



# THE ART OF USING HASHTAGS

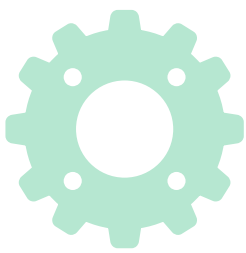
Knowing which hashtags are going to work best for your business helps you connect with the right audience and start valuable conversations. But what kinds of hashtags will give your post the reach that it deserves?

## BRAND RELATED



Branded hashtags are unique to you or your business. This kind of hashtag helps to build a community around your business and makes you stand out from the crowd.

## INDUSTRY RELATED



Industry related hashtags categorize your post with other similar posts or accounts. Research which hashtags are popular in your industry and use them in your messaging.

## IMAGE SPECIFIC



Hashtags related to the image you've posted will categorize them with similar images and help people discover your content! Try hashtagging locations, products, and activities related to your image.