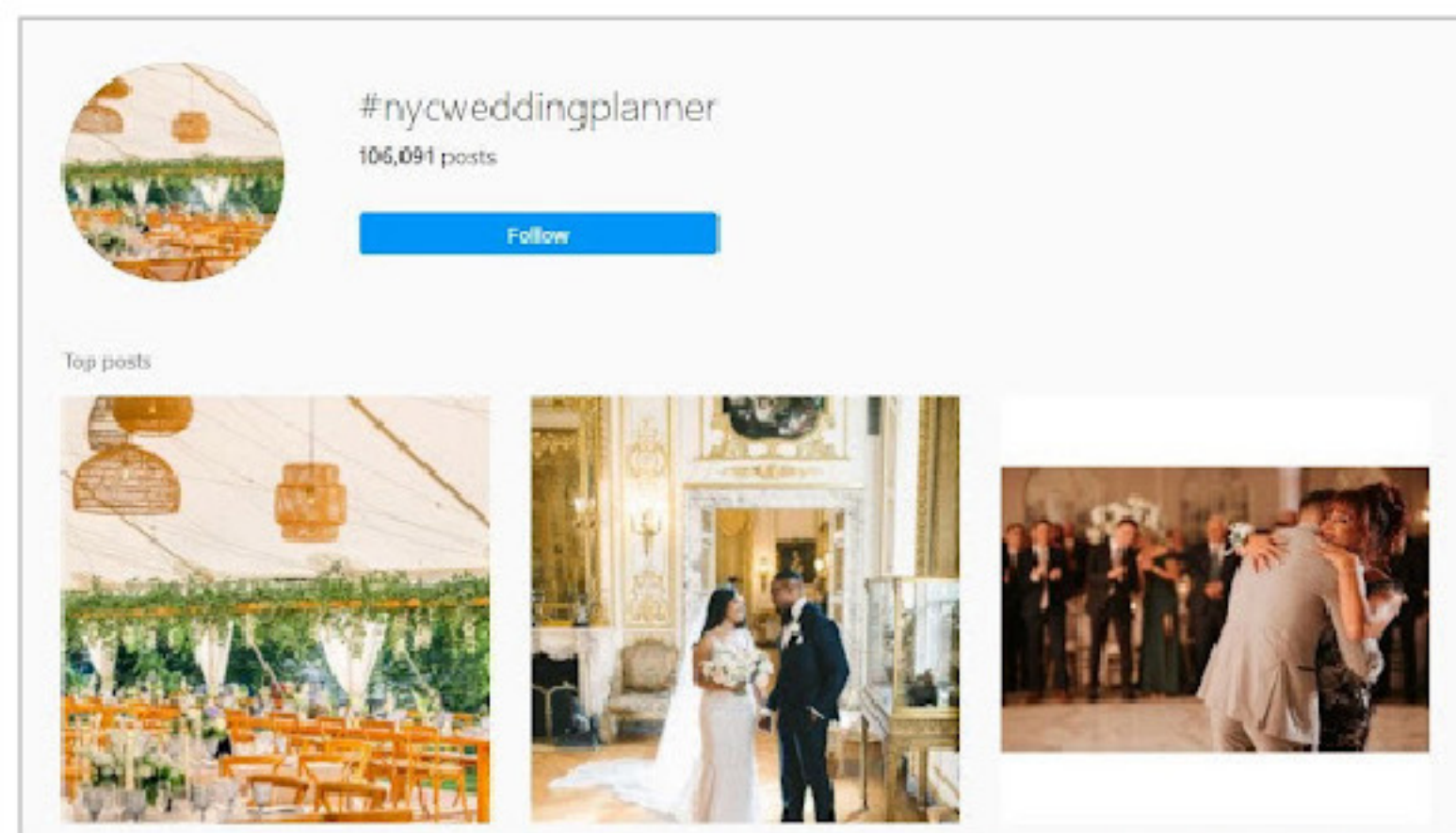
4 HASHTAG BENEFITS YOU OUGHT TO KNOW

Hashtags provide **additional context and branding edge** to your posts. But that's not it. Here's a list of advantages that will convince you of hashtag importance for your business.

1. Perfect Discovery Tool

You must have noticed that your posts get engagement from individuals who don't even follow you. Hashtags are the contributing cause for this **unexpected reach**.

All your efforts of providing value are streamlined with hashtags as it narrows down the **impression pipeline** based on viewers' interests and relevance.



For example, if you are a wedding planner in New York City, using **#nycweddingplanner** in your posts will make you discoverable to the locals looking for a helping hand for their big day.



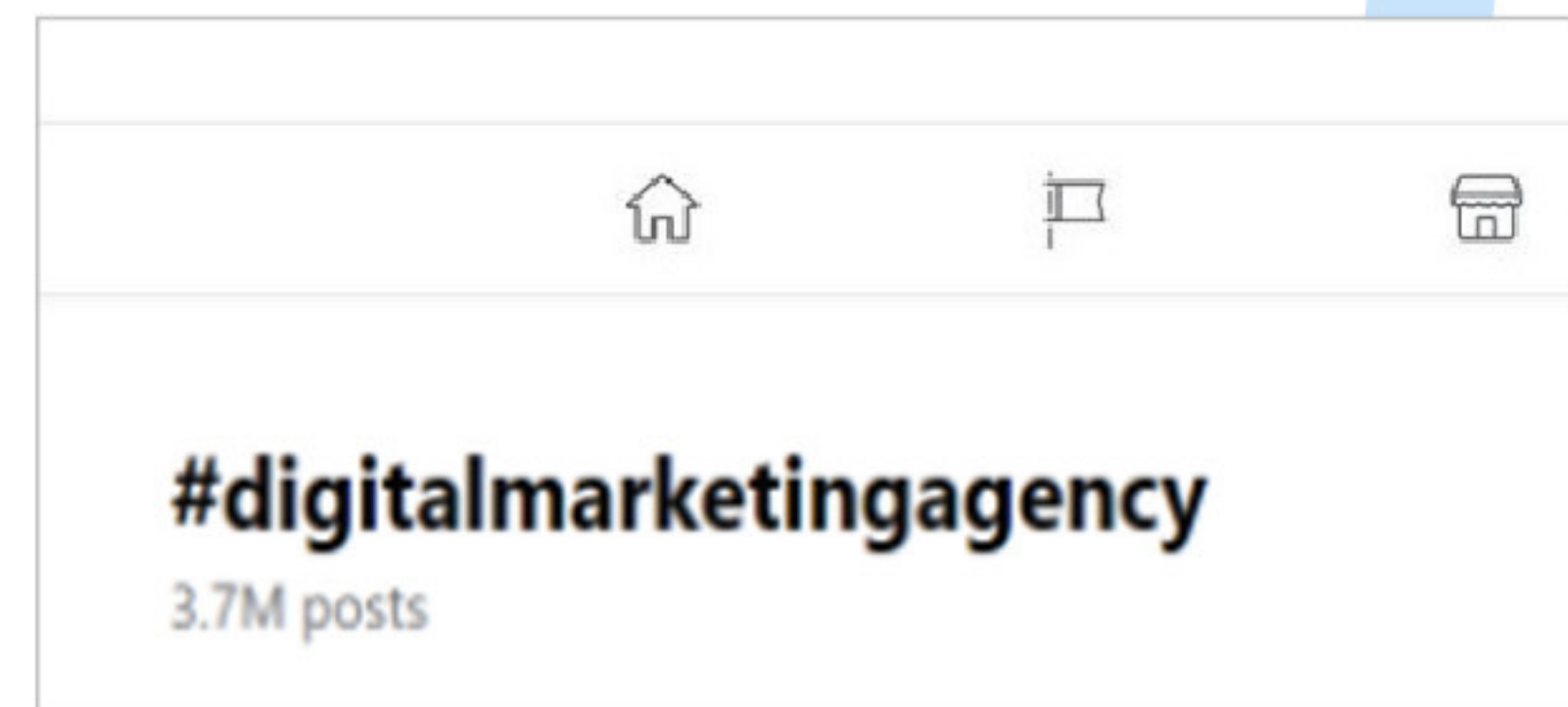
Tips: Make sure your profile stays public for the hashtags to work their magic.



2. Building Community

Want to know what's happening in your niche? Then follow the niche-based hashtags.

A whole new community opens up where everyone actively shares their views and news. Hashtags act as **group filters** bringing in like-minded people archiving discussions based on topics.

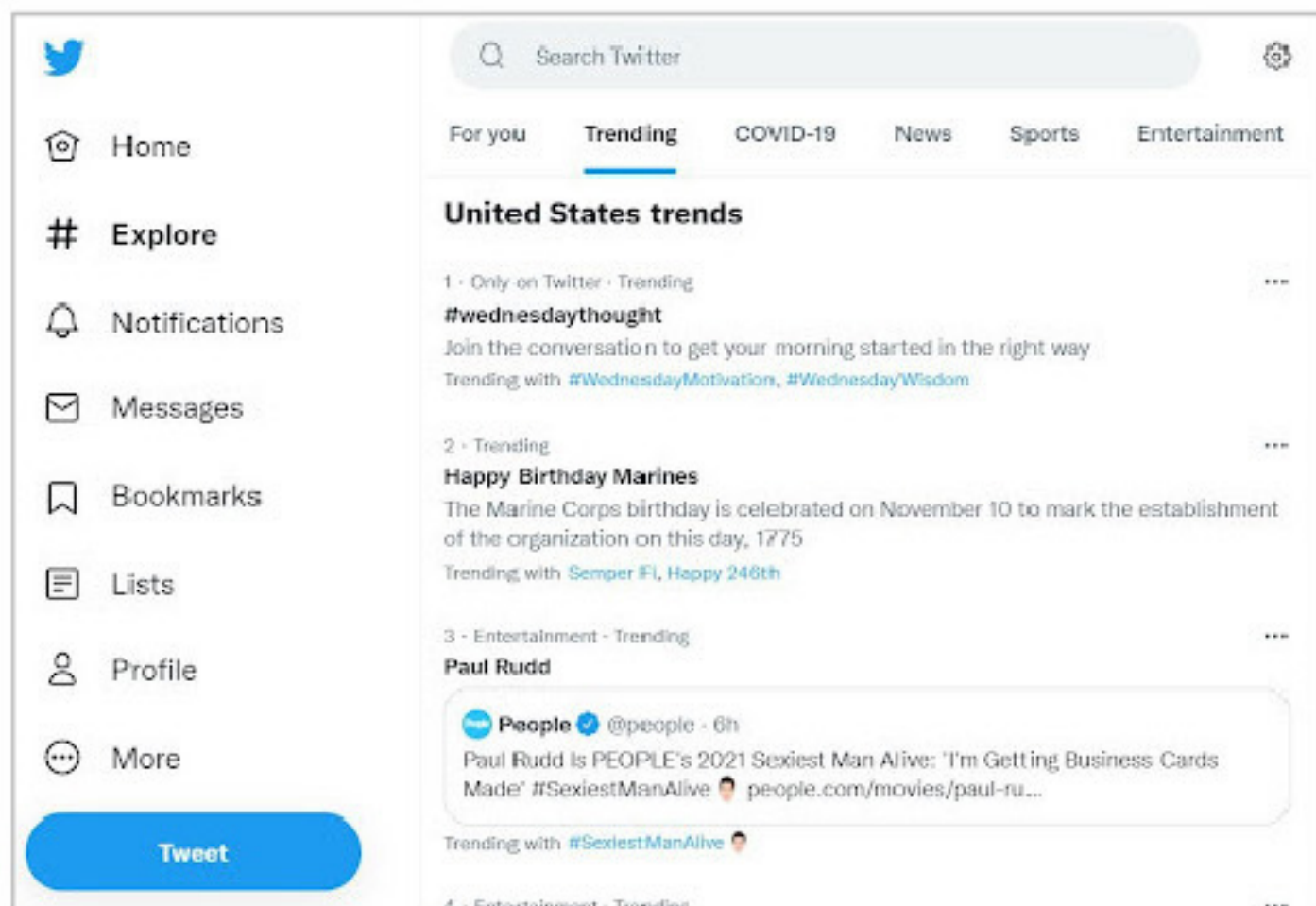


Here's an example of **#digitalmarketingagency** on Facebook that has appeared in **3.7M posts**. If you are an agency that focuses on providing digital marketing services, adding this hashtag is a no-brainer.

3. Kickstarting Engagement

Want to pour in some engagement? Drizzle trending hashtags into your posts! They work like magic in fast-paced social media like X(viously Twitter), TikTok, and Instagram, and your chances of being viral go up.

You can **filter out the trending hashtags** in general or based on your niche. Spark a conversation thread and encourage others to participate actively.



You can also put your views across and support a trending cause keeping trending tags in the loop. Access these either directly on Twitter or using third-party tools.

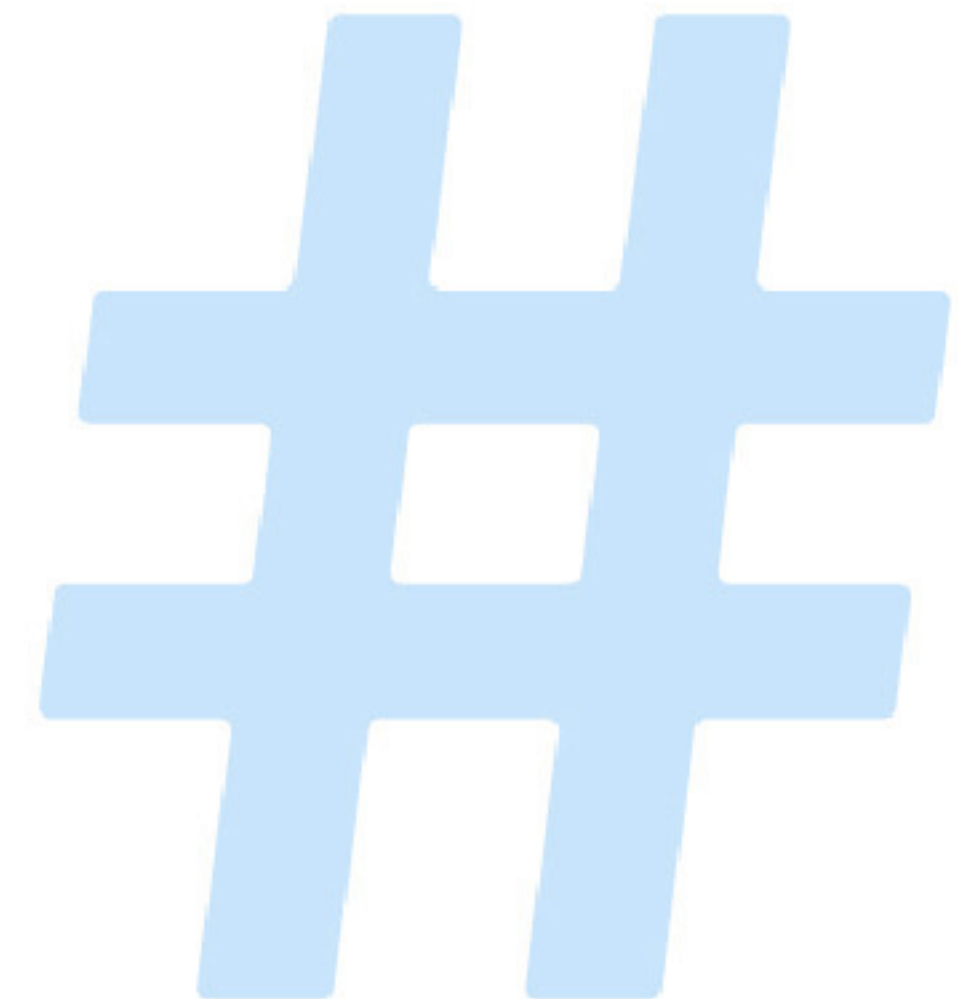


4. Brand Exclusiveness

Using brand hashtags will filter out more of User Generated Content (UGC), which can boost a brand's credibility when reshared.

Generally, the **brand name and its tagline** are typical choices for branded hashtags. You can also come up with Campaign hashtags that are massive hits.

Reels hashtag challenge is a brilliant example that guarantees engagement off the roof.





Here's how **Netflix celebrated the popular show Squid Games with a relevant hashtag**. Many creators worldwide jumped on, sharing reels on themes of the show, further fanning its fame. The hashtag has more than a million posts on Instagram alone.

