

soul to soul

business & marketing
for therapists, coaches & healers

My Happy Hashtags Checklist

Helpful hints for Hashtag happiness

Try not to use #'s over 500,000 so you don't get lost in too many hashtags.
Use location hashtags if appropriate.
Use smaller targeted hashtags if they have your people in there.
Say to yourself "are my people hanging out here?"
Hashtags + Engagement = SUCCESS.
Spend time finding your hashtags.
Keep your hashtags relevant to what you are posting.
I recommend using 28 per post.
You can put them in the caption or in the first comment. Either way works fine.
Put your #'s in quickly if you are putting them in the first comment.
Don't use the same hashtags every time. Use different sets and rotate them.
You can use 10 in stories and I use 28 in my IGTV's.
Assess how they are doing over time.

Now scroll to the next page to document the Hashtags you want to follow and the 28 hashtags you want to add to your posts.

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The Hashtags I want to follow:	<i>These are the Hashtags that might have >500,000 followers and has key influencers in your market and you want to follow to get ideas, see the types of posts and part of market research. Following between 3-5 is good. Anything more than that can be too much.</i> 1. 2. 3. 4. 5.
Hashtag Group 1	<i>These are you 28 hashtags you have researched and found your tribe there</i>
Hashtag Group 2	<i>These are you 28 hashtags you have researched and found your tribe there</i>
Hashtag Group 3	<i>These are you 28 hashtags you have researched and found your tribe there</i>