

# WHEN AND HOW TO USE #HASHTAGS



**1-2 #**

Tweets with 3 or more drop 17% in engagement



**11+ #**

Posts with 11+ hashtags get higher interaction

Be descriptive

Check banned hashtag lists



**0-2 #**

Posts with more than 2 hashtags dropped 70%

Posts with no hashtags perform better



**4-5 #**

Pinterest now allows hashtags

Only the first 3-5 are visible without clicking into the pinned content



**0-5 #**

Use the explore tab to find popular hashtags



**<15**

Use only as many hashtags as you need

Make sure tags are relevant

Videos with over 15 hashtags will be removed



**3-5 #**

No limit but recommend a max of 3-5 hashtags



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