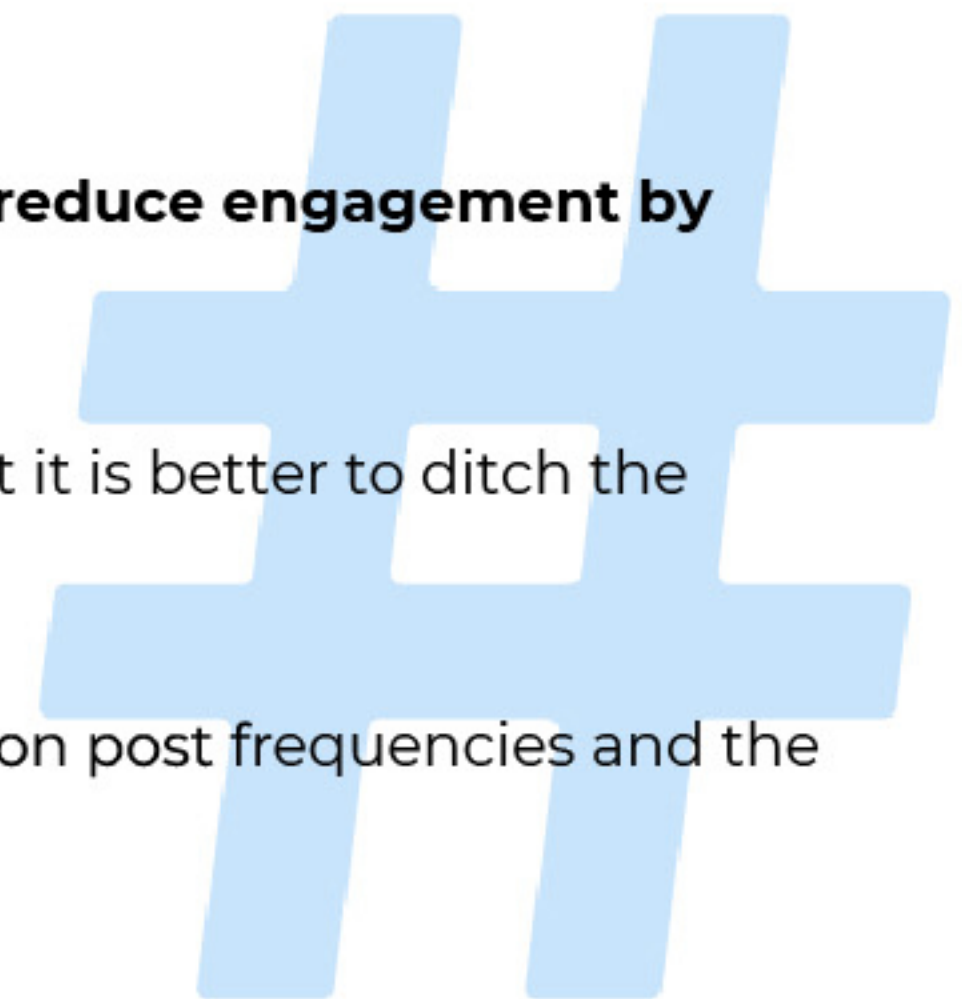
Adding a random chunk of hashtags will fetch you no result! You need a well-thought-out strategy that comes into play. So let's chalk out a hashtag strategy for each social media channel to get the result you always dreamt of.

GETTING STARTED WITH THE HASHTAG PLAN

Though hashtags are great for reach, you can't use them anywhere randomly. In fact, using **10+ hashtags can reduce engagement by 68.2%**, as inferred from the Social Baker study.

Most marketers stick to the *Rules of Thumb*, which states that **1-3 hashtags work best on most platforms**. But it is better to ditch the one-size-fits-all strategy to hit the bull's eye.

And thankfully, we have got all estimates for every platform ready for you. Along with this, we'll also shed light on post frequencies and the best time to post on each social media network, so you create a solid marketing plan from start to finish.



**2-3**

No. of hashtags

3-5

No. of weekly posts

Hashtag Plan:

Use brand and content/industry hashtags



Cross-media promotion



Monitoring benefits



Should be placed after the caption

**Best time to post**

Time: 10am-11am, 1pm-2pm

Best day: Monday, Wednesday, Friday

Hashtags work best for those audiences on Facebook who are already inclined towards your offerings. Though there are debates regarding its effectiveness on the platform, we still advise you to use **2-3 hashtags** for boosting your reach.

Posting **3-5 times a week** on Facebook is ideal. Go for a branded or an industry-specific hashtag as they are great for **cross-media promotion** and help you **monitor key activities** throughout the network.



Have a look at this **KitKat** post on Facebook. A perfect one-liner with a brand and content hashtag on their video post got them **30K reactions**.



Tip: Opt for location-specific and brand-specific hashtags on Facebook.



INSTAGRAM

3-5

No. of hashtags

2-5

No. of weekly posts



Reshare your posts on your story with hashtags

Hashtag Plan:



One hashtag can relatively spike engagement by 12.6%



Place brand hashtags in your profile bio



Boost reach by editing captions with less popular and more relevant hashtags



Best time to post

Time: 6am-9am, 5pm -6pm

Best day: Monday, Tuesday, Wednesday, Friday

Instagram is in love with hashtags, and you should love it too! As per Fohr Insights, Instagram sees an **engagement spike of 12.6%** with just one hashtag compared to posts with no hashtags.

It allows the addition of up to **10 hashtags per story and 30 hashtags per post and reels**. But this in no way means you clutter your posts with these. Liberal use of **3-5 hashtags** are good enough to get you a killer engagement.

You can just club relevant hashtags and use a bunch in stories, reels, and posts. The branded ones can find a home in your bio.

Target to share **2-5 posts weekly**, keeping the quality standard intact. The same applies to reels as well. You can go with multiple story posting though.



Look at this **LEGO** post on Instagram. Star Wars themed hashtags and their brand hashtags fetched them **122K+ likes** and **800+ comments**.



Tip: Ensure your hashtagged stories are engaging, and only then will they appear on the aggregated hashtag page.

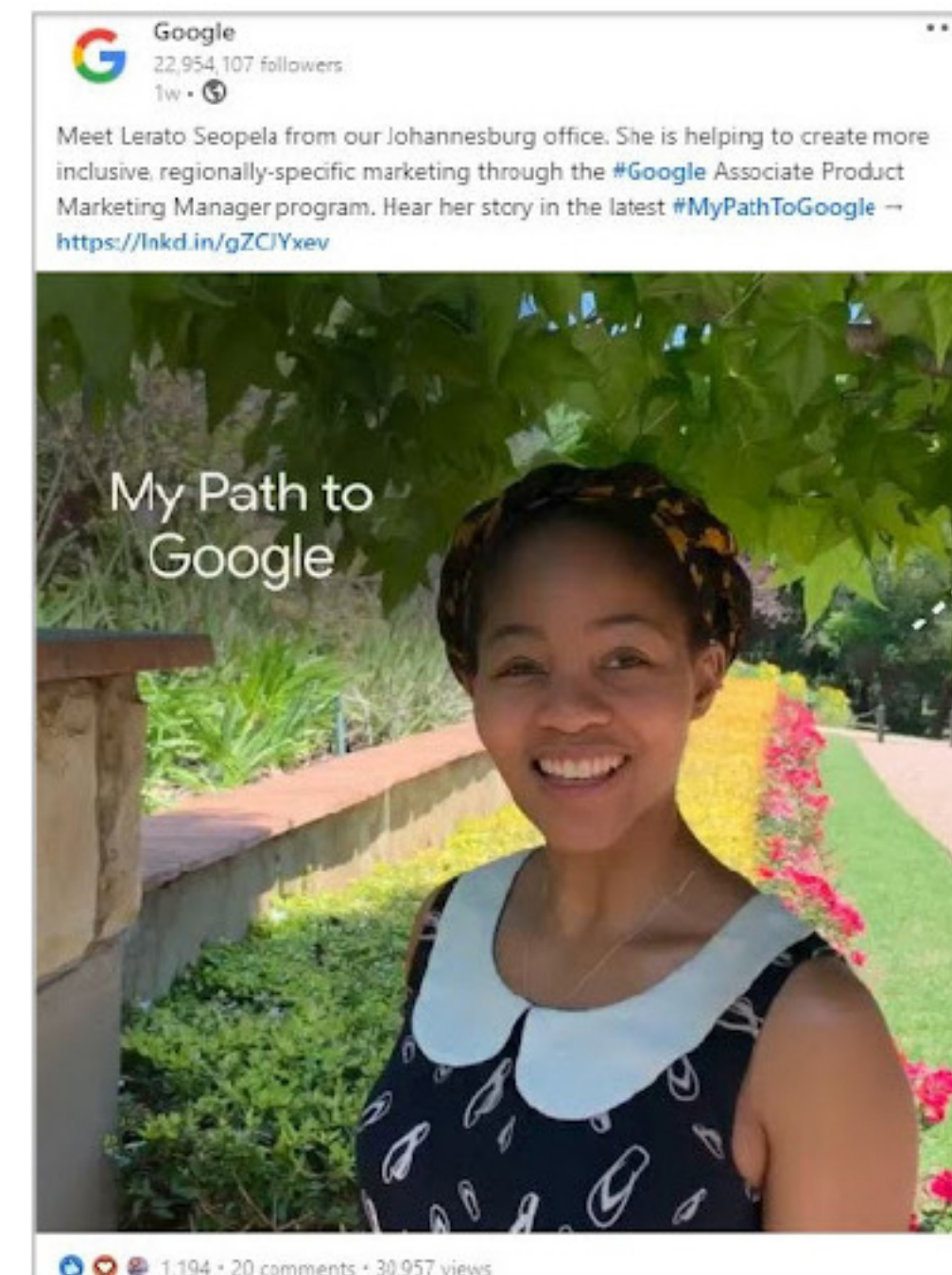


3-5 No. of hashtags	2-5 No. of weekly posts	Don't overuse hashtags	Add CTA to Follow your brand hashtags
Hashtag Plan:			
Choose a formal and professional hashtag	Don't use punctuation or space in hashtags	Follow 3 relevant hashtags from your company page	
	Best time to post Time: 10am-12pm, 1pm -3pm Best day: Tuesday, Wednesday, Thursday, Friday		

Despite LinkedIn being a professional platform, hashtag usage here bears no exception. The only condition is they need to be formal. LinkedIn poses no limits on hashtags. However, go for **3-5 hashtags** to foster more engagement.

Aim to share **2-5 posts a week** to get the maximum traction. If you run a LinkedIn page, you can follow a **maximum of three hashtags** and share your posts to those hashtag pages in specific.

It is a vital but underrated page feature that lets you **track posts** from your competitors who are using the same hashtags.



Google on LinkedIn has **22M+ followers**. The minimal posting attracts a mass following like this one. They have used 2 hashtags here and ended it with a CTA to click on a link to read about a Googler's journey.



Tip: Use a CTA-based hashtag encouraging people to follow you.



2-6
No. of hashtags

6-15
No. of daily pins

SEO benefits

Hashtag Plan:

Treat brand hashtags as mandatory

Use autocomplete feature of Pinterest Mobile app for relevant hashtags

Faster discovery

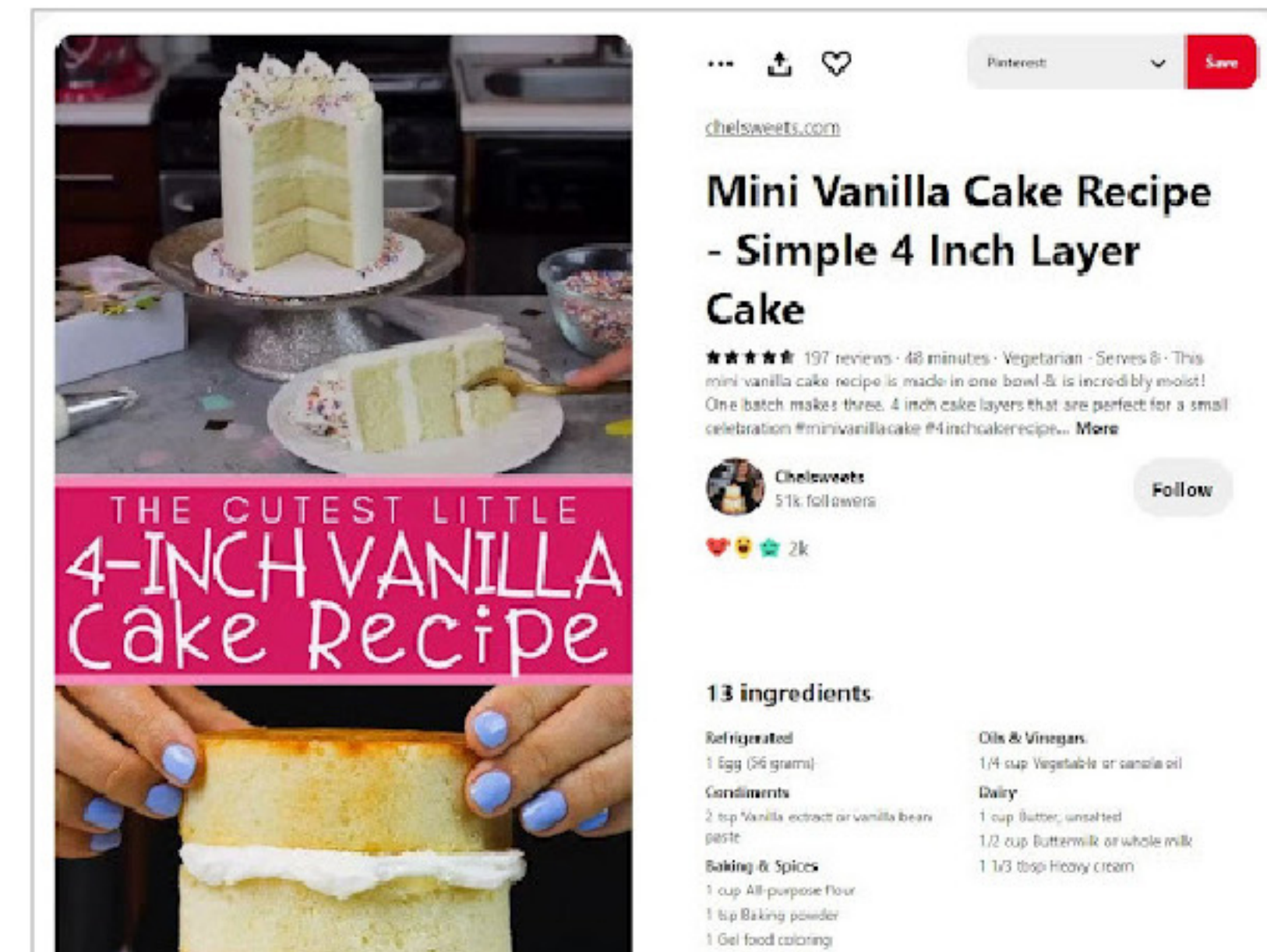
Best time to post
Time: 8pm-11pm, 2am -4pm
Best day: Friday, Saturday

Pinterest hashtags are an excellent way to **rank your pins** in the crowd of billions. They work like keywords in search engines, updating the results with fresh content.

Hashtag search here works like standard keyword search as they have SEO benefits. So, having them in description opens up avenues for **faster discovery**.

Pinterest **allows 20 hashtags** per pin, but **2-6 hashtags** in pin description will fetch you a decent result. Also, it is recommended to go for **6-15 pins a day**.

Use the **autocomplete feature** to include the relevant hashtags with pin counts. This feature is only available in the Pinterest Mobile app as of now.



Chelsweets on Pinterest boasts 67K+ **followers**. They post recipe videos with ingredients and steps mentioned in the description. Towards the end of each description, they make sure to add 3-4 hashtags to skyrocket their reach.



Tip: Focus on keyword and hashtag-based descriptions.



