Creating and Using Hashtags

You should be using hashtags for Twitter, Instagram and even Facebook and LinkedIn. By inserting that “#” sign before a keyword or phrase, you turn it into a clickable link that can be useful in several ways. You can:

→ Make it easy for others to discover you on Twitter.
→ Find other users and great content you can share or simply learn from.
→ Network with contacts in the industry.
→ Connect with buyers and sellers.
→ Create hashtag trends that drive people back to your website.
→ Tap the power of trending hashtags to build your followers.
→ Organize content for your business (e.g., create one for listings, one for sellers and one for buyers)
→ Learn about events in your area that you can share with your followers and clients.
→ Post about events you’re hosting or sponsoring, such as open houses or charity events.

With all those benefits, no doubt, you should be using hashtags. Just make sure you are using them properly. Follow these tips:

☐ Read each social media network’s guidelines on using hashtags. The rules vary from platform to platform, so make sure you know what is and isn’t allowed. Also, each day, review what is trending on each platform and use the popular hashtags for that specific platform.

☐ Use relevant hashtags—always. Don’t sneak in popular or trending hashtags that have nothing to do with real estate, your community or your job, just to get noticed. Doing so frustrates people. Stick to hashtags that relate specifically to your business.

HASHTAG IDEAS

→ #“Your target neighborhood” (e.g., #LakeAnna)
→ #CurbAppeal
→ #JustListed
→ #“Location + the style of home you’re listing” (e.g., #TopsailBeachfront)
→ #DreamHome (for properties deserving that hashtag)
→ #MillionDollarListing (for luxury homes)
→ #StarterHome
→ #OldHouseCharm (for vintage properties)
→ #Investment (to point out a good deal)
→ #HomeSweetHome
→ #OpenHouse
→ #HouseHunting (to surface buyer leads)
→ #Turnkey (for new or renovated properties)
→ #CountryLife (for rural properties or land)
→ #CityLife
→ #FixandFlip
→ #JustSold
→ #OceanView
→ #LakeFront
→ #Renovated
- **Be specific.** When you focus on specific topics, you reach a more targeted audience and that typically translates to higher engagement. For example, instead of #RealEstate, use “GreenHomes.”

- **Go super local.** Your goal is to find new clients, so a national or global audience doesn’t do you much good. Use local hashtags that apply to your city, town, community or even neighborhood. For example, instead of #NewHomes, use #NewPhillyHomes.

- **Keep them short.** Long hashtags are hard to comprehend and eat up too many character counts. Stick to short, clear hashtags that people can remember.

- **Create your own hashtag.** For example, you could create one that relates to your community (#VisitGreene) or highlights your niche (#bythelake), and use it for all your posts. Doing so offers a way for followers to track and revisit all your content.

- **Don’t have more hashtags than words.** Rarely does stuffing your posts with excessive hashtags lead to quality followers. It just dilutes your message or, worse, makes you look like a spammer. It’s smarter to go with fewer, targeted hashtags that will put your content in front of people who will engage with it and follow you.