

The Complete Guide to Using LinkedIn Hashtags

LinkedIn hashtags were introduced in 2018. And while you may already be familiar with [Instagram hashtags](#) and Twitter hashtags, LinkedIn's hashtag terrain is a little different from the other social networks.

Just like Twitter or Instagram, a LinkedIn hashtag is any combination of letters, numbers, or emoji that follow the # symbol. #FunFact: the technical term for a hashtag is [octothorp](#).

Using hashtags on LinkedIn will make your content more discoverable and help you connect with members that may be interested in your company.

But, since LinkedIn is a professional platform, it's important to keep hashtags work appropriate. Hashtags that are trending on other sites aren't always a good fit for LinkedIn, especially [#CareerEndingTwitterTypos](#), #WhyIQuit, and other memes that are unlikely to fly with your superiors.

This guide will cover **hashtag basics**, delve into **specific tips and tricks for using hashtags on LinkedIn**, and highlight some of the **most popular hashtags** being used on the platform.

Bonus: [Download a free guide](#) to discover four time-saving tools to help you grow your LinkedIn network faster. Includes one tool that lets you schedule a week's worth of LinkedIn updates in just three minutes.

How to use LinkedIn hashtags

Where can you use hashtags on LinkedIn? In your posts (LinkedIn calls these "[updates](#)") and [LinkedIn articles](#).

Adding hashtags to your LinkedIn updates and articles gives them a higher chance of being discovered by LinkedIn members who follow or search for the hashtag you've used.

How to add hashtags to your LinkedIn update:

1. From the homepage, click into a **Share an article, photo, video or idea field**
2. Write, upload, or link to your content
3. Add hashtags using the # symbol

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How to add hashtags to your LinkedIn article

1. From the homepage, click **Write an article** under the update field.
2. When you are ready to publish your [drafted article](#), click **Publish** in the top right corner. A pop-up window will appear.
3. In the **Tell your network what your article is about** field, add copy to introduce your article, along with relevant hashtags. This will appear as commentary above your article when you publish it.
4. Note: You [cannot edit or remove hashtags](#) after you've hit publish.

You can also add hashtags to your profile **Headline** and **Summary**, but these will function the same way non-tagged keywords do. Instagram only just [added hashtag link functionality](#) to bios, so maybe LinkedIn will soon follow suit.

16 LinkedIn hashtag tips and tricks

1. Use hashtags with mint copy

Don't leave your hashtags hanging. Even if you're sharing an image or video, hashtags are no substitute for stellar copy. Your posts should always include at least one line of descriptive copy and include a [call-to-action](#).

Hashtags can be placed after copy, or embedded within copy—so long as it makes sense to do so.

As a best practice, write your copy and then see if certain keywords can be made into hashtags. **#Do #not #hashtag #every #word**. Not only will this look like spam, there's no point in tagging words that aren't important.

Always remember the goal of your post, and use hashtags to facilitate them, not compete with them.

2. Include punctuation, but in the right places

Like hashtags elsewhere, LinkedIn hashtags can only include letters, numbers and emoji. Any spaces or symbols used within the tag will break the link.

That means **no apostrophes, commas, exclamation points, or hyphens**.

Here are some key punctuation do's and don'ts:

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- **DON'T** add spaces. Multiple word hashtags should be grouped together. For example: #JustDolt not #Just Do It.
- **DO** capitalize multi-word hashtags. Titlecasing will vastly improve readability and will prevent hashtags from being read incorrectly. (See [#nowthatchersdead](#) or [#Susanalbumparty](#))
- **DON'T** use symbols or punctuation marks. Grammarians may cringe over turning I'm into Im or you're into youre, but hashtags operate under their own rules. Thus, Hillary Clinton's 2016 campaign slogan "I'm With Her" became #ImWithHer in hashtag format.
- **DO** include punctuation around your hashtag. If your hashtag is in a sentence and should be followed by a comma, end mark, or other form of punctuation, including one will not affect the tag.
- **DO** check your spelling. Hashtags can often be overlooked in proofreads, but a misspelled hashtag is a missed connection.

3. Don't overdo it

There are no limits to the number of hashtags you can use in a post on LinkedIn. That said, we recommend that you **limit each post to a maximum of five hashtags**.

Otherwise you'll end [up sounding like this](#).

Using too many hashtags on LinkedIn could also result in the [LinkedIn Algorithm](#) marking your post as spam.

4. Make sure your hashtags are public

If you run a business profile on LinkedIn, your profile and posts most likely already are public. But it never hurts to check.

Simply edit [public profile settings](#) settings to **Make my public profile visible to everyone**. That way your hashtag will be searchable by all of LinkedIn's [562 million members](#)—not just your personal LinkedIn network.

For individual posts, click Post Settings and select [Public + Twitter](#) if you'd like to share your post and hashtags on Twitter as well.

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[Get the free guide right now!](#)

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5. Find your brand's niche

There's a niche community online for every industry and subject, and they often use specific hashtags.

Whether your followers are self-described #avgeeks or #girlswholift, using the right niche hashtag will connect you to an online community that's passionate about your industry.

Look for industry-specific LinkedIn hashtags [here](#). Make sure to also check Instagram, Twitter, Reddit or other online forums for inspiration.

6. But don't be afraid to use popular hashtags, too

Not everyone is familiar with niche tags, so strike a balance by using popular general hashtags, too.