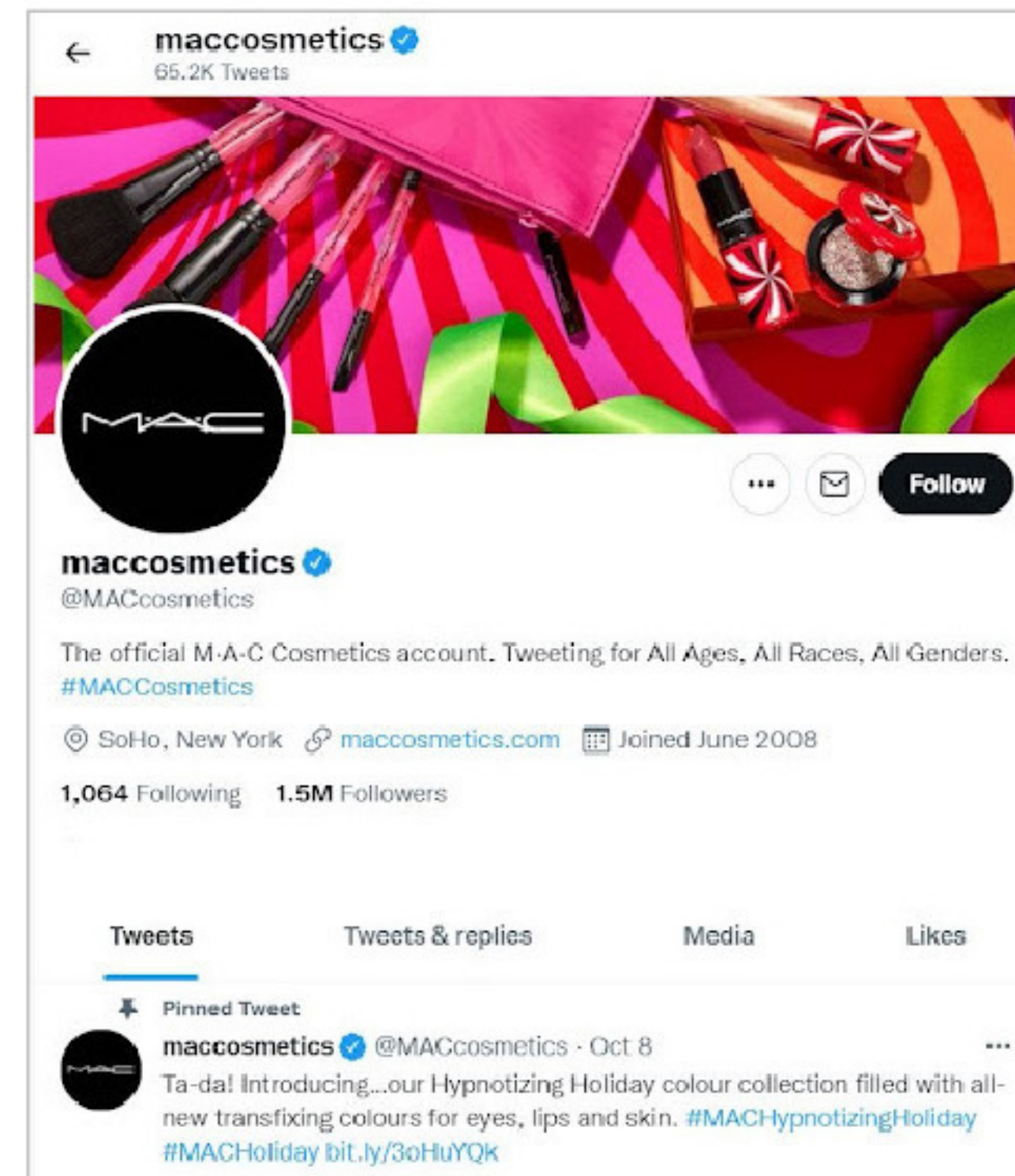
1-2 No. of hashtags	5-20 No. of daily posts	Find trending hashtags from "Trends For You"
Hashtag Plan: Hashtag improves engagement by 2x for individuals and 1.5x for brands Business tweets with hashtags are 33% more likely to get retweets Robust tool to group discussion		
Best time to post Time: 12pm-1pm, 5pm-7pm Best day: Wednesday, Thursday, Friday		

Twitter gave fame to the hashtag. And inarguably, to this date, it's an essential feature of the platform. From joining a heated discussion or amplifying branding, a hashtag does it all.

Tweets with hashtags improve engagement by **2x for individuals** and **1.5x for brands**. According to Hubspot, business tweets with hashtags are **33% more likely to get retweets**.

1-2 hashtags are sufficient for decent reach. Find the most popular hashtags from the "Trends For You" section on Twitter

and target **5-20 tweets per day** to stay on top of your user's feeds.



MacCosmetics top players in social media. Their Twitter profile with **1.5 million followers** is a testament to that. They also adhere to the hashtag limits and receive stellar engagement.



Tip: Don't compromise on content to add more hashtags.

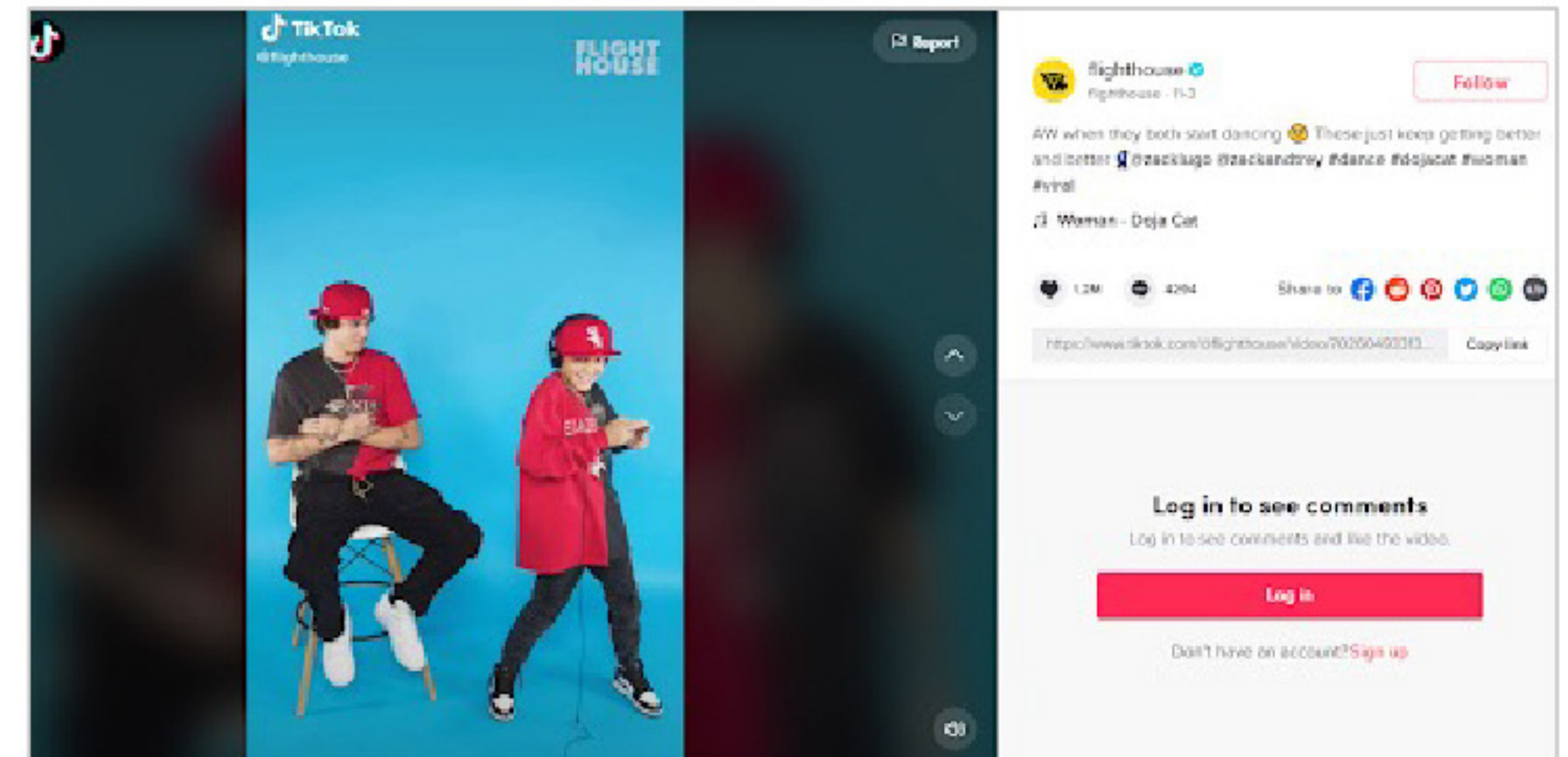


Hashtags on TikTok unravel opportunities of **potential collaboration** and millions of views. Climbing the success ladder is much easier on this platform.

TikTokers know the importance of hashtags. **35% of TikTokers** take part in hashtag challenges. It is instrumental in bringing a dramatic rise in engagement.

Hashtag challenges surge views and shares within no time. Good use of **4-5 hashtags** can make all the difference.

It opens doors to collaboration partners. It also leads you to a mine of content ideas which you can improvise and create brand-relevant versions. Share **1-4 posts a day** for attaining branding goals.



Flighthouse, the creative studio of TikTok, has an engagement-dripping presence on the platform with **2.4 billion likes and 28M+ followers**. Here's a post with more than a million likes and 4000+ comments.



Tip: Leverage hashtag challenges for your brand and encourage followers to recreate them.

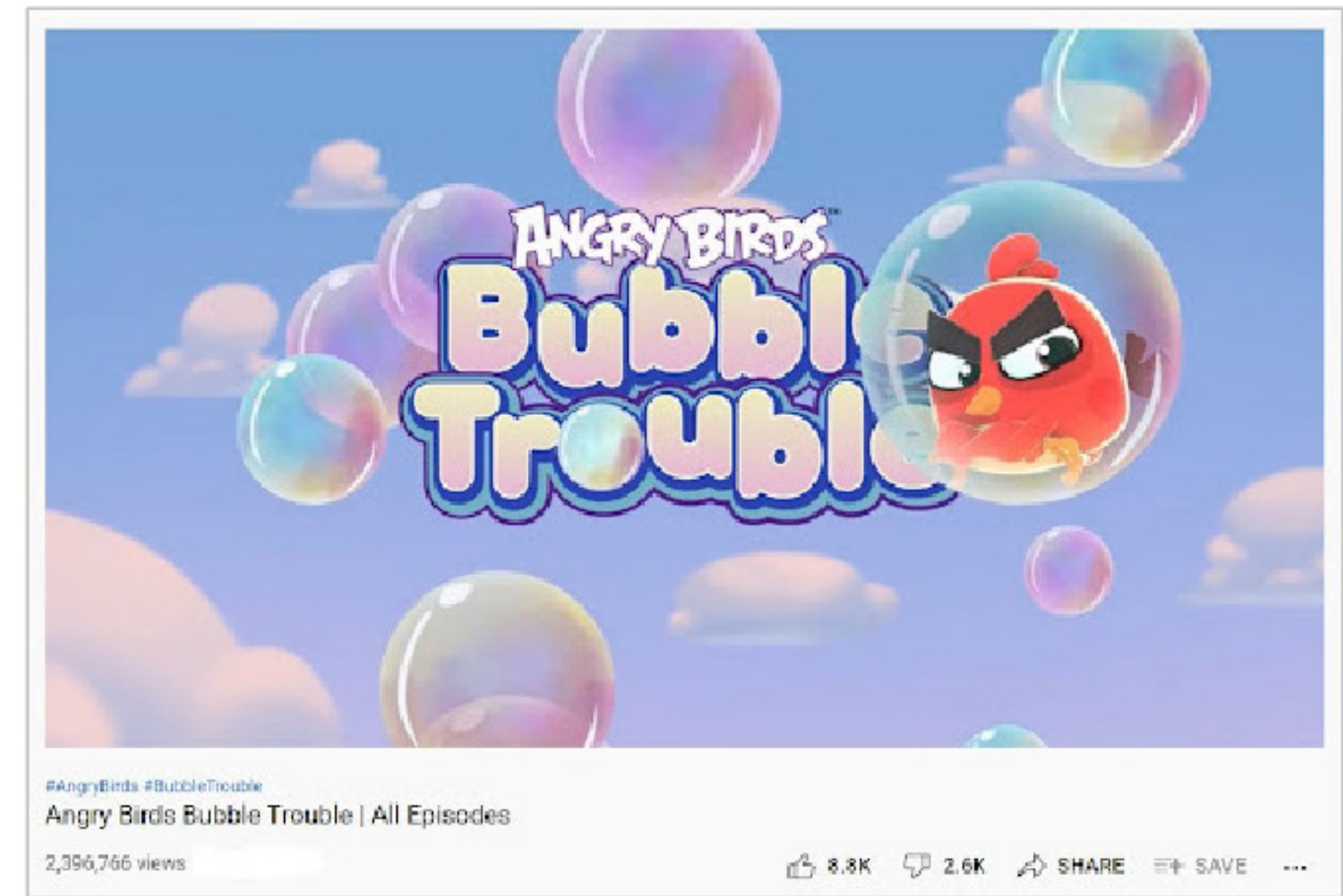


3-5 No. of hashtags	1 No. of weekly posts	 Boosts visibility
Hashtag Plan:		
 3 places to display Youtube hashtags: description, title, above title	 Add location hashtag via Youtube Mobile app	 Aid in easy search
Best time to post Time: 2am-4am, 7pm-10pm Best day: Thursday, Friday		

Hashtags on YouTube can starkly **improve SEO rankings**, as suggested by YouTube Creator Academy. There are three ways to display hashtags on YouTube.

You can add them in the description, in the title, and above the title. You can include hashtags in the video title and description.

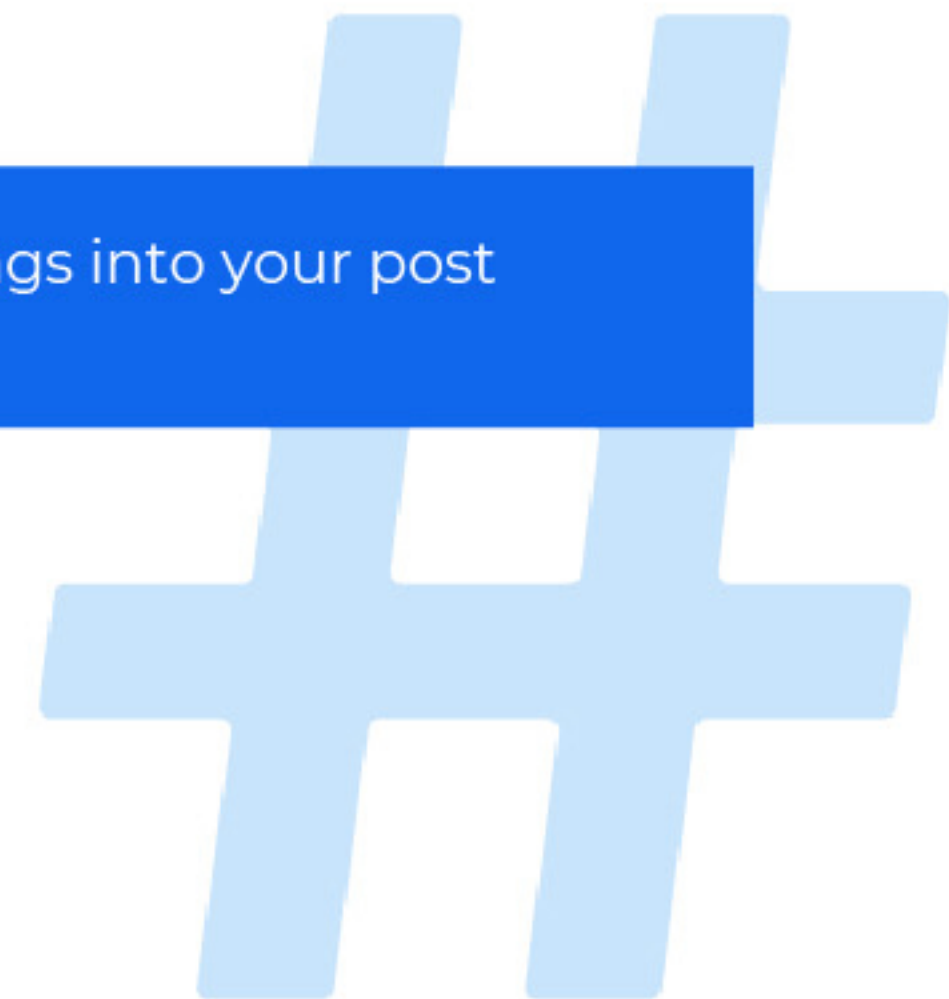
The official hashtag **limit is 15**, but **3-5 hashtags** are good enough. Also, uploading **one video per week** on YouTube shows jaw-dropping results.



The YouTube channel **Angry Birds** uses branded tags in every upload. This video with 2 hashtags got **2.3M+ views** and **8.8K likes**.



Tip: Try incorporating hashtags into your post descriptions.



HASHTAG BEST PRACTICES

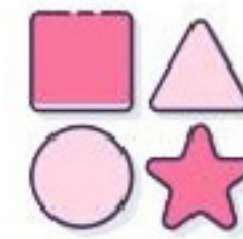
If you want to succeed in the first go, Implement these best practices to hone your hashtag strategy!



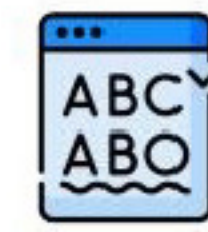
Keep your hashtags short and unique.



Research for relevant hashtags with the help of tools.



