

# MDR

MAKING DIGITAL REAL

With  
LinkedIn **Hashtags!**



# Thanks For **Downloading**

If you've downloaded this guide, then you're most likely already familiar with Instagram hashtags and Twitter hashtags.

But I need to warn you, the way that LinkedIn hashtags work is a completely different playing field.

## A Quick **Reminder**

A hashtag is any combination of letters or numbers that follow the # symbol.

Being discovered on LinkedIn via your content is critical to your success and using hashtags plays a key part in this.

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# Using # Within Your Posts

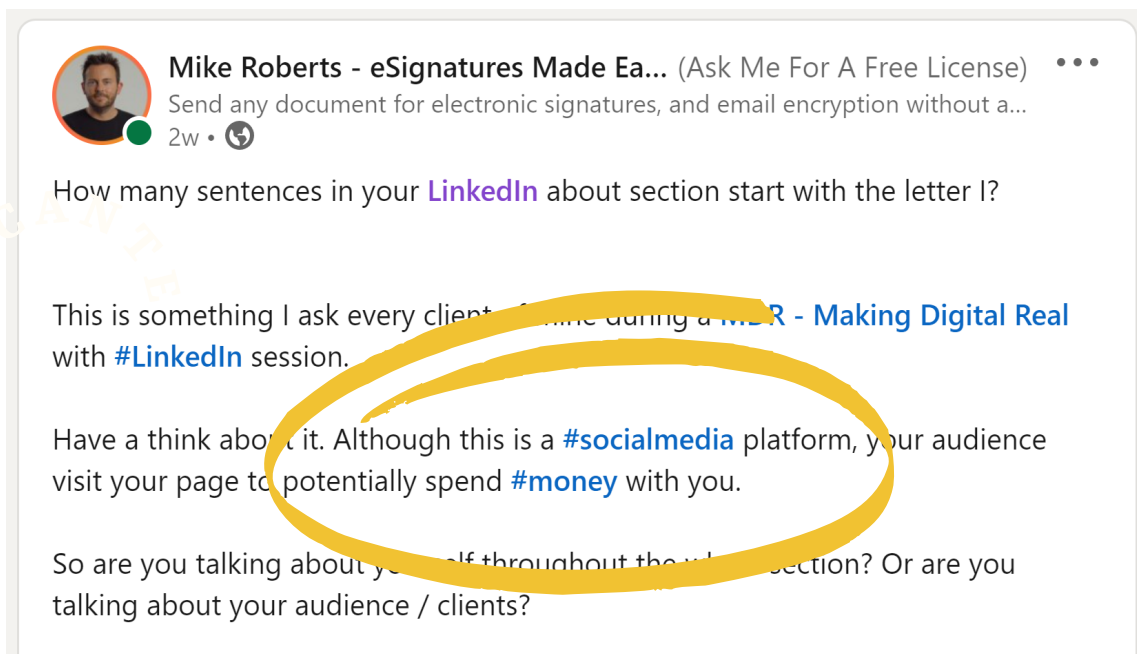
When you're creating content on LinkedIn, try to include your hashtags within your copy text.

For example, as you are writing a sentence, you can include #business related hashtag.

See what I did above?

The hashtag was actually part of the text.

This looks great and shows that you have put some effort into ensuring your hashtag is relevant to your content.



# Stick To The **Power of 5!**

Remember, LinkedIn is a professional platform. Whereas you might be filling your Instagram and Twitter posts with plenty of hashtags, make sure you post **NO MORE THAN 5** when it comes to LinkedIn.

I've done plenty of research over the years. Many people will say that 10 is the maximum, but in my opinion, any more than 5 hashtags will risk you being considered 'spammy' by the LinkedIn algorithm.



# Go For The **BIG ONES!**

Again, remember this is a professional platform. Quirky hashtags that might mean a lot to you might not be relevant to the 750 million LinkedIn users.

Go where the big numbers are!

If you want to see the top LinkedIn hashtags, you can visit my web page (link below) which is updated on a weekly basis!

<https://www.mikedroberts.co.uk/hashtags>



# Consider **Location Based** Hashtags Too!

Your clients may be situated in certain towns, cities or countries. Don't forget to have a location based hashtag in your post if this is the case.

For example, #London has over 46,000 followers.

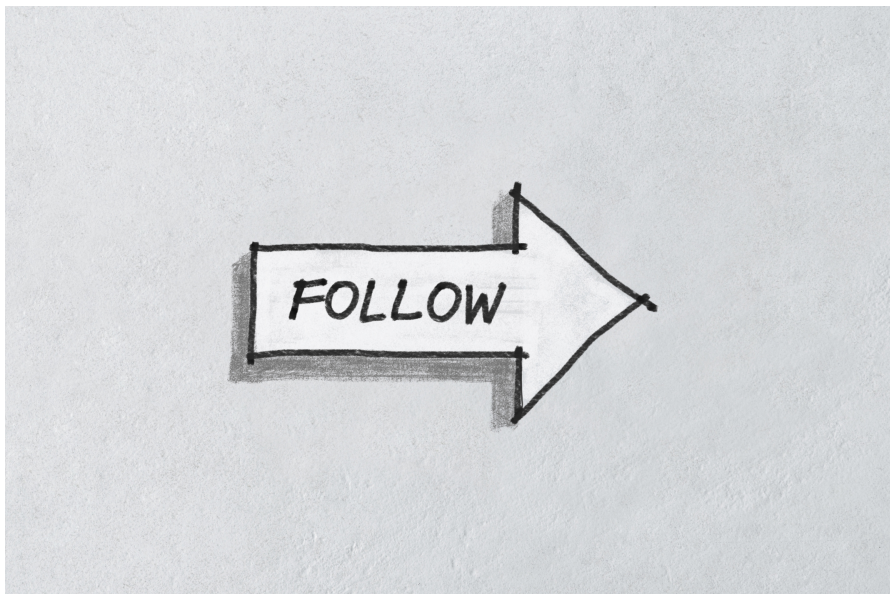


# Follow Hashtags

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

You can add favourites to your LinkedIn homepage.

Click each hashtag to get an idea of how others are using these hashtags.



# Remember...

Hashtags are just the start of those magic key ingredients to getting your posts in front of thousands of people!

I'll continue to email useful nuggets of information, tips, tricks and secrets to my followers and subscribers, but my e-book is jam packed with unpublished secrets, and don't forget, I do 6 LIVE EVENTS each year. Take a look and see when my next one is happening.

In the meantime, I hope this simple guide was useful for you and thanks for taking the time to download!

[www.mikeroberts.vipmembervault.com](http://www.mikeroberts.vipmembervault.com)

