

How to use hashtags on social media

What is a hashtag?

A hashtag '#' is a way to connect your post (or account) to a topic. Hashtags combine all the social media content with that hashtag into a collection. This makes it easier for social users to discover posts around a specific topic.

Hashtags always start with # and have no spaces or punctuation. It is worth doing a little research and finding the best hashtags which are relevant to your food enterprise.

Find similar accounts and look at what hashtags they are using and make a note of them. It is okay to copy hashtags! In fact, it is good practice to find 'alive' or trending hashtags which are in use.

What makes a good hashtag?:

- Keep it short!
- Use topical hashtags - or "trending" hashtags
- Make sure they are relevant to your post - or it will look spammy
- Use humour if you can!

Hashtags have different usage best-practice depending on the platform you are posting on:

Tips for how to use hashtags on Instagram, Twitter, and Facebook:



Instagram:

- Ideal number of hashtags: 11 per post.
 - Research shows **reach** (how many people see your post) increases up to a total of 11 hashtags used in your post. But, then **engagement** (how many interactions with your post - e.g. likes, comments, etc.) starts to fall after 11 hashtags.
- Always include one main branded hashtag (e.g. #yourbusinessname).

- Make sure to leave a line or two of space below the post caption before you insert the hashtags, so as not to overwhelm your readers.
- If you post as a team, decide what are the main hashtags you want to use for each type of post. For example, for all recipe posts, you could use #recipechallenge - this gives cohesiveness amongst your teams posts and gives your enterprise a better chance to be visible when users view this hashtag.
- You can put all your hashtags in your first comment instead of in the caption of the post - this is less distracting. Don't do this if you have created humorous hashtags as they add to your post and you want the reader to enjoy those ones!



Twitter:

- Don't over-do it! Use one or two hashtags maximum.
- Make the most of your space by using your hashtags in your sentences (only do this on Twitter though please!). For example:
 - "Are you looking to move your #foodenterprise online? We can help! In response to Covid-19, we've expanded our team to help you set up on our platform, figure out logistics and share best practices about #Coronavirus."
- Don't use hashtags on a post which is an advert (e.g. linking to your shop). This distracts readers and they are less likely to click on your link according to recent research.



Facebook:

- Only use a maximum of two hashtags on Facebook. Any more actually reduces engagement according to recent studies.
- Use hashtags to create and continue a conversation around topics relevant to your business.
- Hashtags are one of the only ways to extend your reach beyond your current followers - so make sure to use them!
- Don't annoy readers by putting your #hashtags in the middle of #sentences as it makes it more #difficult to read and can be distracting. Put them at the very end instead.

Here is a really useful article with more information:

<https://coschedule.com/blog/how-to-use-hashtags/>

Some useful hashtags to get started...

FOOD

#openfoodnetwork #openfoodnetworkuk #goodfood #instafood #foodpics #foodie
#organic #Fairtrade #ethicallymade #ethicalfood #locallymade #supportlocal
#eatlocal #shoplocal #localfood #foodhub #foodhubs #goodfoodguide #ethicaleating
#organiclove #instafood #eathealthy #cooking #foodstagram #healthyeats
#sustainablefood #microbrewery #microbakery #organicbakery

LESS WASTE

#zerowaste #lesswaste #wastenot #plantsnotplastics #asimplelife #buylesbuybetter
#savetheworld #blueplanet #purchasewithpurpose #consciousconsumer #mindful
#fillbelliesnotbins #foodwaste #wasteless #plasticwaste #plasticfree #foodwasted
#zerowasteliving #sharingiscaring #sharingeconomy #sustainability

GARDENING

#greenfingers #urbangarden #urbangardener #gardeninglover #growfoodnotlawns
#growfood #homestead #homesteading #naturelovers #gardeningisfun
#gardeningtips #gardeninglife #gardeningadventures #urbanfarms #homegrown
#homegrownisbest #theveggiepatch #organicgardening #organicgarden

FARMING

#plantsnotplastics #farminglife #countryliving #downonthefarm #sustainablefarm
#organicfarm #agrihood #britishfarming #farmlife #farmsofinstagram
#farmlifeisbestlife #farmliving #agripics #farmer #farmingphotos #permaculture
#permaculturelife