Use different hashtags for each social media.



Spellcheck the used hashtags.



Monitor and track the used hashtags.



Use camel case for hashtags to enhance readability.



Use a mix of low and high-density hashtags.



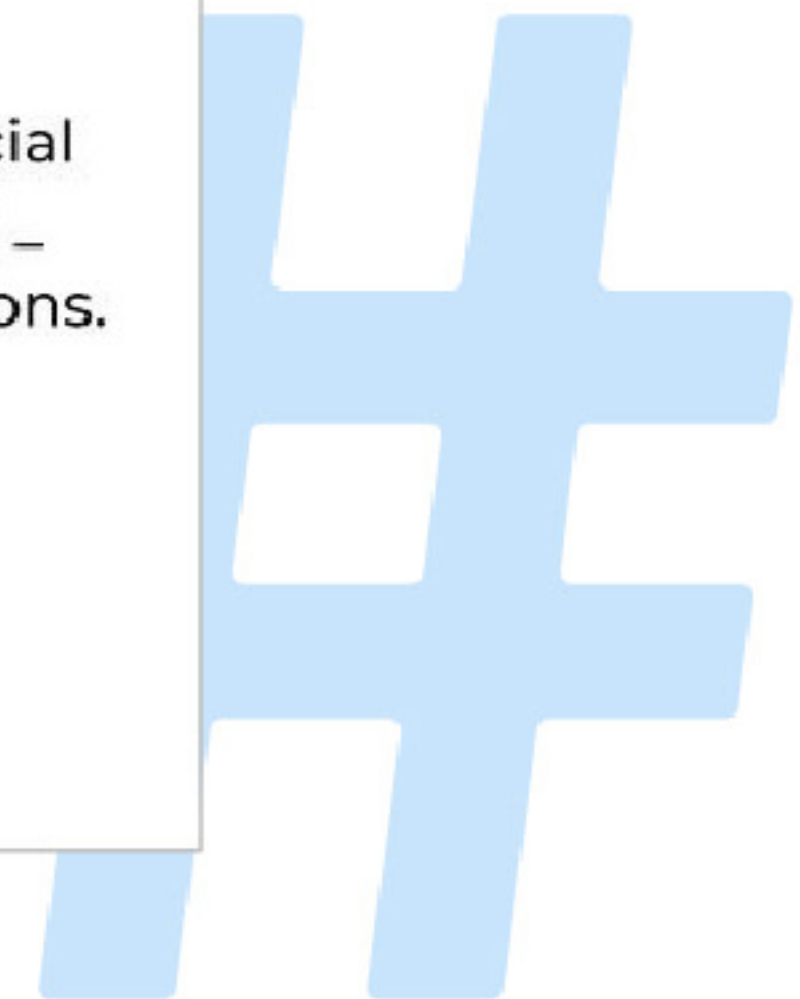
Don't include special characters, # and _ being only exceptions.



Avoid adding space.



Don't overuse hashtags.





Are you confused with loads of hashtag options? Well, here's the trick worth trying!

You can edit a caption on popular platforms except for Twitter even after posting, so use this golden feature to leverage the most hashtags.

How? Follow the steps below to **TRIPLE YOUR REACH**:

- ! Use the trending hashtags for the first hour of posting.
- ! Replace them with hashtags having less popularity in the next 4 hours.
- ! Give a final edit with the hashtags that are evergreen and are crucial to your brand.
- ! Curate other popular hashtags relevant to the post and share them as comments.
- ! You can also place your brand hashtags in your bio to give your viewers quick access to all your brand hashtagged posts at once.



Tip: Use ban checkers to filter out the banned hashtags. Ensure to remove them from your hashtag lists.

Chapter 2

POPULAR HASHTAGS YOU MUST KNOW

Though we follow an unsaid rule of adding hashtag trails towards the end of each post, most of us are still oblivious of this multipurpose feature.

Some use common keywords with the hash symbol without checking its metrics, while others invent their versions.

Just like stuffing random keywords without research won't help you rank a blog, using any hashtag won't fetch you the expected reach. So, how do you do it?

Here's the drill you need to follow!

First of all, you have to **decide what kind of hashtags you will use**. Then you can march on further and **conduct proper research with tools** like Ingrammer, Ritetag, Hashtagify, etc.

The second step is almost a no-brainer. What's trickier is recognizing the right sets of hashtags.

So let's get started with the process by knowing what kind of hashtags are there and which ones cater to your business needs.



12

HASHTAG TYPES FOR YOUR BUSINESS

The count might be a surprise, but you have been using them already. You see them creeping in most posts, either in combinations or independently. Here's how to identify and segregate them!

1. Branded

As the name suggests, it pertains to a **brand exclusively** and is **unique**. It can be either the brand name or its tagline. Famous brands prefer these types over others because of their raging popularity. They also use branded hashtags to **filter out user-generated content** from a heap of posts.

Examples: #Gucci, #Starbucks

2. Trending

Trending hashtags are **short-lived** and might not be effective after a certain period unless you share a throwback post. They are also **location-dependent**. So you keep an eye out on the biggest events of that week or month if you want to be a rising trend chaser.

Examples: #pridemonth, #Covid

3. Location

Location hashtags are undeniably the finest way to **attract local audiences**. If you are a small biz owner, location hashtags are a must for you. Be it for **finding a local influencer** or promoting offline sales, location hashtags will amp up the entire process by incrementing your reach.

Examples: #NYC, #Paris



4. Acronym

An acronym hashtag is a favorite among Gen Y and Z. The coolest part is you can use **multiple acronym hashtags** since the character limit is comparatively less than other types.

Examples: #OOTD, #TGIF

5. Industry

These are great to address a **broader audience** of your industry spectrum. A larger demographic set should relate to your posts if you are using such hashtags. The chances of engagement are high for such hashtags.

Examples: #Travel, #Technology

6. Niche

It is a subset of industry hashtags and **narrows down to the niche**. For example, if you are a photographer, photography will be your industry at large, but your niche can range from travel, food, fitness, or tech.

Examples: #WeddingPlanner, #TravelBloggers

7. Events

As the name suggests, event hashtags are limited to the event. You can hashtag the **theme of the event** or even highlight the purpose. Event-based hashtag stats are often shown live to

build anticipation for ongoing events.

Examples: #SamsungUnpacked, #GoldenGlobe

8. Special Day

Special day hashtags are for commemorating federal, national, and worldwide holidays. No matter the type of business we head, celebrating these **key observances** unites us all.

Examples: #Christmas, #4thOfJuly

9. Phrase

Despite its low density, phrase hashtags are quick to **convey your goals** to the audience. If your goals align with theirs, there is a possibility of **generating leads** too.

Examples: #HealthyLiving, #GettingSummerReady

10. Every Day

Every single day of the week comes with a different vibe. Bring out that vibe in your posts and use **relevant hashtags** of that day.

Examples: #MondayMotivation, #SundayVibes

11. Campaign

Campaign hashtags are **brand-specific** movements that invite people to participate in the campaign. These hashtags need to



be **constantly monitored** and vigorously promoted. They have the potential to go absolutely **viral** too.

Examples: #AudiRSQ8, #MyCalvins

12. Community

Community hashtags are self-explanatory. They attract a dedicated community. Grabbing the attention of these audiences is easier because of similar interests.

Examples: #WriterCommunity, #BossLady

HASHTAG CHEAT SHEET

TOP 15 INDUSTRIES TO BOOM IN 2023

Social media is welcoming newer brands each day. Be it automotive or bakery, enterprises, or startups, businesses of every kind and size are swarming online.

But some sectors are thriving more than ever! Here's our **list of the top 15 industries of 2023** with popular hashtags in the social media space.

1. Banking and Finance

The banking sector is accelerated towards innovation.

Gen Z, in particular, is an active disciple of financial education and is gorging on every opportunity to invest.



Shibtoken, a decentralized cryptocurrency, shares a **video on scams on social media to educate its audience** on how to identify and avoid falling in one. Since scam and mistrust are common hurdles of this industry at large, clearing them first is crucial.

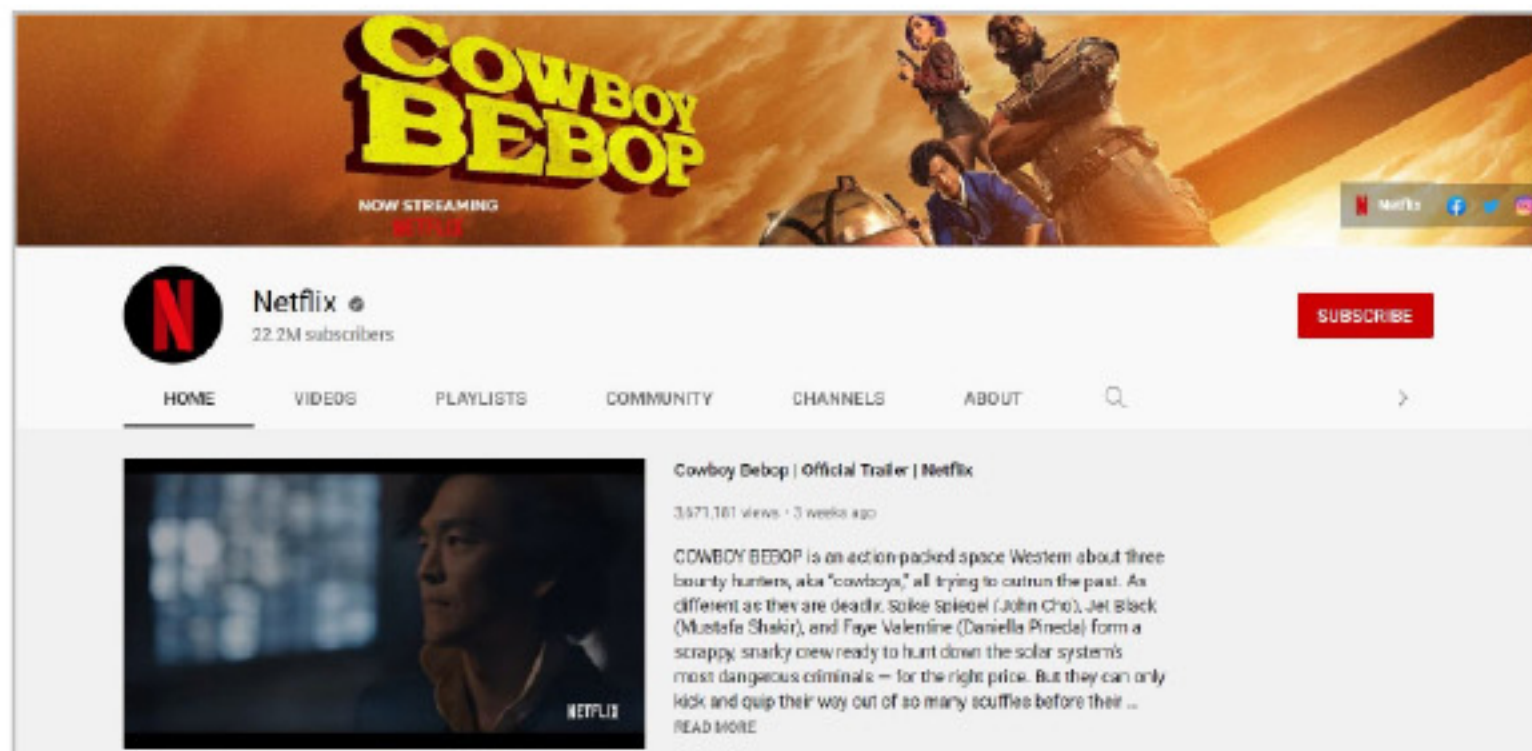
The video went down well with the audience and received much attention. It received 1.2K comments, 3.6K retweets, and 11.4K likes in just 20 hours.

Popular Hashtags for Banking and Finance

#banking #finance #bank #fintech #finance #investment
#bitcoin #crypto #cryptocurrency #trading

2. Entertainment

The Entertainment and Media sector is on a spree. OTT platforms have further fanned their fame and made entertainment accessible in every home. The revenue of OTT videos in the US alone is expected to be \$137.8 billion this year. Also, podcast ad revenues are anticipated to be more than \$2 billion in 2023.



Netflix has a rollicking presence on YouTube to **create the hype** just right. It drops **jaw-dropping teasers and trailers** of

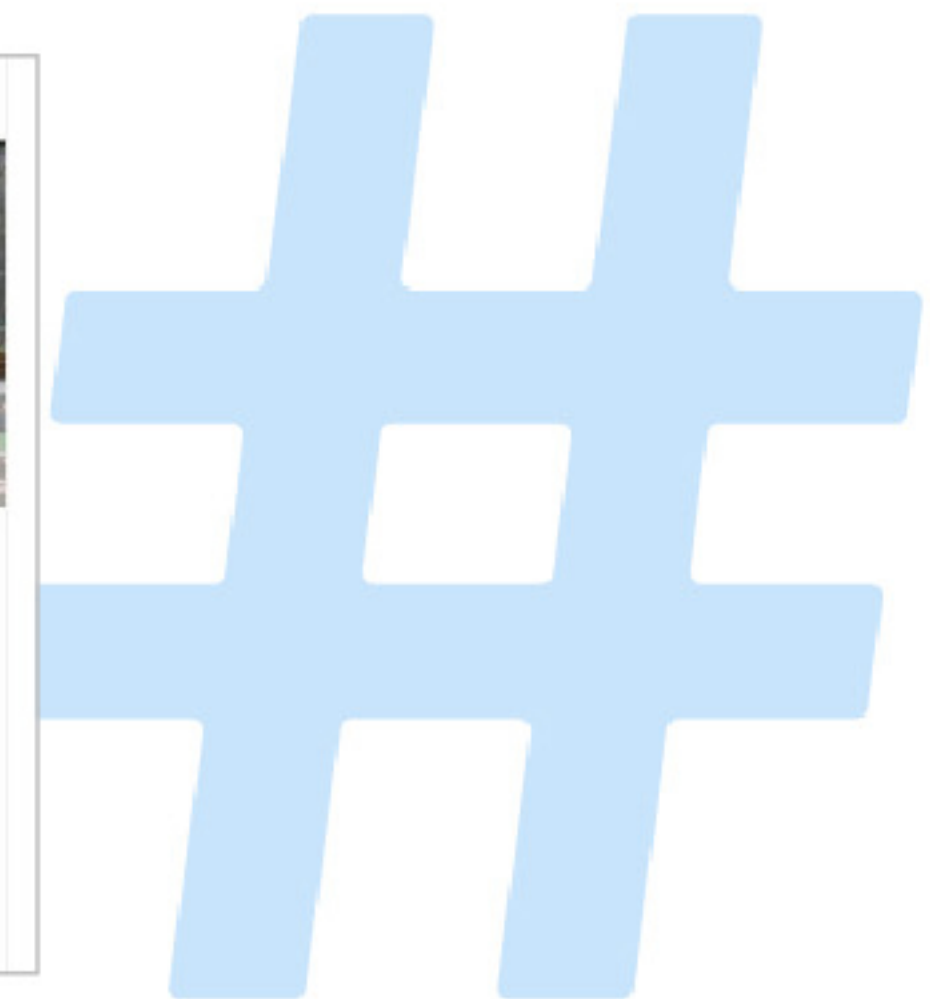
its latest shows, making it irresistible for even non-Netflix users to sign in to the platform almost immediately. The subscriber count has already mounted to 26.1 Million on YouTube alone.

Popular Hashtags for Entertainment

#media #news #press #marketing #entertainment #radio
#podcast #advertising #branding #trending

3. Micro-mobility

Micro-mobility is the emerging industry of the year as more people become health-conscious and opt for green transport for commuting smaller distances. The global market has a **CAGR of 17.4%** and is expected to hit **\$195.42 by 2030**.



Lime is a **green initiative to make rides safer** for people and the environment. They use a branded hashtag of **#RideGreen** to get user-generated posts and popularize the initiative. They are already taking social media by storm with regular posting and encouraging more people to switch to micro-mobility.

Popular Hashtags for Mobility

#micromobility #escooter #electricscooter #urbanmobility
#emobility #scooter #mobilit #escooterlife
#electricscooters #escooters

4. Fashion & Beauty

The fashion industry will be a **trillion-dollar industry by 2025**, and digital presence will only speed up the process. **96% of all beauty brands** already have an impeccable social media reputation.