7. Consider location-based hashtags

More than [70 percent](#) of LinkedIn users live outside of the United States. If your post or article is about a certain region, or directed at a particular geography, it could be worthwhile to add a destination hashtag.

8. Use LinkedIn's suggested hashtags

LinkedIn will automatically suggest relevant hashtags when you begin to write a post. If they seem like a good fit, include them. But don't add them just for the sake of it.

Be deliberate in your hashtag use.

9. Follow hashtags to discover more ideas

Start following hashtags relevant to your brand. Posts with the hashtags you decide to follow will show up in your LinkedIn feed.

You can also pin your favourites to your homepage.

You can start following LinkedIn hashtags in a few ways, but the easiest way is to [add it here](#). A list of the hashtags you follow on LinkedIn can be found from the homepage in the left sidebar under **Your communities**.

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Click each hashtag to get a glimpse of how others are using given hashtags. Look to see if members are using additional hashtags that you could be following and using, too. For further inspiration, click [Discover more](#) at the bottom of your hashtag list.

10. Identify your most successful posts

Use [LinkedIn Analytics](#) to identify which of your posts and articles have performed the best. What hashtags did you include? If a certain hashtag is frequently found in your top posts, that one may be a keeper.

11. Use event hashtags

Many professionals use LinkedIn to network before, during, and after industry conferences and events. These days most events have hashtags. Use an event hashtag to signal your company's presence or involvement—whether virtual or in person.

Here's a #FunFact: The [first hashtag ever used](#) (on Twitter) was #barcamp. It was suggested by Chris Messina, the self-described [hash godfather](#) for networking at a technology conference series.

12. Make sure your hashtag means what it should

Dodge a [LinkedIn Etiquette fail](#) by making sure your hashtag means what you want it to. For instance, Blackberry's use of #RIMjobs to announce Research in Motion job opportunities might have led to a few awkward job interviews. See also [#CLitFest](#) and [#hobbitch](#).

The easiest way to make sure your hashtag is safe to use, search the hashtag in question and carefully examine the results.

13. Create a campaign or company hashtag

Create a hashtag to coincide with a brand campaign or recurring company initiative. Here are a few do's and don'ts to consider before you get started:

- **DO** be original. Don't rip off a competitor's tag.
- **DON'T** use too many words that typically require punctuation.
- **DO** keep it short and simple. The best campaign hashtags are usually three to four words. Think: #DoUsAFlavour, #ShareACoke, or #HeForShe.
- **DON'T** forget tip #12 and test your hashtag first.

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Brands can also use [LinkedIn Elevate](#) to create a [company hashtag](#). The company hashtag can be automatically appended to employee posts, which helps to increase the visibility of your company and tag company-related content.

14. Record your LinkedIn hashtags for future use

Whether you use the note app, a [Google Doc](#), or spreadsheet, recording your LinkedIn hashtags is a good idea. You can organize them by category or popularity, and keep track of campaign hashtags or timely hashtags such as #InternationalWomensDay or #EarthDay. Doing this will help you save time in the long run.

15. Know when to @ mention

Don't use a hashtag where it may be better to @ mention. If you're trying to tag a company or person, tagging them with the @ symbol followed by their name is a better way to get their attention. Plus, that means you can focus on keyword hashtags instead.

16. Don't take hashtag literacy for granted

#TFW no one likes your LinkedIn update because they don't know "TFW" stands for "that feeling when."

#DYK [LinkedIn's demographics](#) skew slightly older than other social media sites? So don't assume everyone in your audience will be familiar with hashtag acronyms like #TFW, #DYK (did you know), #ICYMI (in case you missed it), or others.

Stay on tone for your brand and for your audience. #TFW may work on Twitter, but not on LinkedIn's more professional platform.

Use [LinkedIn Analytics](#) to make sure you're familiar with your audience demographics. If you're not sure a hashtag acronym will succeed, run it by someone who matches your audience profile.

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Popular LinkedIn hashtags

To see how many people are following a LinkedIn hashtag, enter the tag in the header search bar. The results will show how many members are following the tag.

General

#Mindfulness

#Creativity

#Leadership

#Innovation

#Management

#Motivation

#Tips

#Productivity

#Careers

#GettingThingsDone

Social media and marketing

#AdvertisingAndMarketing

#Branding

#KnowYourSocial

#SocialNetworking

#SocialMedia

#SocialMediaMarketing

#SocialMediaAdvertising

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#DigitalMarketing

#ContentMarketing

#OnlineAdvertising

#Marketing

#Sales

Small business and entrepreneurship

#Business

#BusinessIntelligence

#SmallBusiness

#Entrepreneur

#Entrepreneurship

#SocialEntrepreneurship

Women on LinkedIn

#WomenInBusiness

#WomenOfLinkedIn

#WomenInScience

#ProfessionalWomen

Personal networking tags

#Networking

#LetsWork

#WhatInspiresMe

#ONO = Open to new opportunities

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#PersonalDevelopment

#PersonalBranding

Manage your brand's LinkedIn presence the smart way—use Hootsuite to schedule updates, target posts, engage with followers, and measure the impact of your efforts. Try it free today.

Thanks to our friends at Hootsuite for publishing this great article. They are a great tool to use for Influencer Marketing and Social Media, please try their free products to get a sample of what they can do for you!

The Social Jack™ Education Team