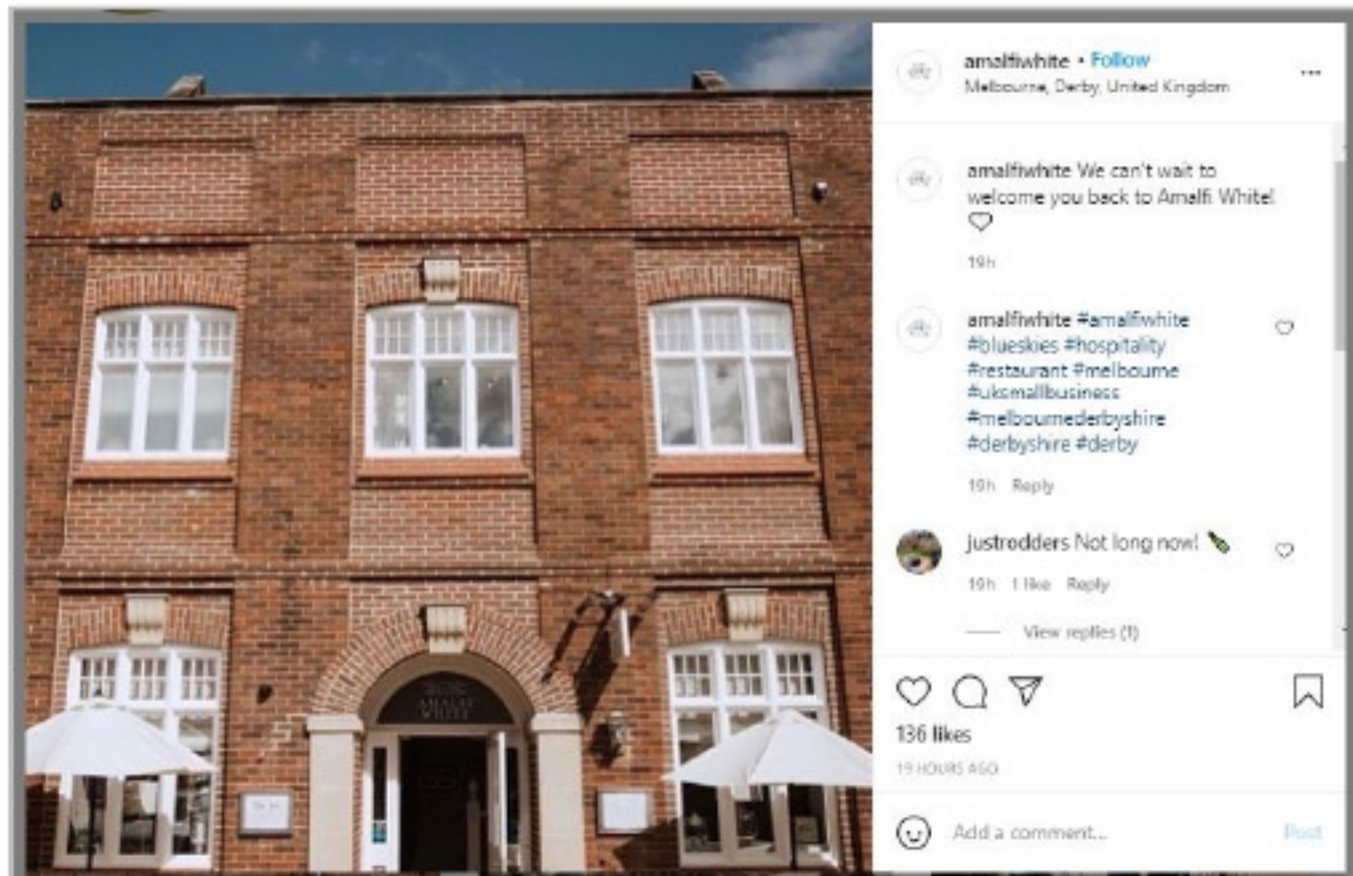
Zepeto tweets their **beautiful fashion styles**. They had decent engaging figures in just six hours.

Popular Hashtags for Fashion and Beauty

#fashion #fashionblog #fashiondiaries #fashionaddict
#fashionweek #beauty #beautiful #blackbeauty
#beautytips #beautyqueen

5. Hospitality

The hospitality and travel industry are expected to recover soon from the Covid hit. The hospitality industry is a business of **more than \$190 billion** worth of revenue and is expected to surge in leaps and bounds once things get better.



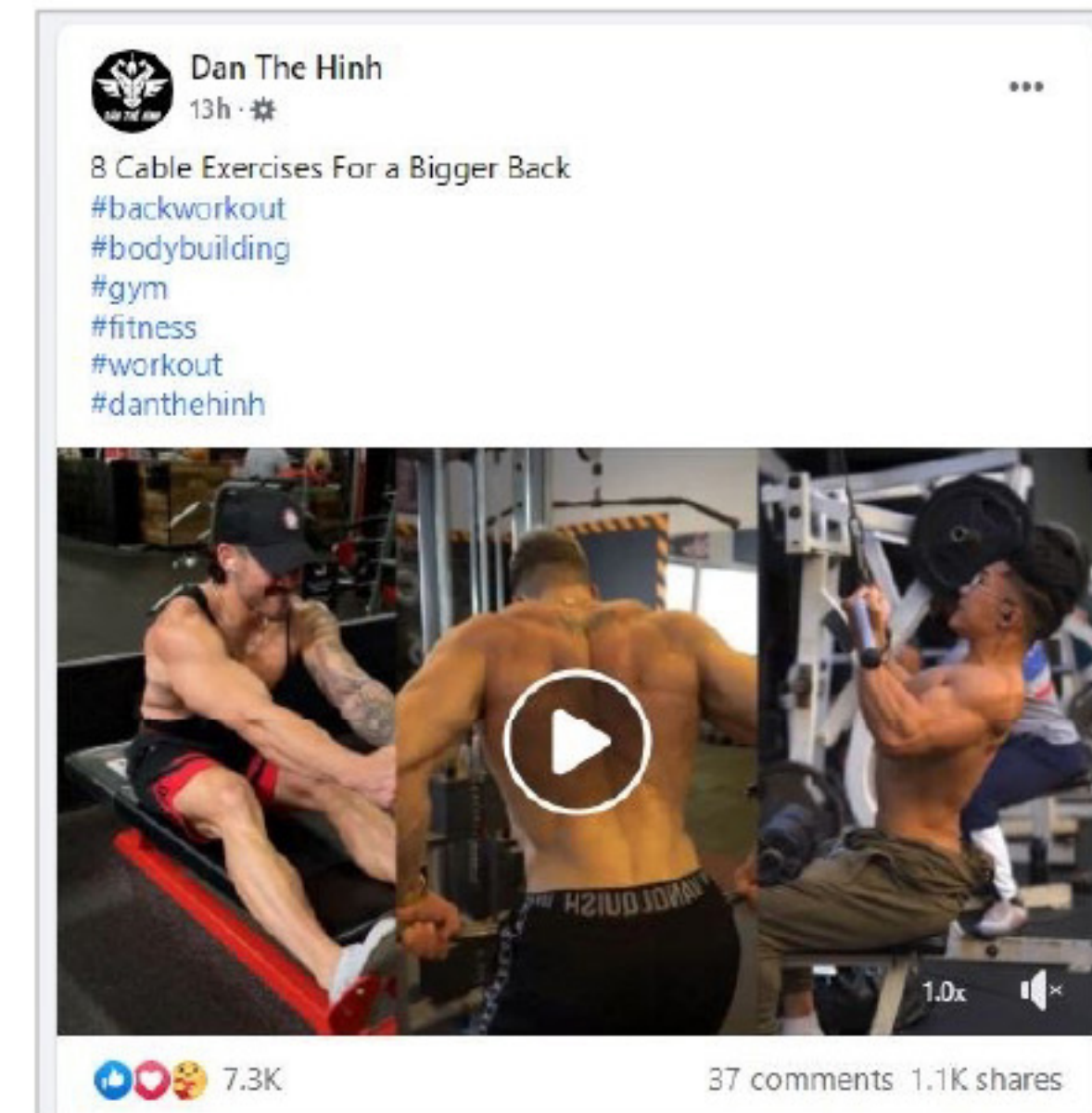
Amalfiwhite welcomes all to their luxurious hospitality in the United Kingdom. What better way of attracting tourists than a great Instagram post?

Popular Hashtags for Hospitality

#hospitality #hotel #travel #hotels #restaurant #tourism
#hospitalityindustry #food #hotellife #luxury

6. Health & Fitness

Health and fitness brands are booming on social media with **DIY videos and tips** from influencers worldwide. By the end of 2023, this industry will be worth **\$136.59 billion**.



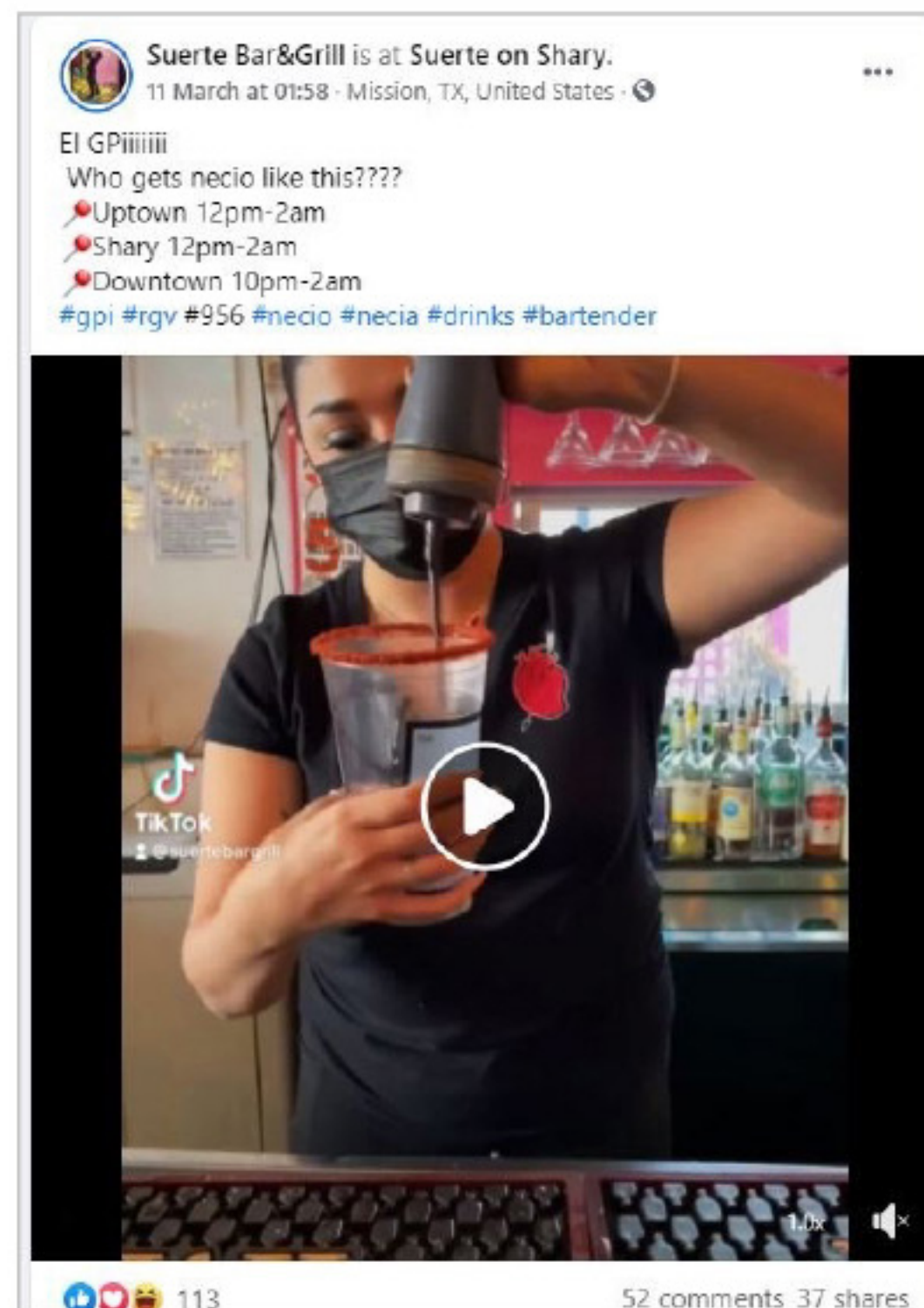
Dan The Hinh, a popular fitness Facebook page, posts workout videos. This fitness video got **7.3K reactions** and **1.1K shares** in just a few hours.

Popular Hashtags for Health and Fitness

#health #healthylifestyle #stayhealthy #healthyskin
#healthcoach #fitness #fitnessfreak #fitnessfood
#bodyfitness #fitnessjourney

7. Food & Beverage

One of the most frequent uploads on social media undeniably falls in the food and beverage category. More than **30% of the tweets** and **60% of Facebook posts** are dedicated to this niche alone.



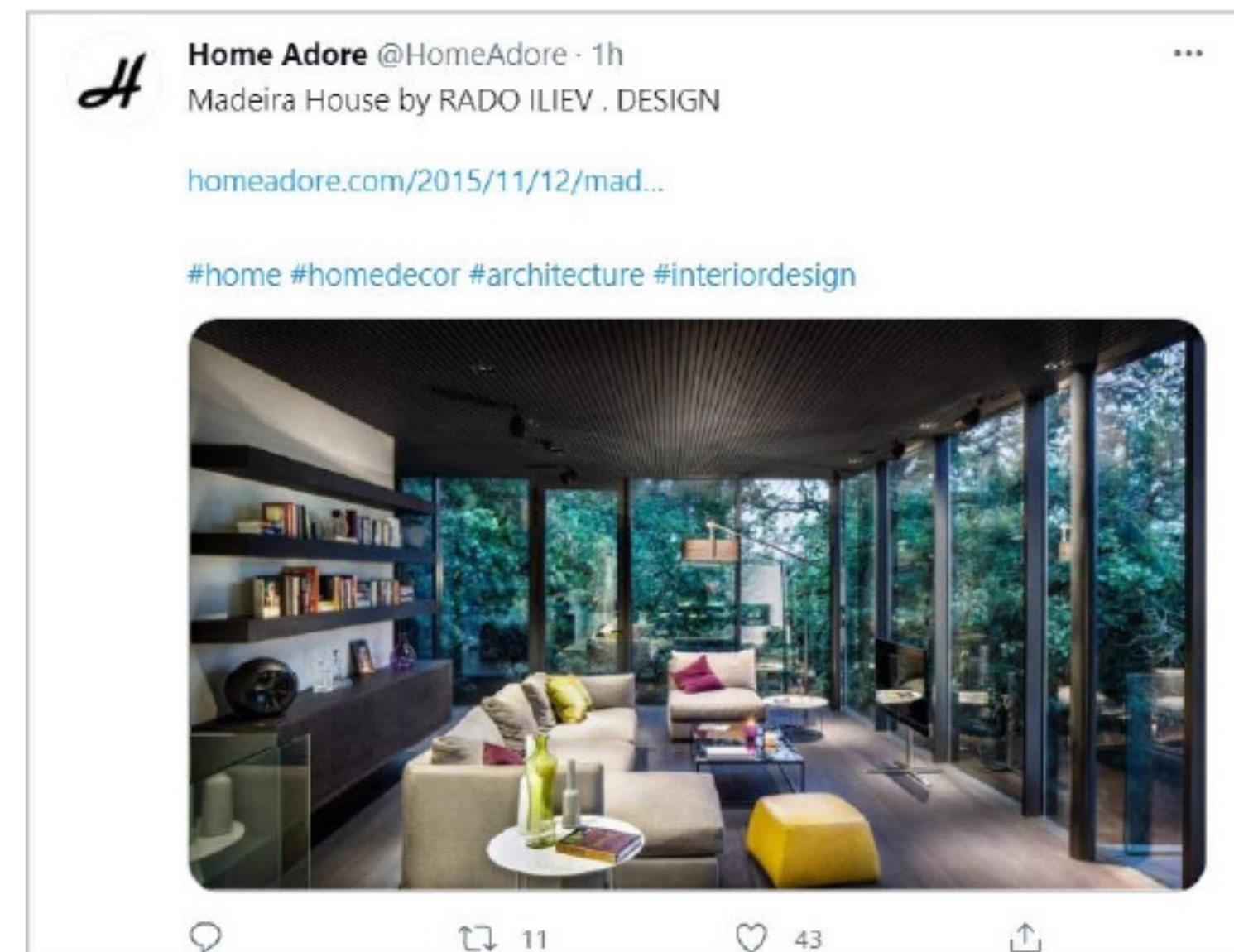
Suerte Bar&Gill shares their bartender's video preparing a refreshing drink which is enough to tempt everyone for a sip.

Popular Hashtags for Food and Beverages

#food #foodpics #foodies #goodfood #foodgram
#beverages #drinks #beverage #drink #cocktails

8. Home Décor

In a decade, online home decor has grown substantially. A **compound annual growth rate** of this niche is **4%**. So, if you fall under this, it is the best time to wake your social media from hibernation.



Home Adore tweets home decor ideas and inspirations. They already have **2.2M followers**. Inspiration cravings done right!

Popular Hashtags for Home Décor

#homedecor #myhomedecor #homedecorinspo
#homedecors #luxuryhomedecor #homedecorlover
#home #interiordesign #interiordecor #interiordesigner

9. Real estate

More than **2 million real estate agents** reside in the US alone, and **70% of them are active** on social media. So, hop on this bandwagon now to grab hold of every opportunity.



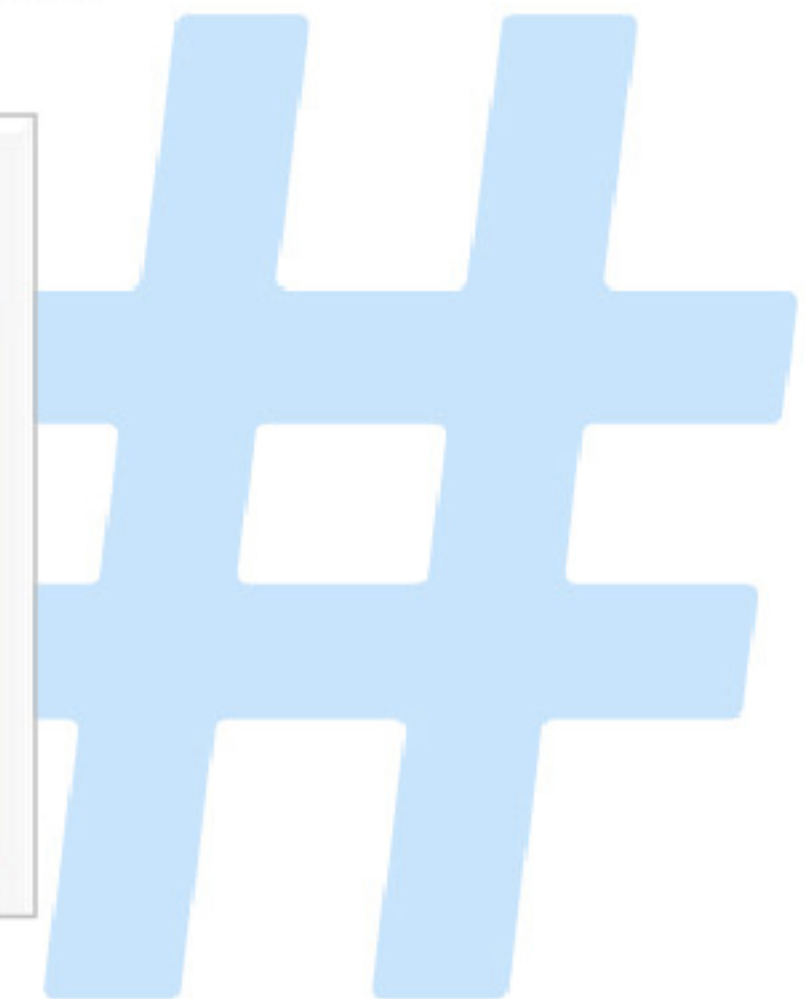
Sonoma County, a real estate expert, tweets about a stunning home in California setup. Like every real estate agent, she too taps into social media to skyrocket sales.

Popular Hashtags for Real Estate

#realestate #realestatesales #realestateagents
#realestatemarket #realestateforsale #realestategoals
#realestateexperts #broker #luxuryrealestate
#realestatelife

10. Dental

The dental industry is expected to surge to **\$698.8 billion** by 2030. Using social media for this industry makes you a **superior and trustworthy choice** for nervous patients.



Bridgewater NHS tweeted a sweet customer testimonial to build trust in their services. And all of a sudden, dental doesn't seem so scary!

Popular Hashtags for Dental

#dental #dentist #dentistry #smile #teeth #dentalcare
#dentalclinic #oralhealth #dentalhygiene
#teethwhitening

11. Photography

Photography is a ubiquitous part of social media. Continuous upload of your work **adds credibility** to your portfolio, and you get more clients as you double your engagement and triple your reach.



Richard Bernabe, a famous photographer, tweets his mesmerizing clicks. This Utah post got **1.9K likes** and **238 retweets**.

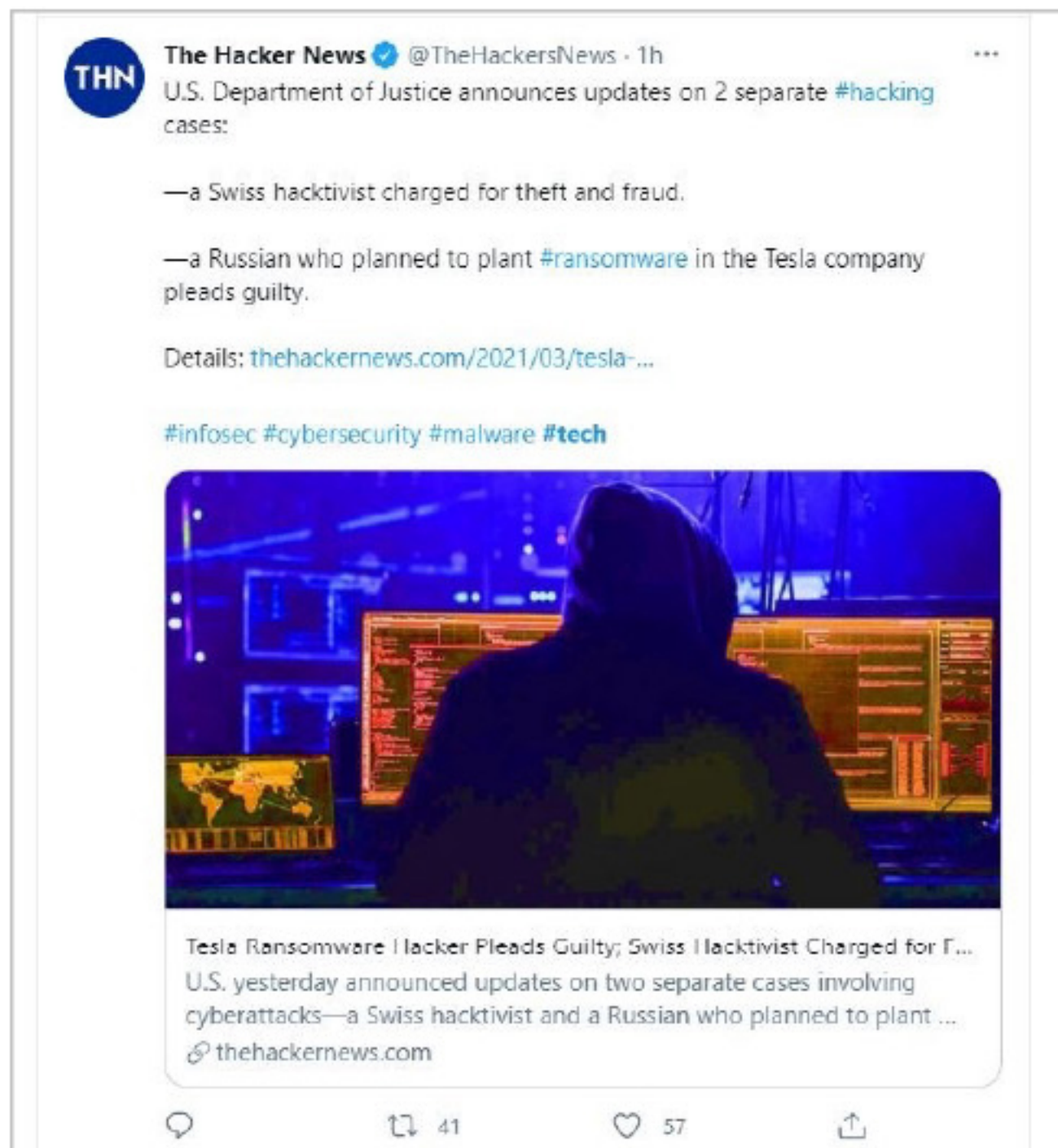
Popular Hashtags for Photography

#photography #photooftheday #photo #picoftheday
#photoshoot #travelphotography #portraitphotography
#photographylovers #iphonephotography
#canonphotography

12. Technology

More than 55% of IT buyers make a purchasing decision based on **brands' social media profiles**. And this number is significant enough to convince anyone in this niche to have an active social media presence.





The Hacker News, a widely popular platform, is known for sharing intuitive tech news. They already have a **888K+ following** on Twitter.

Popular Hashtags for Technology

#technology #tech #innovation #engineering #design
#business #science #technews #gadgets #smartphone

13. NGO

90% of NGOs worldwide use social media to reach out to people for support. A social media profile will **bear the testimony** of all the accomplishments made after donation campaigns. This can further boost future endeavors.



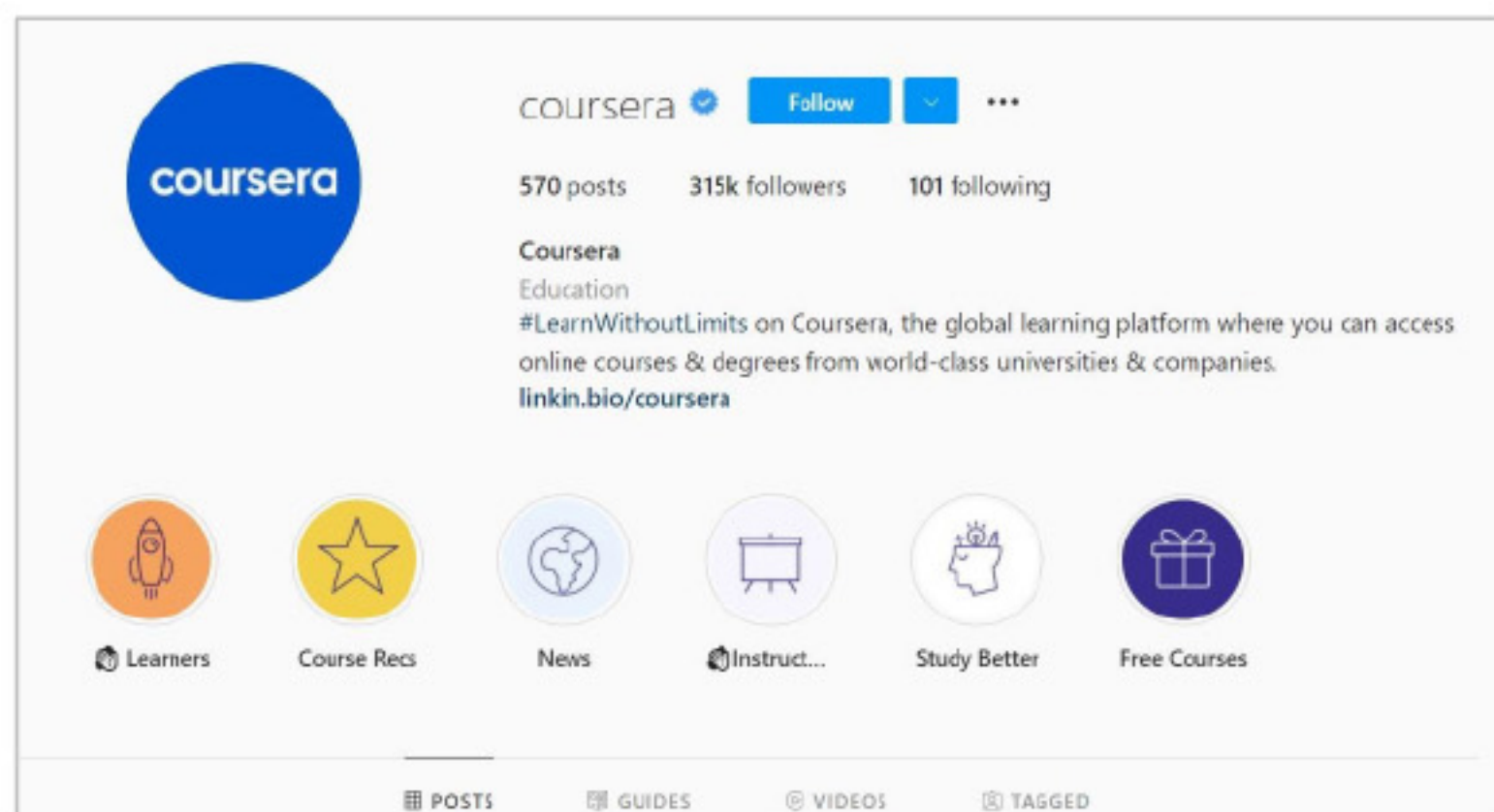
Mercy Ships is winning hearts worldwide by doing great wonders. Here's a post about their volunteer anesthetist who saved several lives in Uganda.

Popular Hashtags for NGO

#ngo #charity #nonprofit #support #fundraising
#donation #socialgood #socialwork #philanthropy
#nonprofitorganization

14. Education

The education industry has thrived in the past decade and is gearing again to reach newer heights. The E-learning market is predicted to exceed USD 1 trillion by 2028. Evolving in this space is going to be a tough game, that's for sure.



Coursera, a leading learning platform, has spread its promise of **educating the masses from world-class universities**. It has

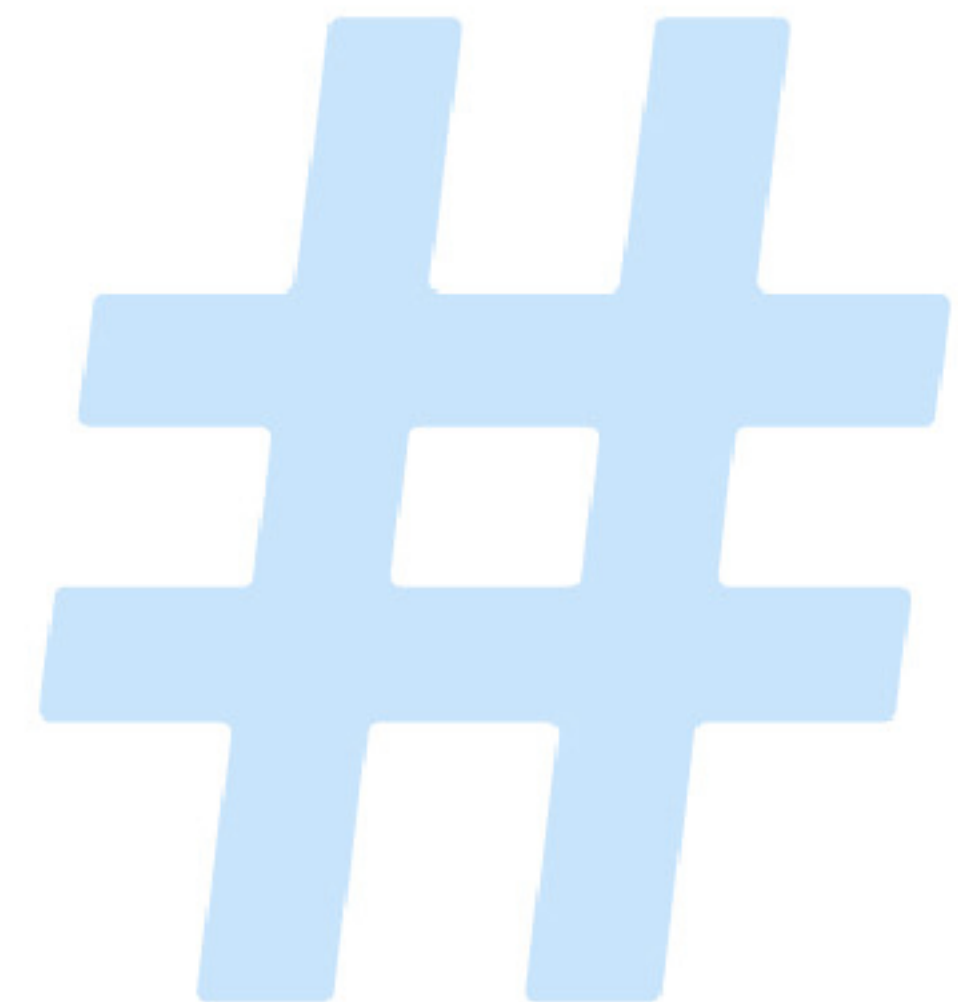
a dynamic presence on social media to **motivate people to continue learning and upskilling in a self-paced environment** without spending a lump sum amount.

Popular Hashtags for Education

#education #learning #school #motivation #students
#study #student #children #knowledge #college

15. Healthcare

Pandemic has further proved the dominance of the healthcare industry and its life-saving impacts. The international healthcare market will reach \$665.37 billion by the year 2028. The rise in healthcare will also lead to an increase in tech and manufacturing sectors as the global health issues intensify.



CVS Health is a leading pharmacy in the US that is **active on social media to address health-related issues**. They even collaborate with known athletes and famous figures to raise awareness and reiterate the importance of well-being.

Popular Hashtags of Healthcare

#healthcare #health #covid #medical #medicine #doctor
#hospital #nurse #wellness #healthylifestyle

While industry-specific hashtags can reach millions, you can also use a day-wise theme for daily engagement.

HASHTAGS FOR EVERY DAY OF A WEEK

Are you looking for some inspiration to post daily? Are you confused about how to craft your posts to match today's mood? Here's some **daily inspiration** with hashtags.

1. Monday

Beat the Monday blues with **industry-specific content**. Post an upbeat quote to kick in some motivation.



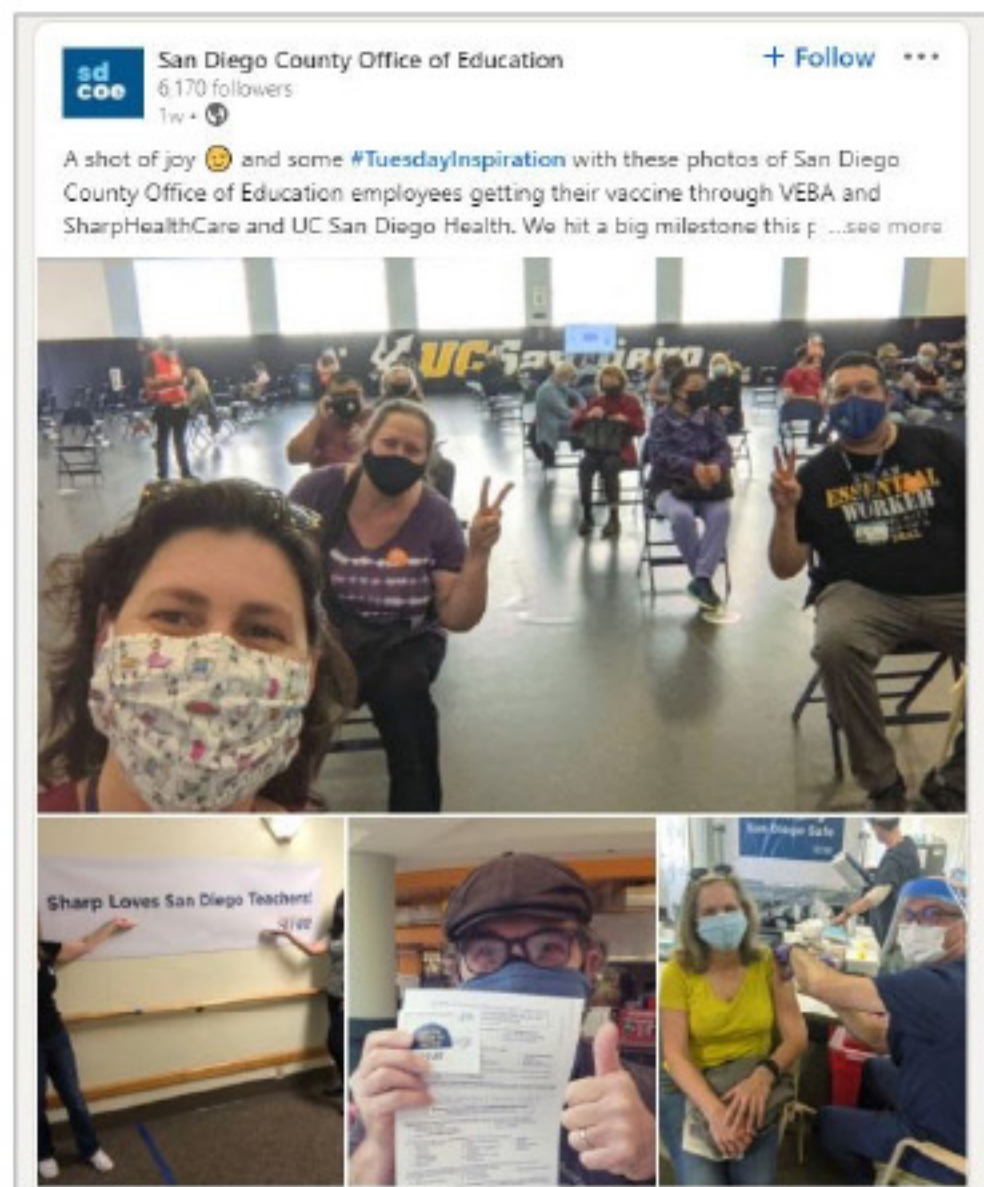
Look at this Monday tweet by **NAU ITS** pumping motivation through their posts.

Popular Hashtags for Monday

#happymonday #motivationmonday #mondaymood
#mondayvibes #mondayblues #mondayfeels
#mondaymorningmotivation #manicmonday
#mondaymadness #mondaymornings

2. Tuesday

Tuesdays are all about **revealing tricks, tips, and fun trivia** with your followers. You can also post on personal development, tidbits from your schedule, pieces of advice, and ideas for self-improvement.



The **San Diego County Office of Education** posts these happy pictures on LinkedIn after getting vaccinated.

Popular Hashtags for Tuesday

#tuesdayvibes #tuesdaythoughts #tuesdaytip
#tuesdaytransformation #tuesdaytreat #tuesdaytruth
#tuesdaytrivia #tuesdayinspiration #tuesdayfun
#tuesdaytunes

3. Wednesday

Wednesday is when the midweek crisis hits us hard. Share posts on your combat mechanism to continue through the week. Content around **health and wellbeing** gains traction on Wednesday. We have noticed that **wisdom sharing** on this day has a phenomenal reach too.



Cole and Marmalade shared some wisdom to handle sick cats on their Wednesday Facebook post and got a whopping **6.6K likes, 200+ comments, and 890+ shares**.

Popular Hashtags for Wednesday

#wisdomwednesday #wednesdaywords
 #workoutwednesday #humpday #humdayvibes
 #wednesdaywarrior #wednesdaywonders
 #wednesdaywins #wednesdaygrind #waybackwednesday

4. Thursday

Thursdays are best known for **throwbacks**. A post that takes your followers down the memory lane or even a sneak peek of your **brand's history** are some good content ideas for Thursday.



WOTE band posted a **#tbt** post, treating the followers with a fantastic performance. The post went down well with the audience, with **7.4K reactions** and **1.3K shares**.

Popular Hashtags for Thursday

#throwbackthursday #thirstythursday #thursdaythoughts
 #thankfulthursday #thriftythursday #thursdaythrills
 #thrivingthursday #tbt #therapythursday
 #thursdaythrows

5. Friday

Give a happy end to the week and **post testimonials** from your satisfied clients. Share a video of your customers explaining how they benefited from using your services. Snaps of wrapping up work, polls for reviews and opinions, or even showcasing some crucial figures and **business statistics** should be your Friday agenda.





Mediso uses Lego to build a prototype for their latest AnyScan L. That's a fun way of conceptualizing ideas!

Popular Hashtags for Friday

#funfriday #fridayfreebies #tgiffriday #flashbackfriday
#fashionfriday #fridayfever #fridayfeels #friyay
#featurefriday #itsfriday

6. Saturday

It's time to show your **fun and informal side** of the business. Because shoving just brand posts down the throats might

bring you sales but to connect with your followers, you need to **lift the brand curtain**.



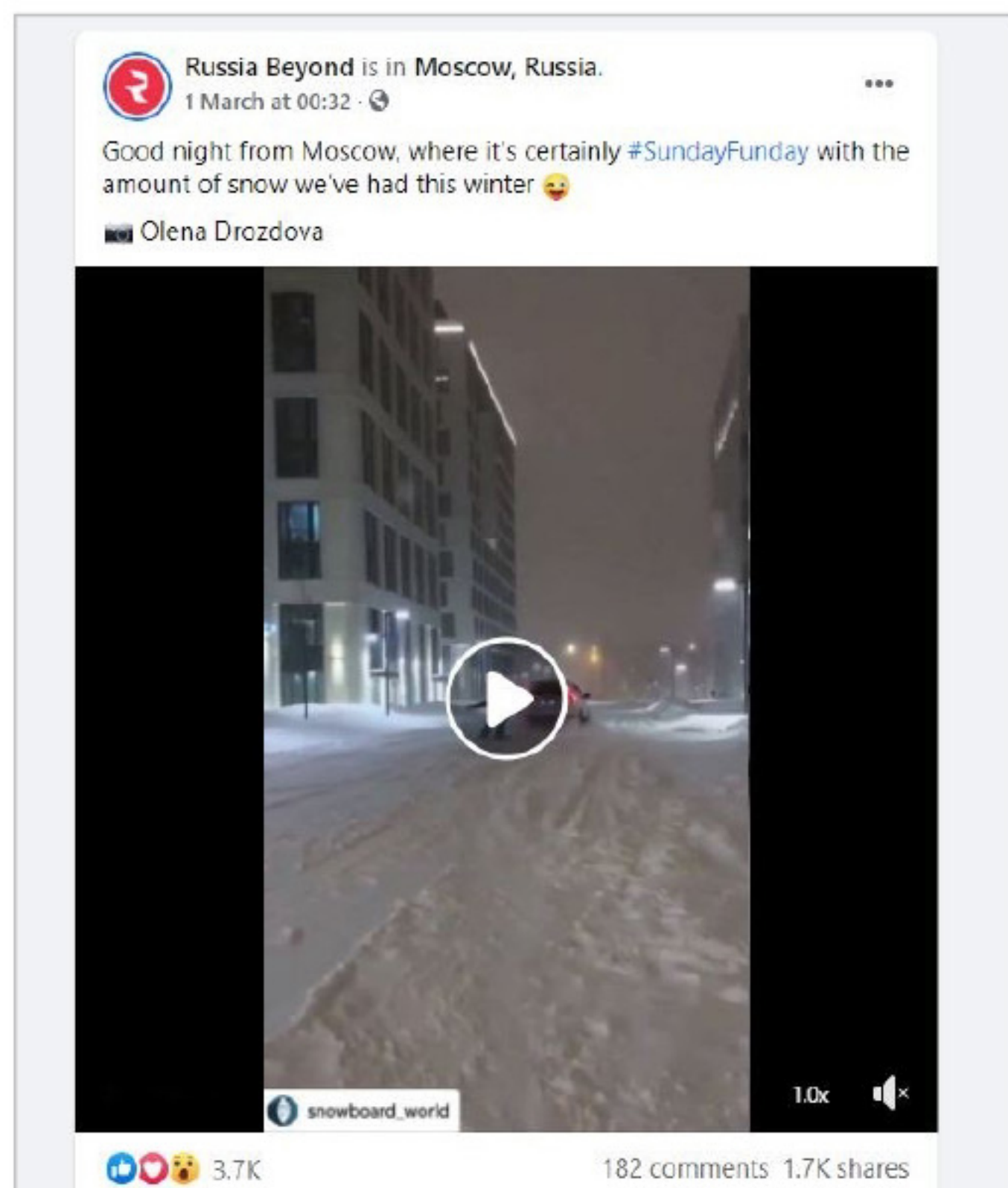
What better way to celebrate Saturday than by getting some discounts? **SPCA of Texas** did just that, tweeting some good news on the weekend.

Popular Hashtags for Saturday

#lazysaturday #shoutoutsaturday #saturdaynight
#saturdayspecial #socialsaturday #saturdayswag
#saturdaysweat #saturdaythoughts #saturdaysale
#saturdaystyle

7. Sunday

And finally comes the leisure day. Nobody is in the mood for serious stuff on Sunday. Post **light-hearted content** with memes, gifs, short videos, or some beautiful images.



Here's a **#SundayFunday** snowy post by **Russia Beyond**. The video post on Facebook got a stellar **3.7K reaction** and **1.7k shares**.

Popular Hashtags for Sunday

#selfcaresunday #sundaybrunch #sundayfunday #sundayread #sunnysunday
#sundaybest #selfiesunday #seniorsunday #sundayspecial #spotlightsunday

Now that you know the types, prepare the list. Tailor them as per your content calendar. You can use SocialPilot and schedule a month's posts with hashtags straightaway!

Are you finding it tough to consistently use the most effective hashtags for each post on every social media platform? We have something exciting for you!

Free Social Media Hashtags Generator

Utilize the power of our AI-powered tool to instantly generate posts for every social media platform, equipped with perfect sets of hashtags. Let our AI handle a significant part of your hashtag strategy, complementing your own researched tags.

Simply describe your post and watch it generate post captions and hashtags at a breakneck speed.

Try it now for Free!

The screenshot shows the 'Instagram Caption Generator' interface. At the top, there are tabs for Instagram, Facebook, TikTok, LinkedIn, and Twitter. The main heading is 'Instagram Caption Generator' with a subtitle 'Generate snappy, scroll-halting Instagram captions without pause.' Below this, there are three input fields: 'What is your post about?' (with a placeholder 'Describe the caption you want to write'), 'Keyword:' (with a placeholder 'socialmedia marketing caption generators socialmedia strategy'), and 'Language:' (a dropdown menu showing 'English' and a list of other languages: English, French, Spanish, German, Italian). To the right of the 'Language:' dropdown is a list of tone options: None, Witty, Casual (highlighted), Excited, Curious, Informative, Sarcastic, Secretive, Bold, Funny, Professional, Dramatic, and Grumpy. Below the tone list is another dropdown menu showing 'Casual'. A 'Generate Caption' button is located at the bottom right of the form.

Chapter 3

LEARNING IT FROM OGILVY & MATHER

Ogilvy & Mather needs no introduction. Founded by David Ogilvy, the 'Father of Advertising' in 1948, the agency continues the legacy of revolutionizing marketing long before the advent of social media.

The iconic agency helps several **Fortune 500 companies and more** make a **massive impact on their audiences worldwide**.

Showcasing the exemplary examples of its world-class service, Ogilvy & Mather knows its game too well and never fails to astonish all. Not just high-profile clients, Ogilvy also **nails its own marketing with perfection** every single time.

But how? Let's learn it from the best of the best brands on social media!

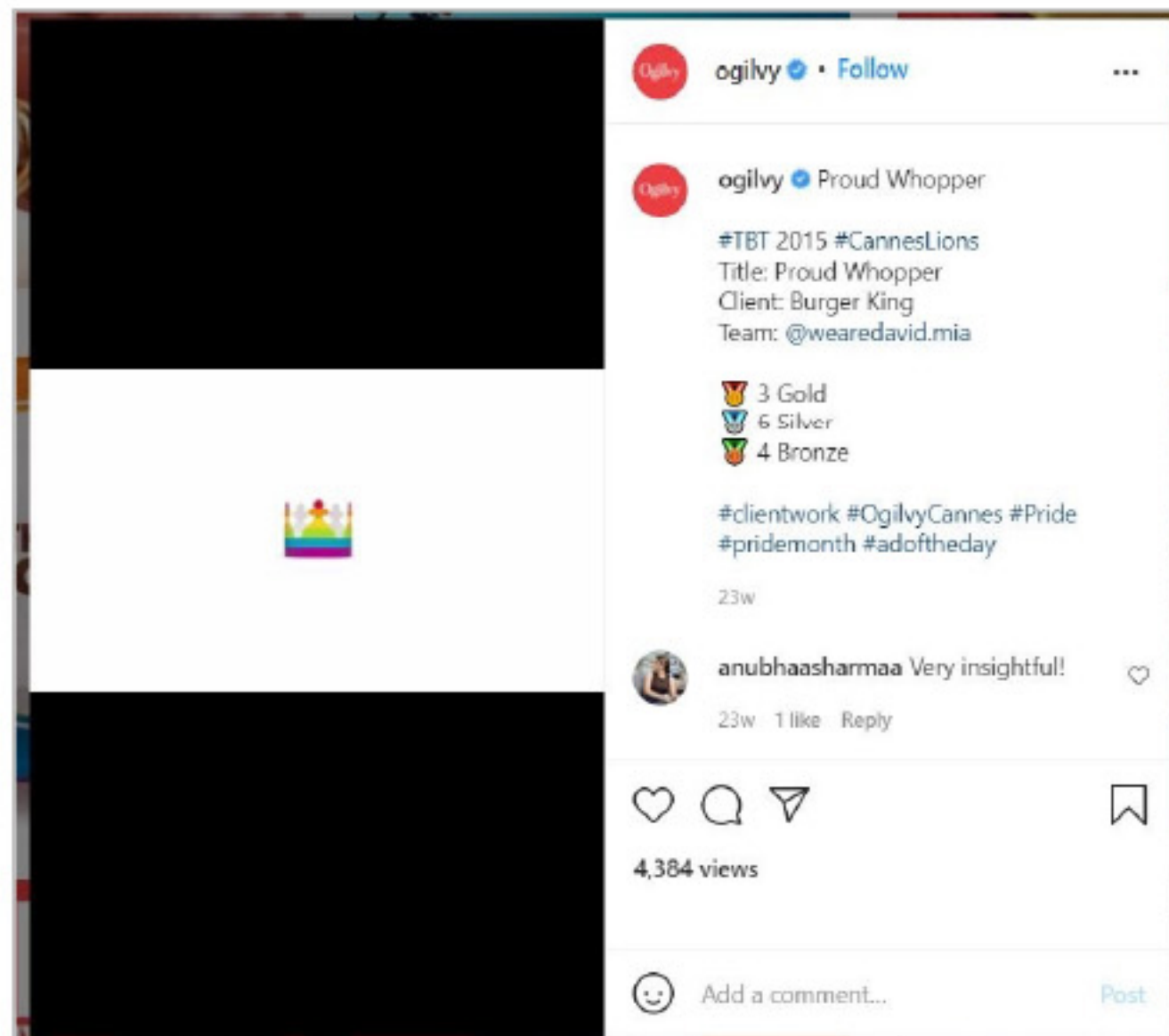


KEY TAKEAWAYS FROM OGILVY

Not every company has David Ogilvy's legacy or even affluent clients to boast of, but here are some **quick takeaways** that will undoubtedly help you become a pro marketer.

1. Integrating Values

Ogilvy stands apart from the crowd, creating trends. They leave no stone unturned to **communicate values**.



Proud Whopper is one such social media campaign by Ogilvy that was an instant hit on the internet. People were offered whoppers in rainbow-colored wrappers, with a note that said, "Everyone's the same on the inside!". This was to reinstate the importance of LGBTQ+ rights.

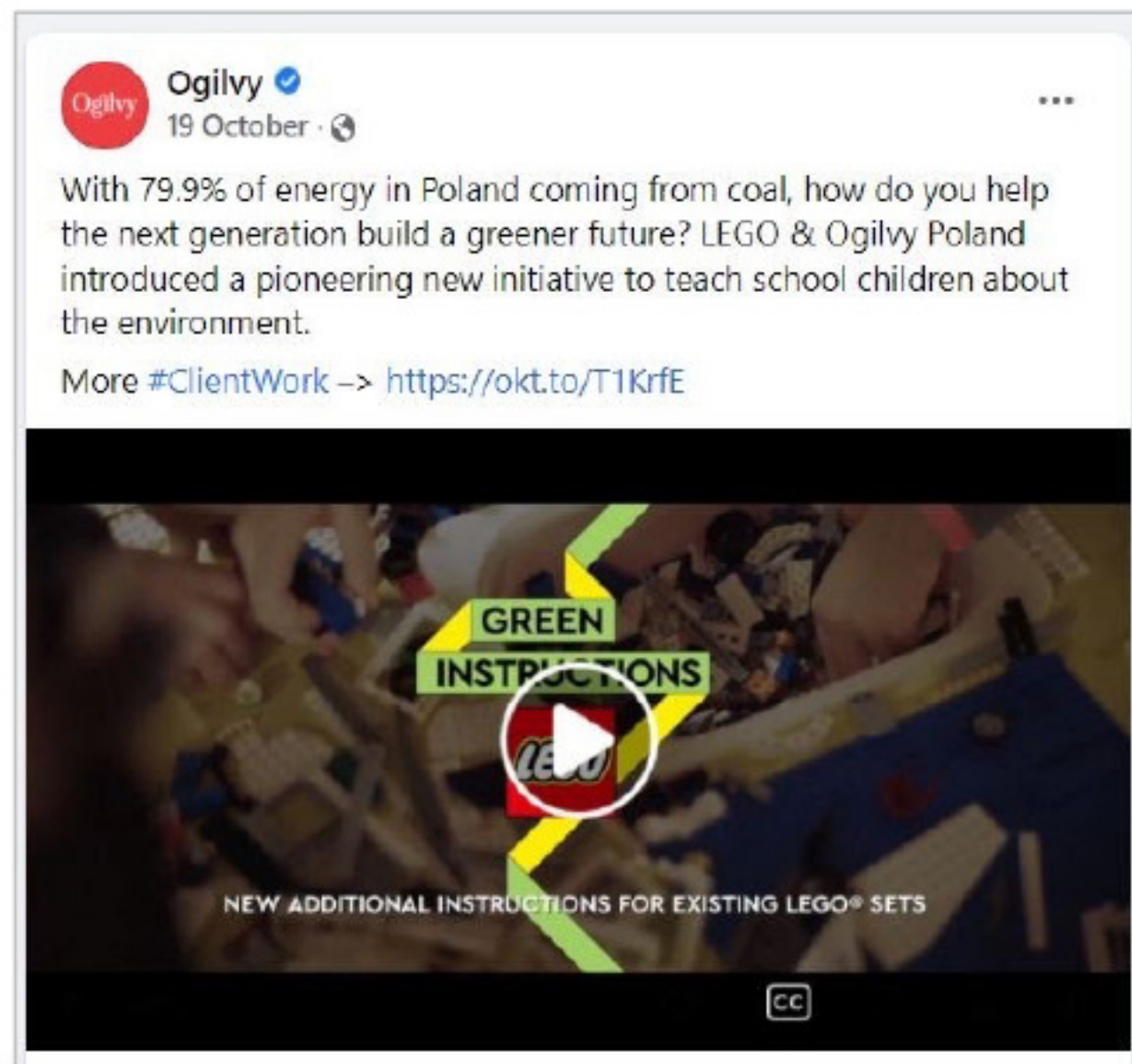
The campaign got **1.1 billion impressions**, \$21 million of earned media, 450,000 blog mentions, 7 million views, and became the #1 trending topic on Facebook and Twitter.

Ogilvy made a remarkable **#Tbt** video to honor this momentous event of immense success to gain more attention to showcase their supremacy in creating impactful campaigns.

2. Less is More

Social media is not about quantity but premium quality. Ogilvy follows the "**less is more**" principle to maintain their high standards, even in post captions.

Spamming followers' feeds with constant posting is a big no-no. They share **5-7 posts** on Instagram and Facebook weekly.



Direct and very precise! That's what defines an Ogilvy caption. This post is no exception. They have exhibited the success of their client work by describing the motive behind the campaign and sharing the ad they created for raising awareness.

3. Adding Credibility

Won awards? It's time to boast! Because that's the most authentic way of establishing trust among your clients. It bears proof of your excellence.



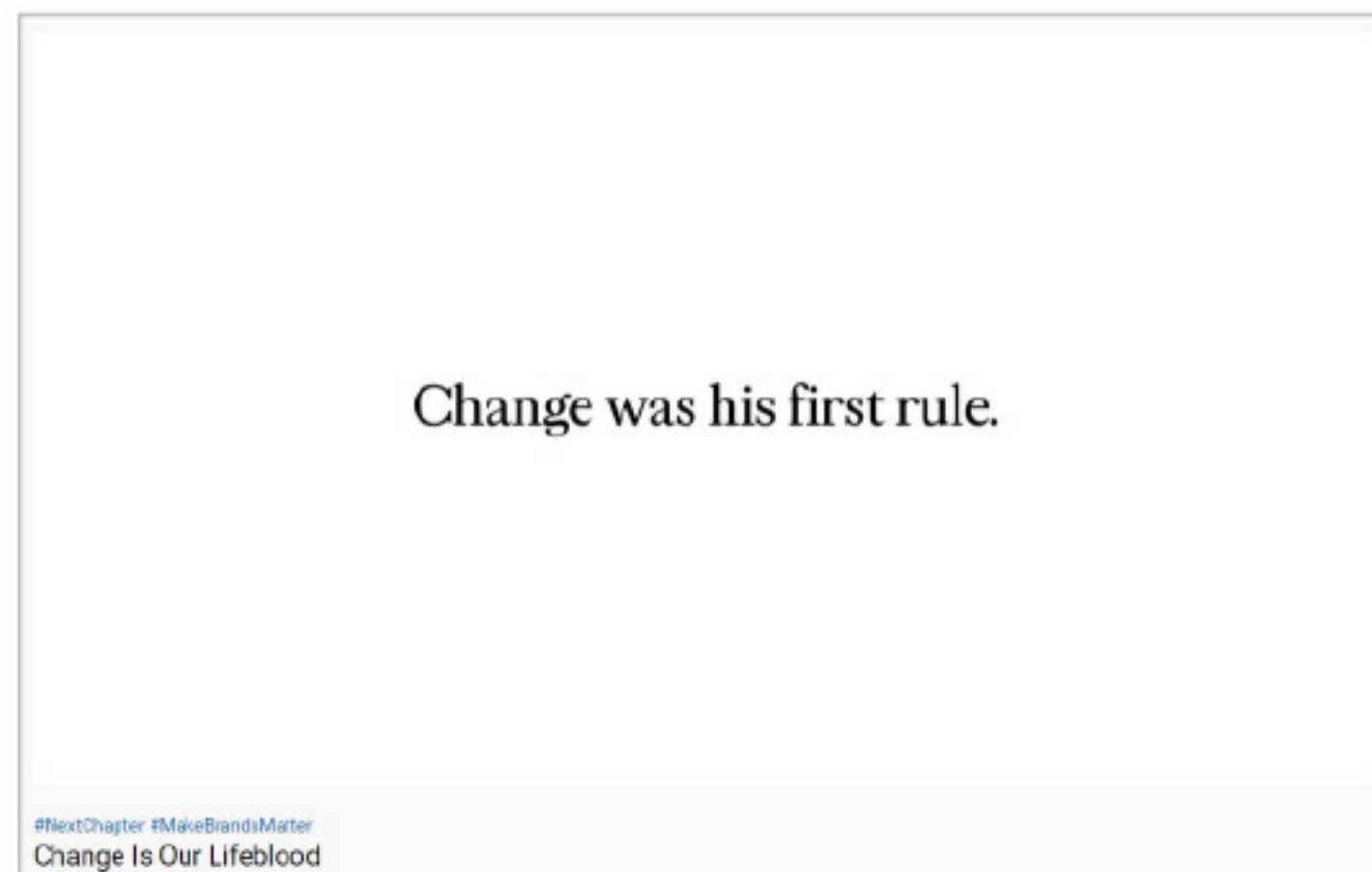
Look at this pinned Twitter post. **Ogilvy won the Global Network of the Year** by the very prestigious London International Awards. It also earned **Regional Network of the year** for Europe, the Middle East, Asia, and Europe.

What better than this to give its audience an idea about Ogilvy's roaring success and undoubted potential?

Ogilvy

4. Being Innovative

Building rapport with the audience is an unsaid rule to brand fame. And that's why you need to tell stories. Social media has become an **indispensable medium to spread your stories** far and wide.



Ogilvy shares its **historical tale of existence** and **how it has adapted to the challenges of the changing world**. The team extensively talks about their adaptation to the latest trends to stay on top always.

5. Brainstorming Uniqueness

Being unique is what propels you on social media. People are always on the look for brands that do something different from the herd. So your task each day is undeniably brainstorming unique content.



KFC wanted more of its **customers to use its app**. Well, **Ogilvy and KFC decided to hide a secret menu in the app** which was a mass invitation for the download without being salesy at all.

Results? **Downloads up by 111%** at launch! Ogilvy has created enough momentum to carry out such innovative campaigns, but now it's time for you to develop some too.

6. Inspire Your Peeps

Inspiration is everywhere. But how do you channelize and mold it as per your brand guidelines? The renowned brands move their audience, filling them with a sense of realization.

Who doesn't seek validation? We all need quotes and inspiration to live by.



Ogilvy has dedicated its entire Pinterest profile to inspiration. The profile has **numerous insightful infographics** that will encourage you to pursue marketing when your spirits run low. And that's how it brings out the very essence of being the marketing leader: by **inspiring its peeps!**

Got some good ideas for your branding? Let's get in action now! We have created templates and tools to help you execute this hassle-free. Tread on further to explore it all.

Ogilvy

Chapter 4

HOW TO USE SOCIALPILOT HASHTAG KIT?

With SocialPilot's "**365 Days of Hashtags for 2023 + Free Design Templates Kit**", you can now achieve a lot more with very little effort. Tools like SocialPilot help strategize your organic reach with more published posts and an analytical approach to social marketing.

WHAT DO YOU GET IN THIS KIT?

Calendar: Trending Hashtag for Social Media Calendar 2023

Ebook: Ultimate Guide to Hashtags on Social Media in 2023

Templates: 10+ Editable Content Creatives

HOW DO YOU USE THIS KIT?

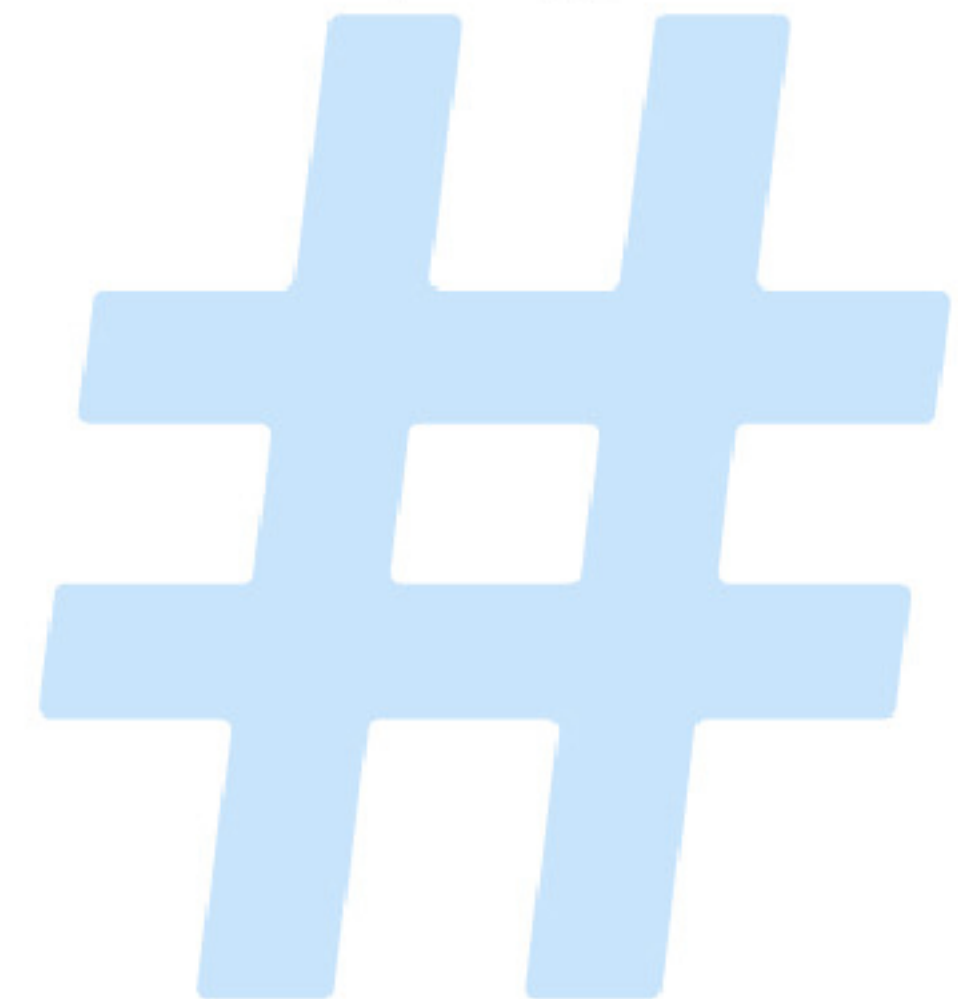
Step 1: Make a prolific content strategy with the **Ultimate Guide to Hashtags on Social Media in 2023** ebook. It covers everything you need to know about hashtags for every social media channel.

Step 2: Use the **Trending Hashtag Calendar** to get the theme, content idea, and top hashtags for everyday.

Step 3: Craft content based on the given ideas suggested with colour codes on the **Calendar**.

Step 4: Use the **Templates** for designing the creative element of your posts.

Step 5: Copy hashtags from the **Calendar** to the posts when drafting.



Master Your Omnichannel Hashtag Strategy With SocialPilot

Multi-platform support to customize hashtag execution for every platform

AI Assistant to generate hashtags for every social media platform

First comment scheduling to add hashtags in the comments

Content Library to save and manage your hashtags

What's more?



Smart Scheduling



Analytics



Inbox Management



Team & Client Collaboration

[Start Your Free Trial](#)