



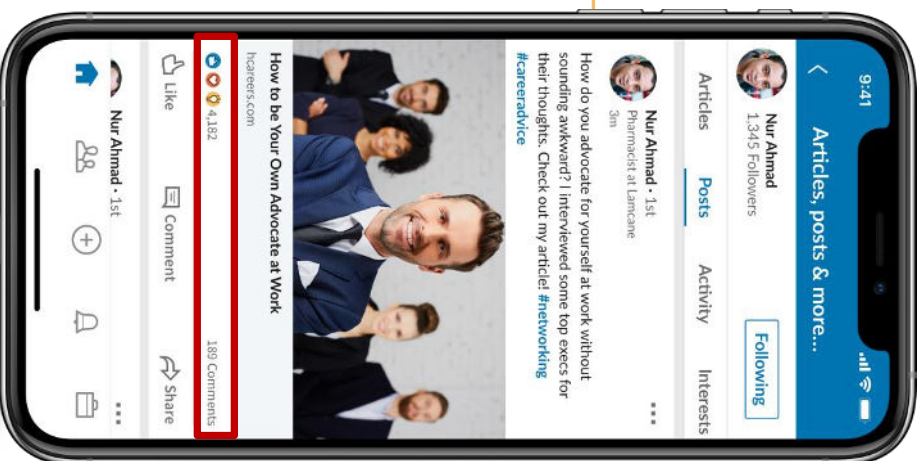
#Hashtags on LinkedIn

# Why use hashtags on LinkedIn?

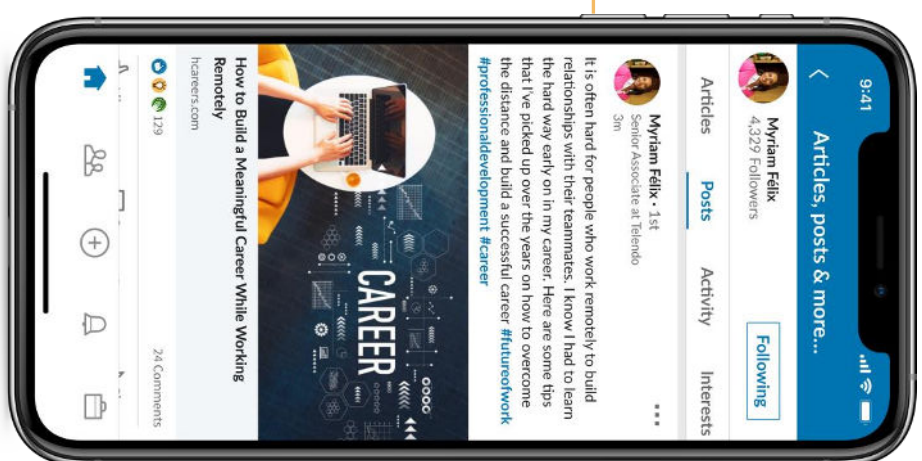
Establish your credibility and expertise



Reach people who value your insights



Jumpstart meaningful conversations over shared interests



Connect with other professionals who share your interests

Foster authentic connections within your community

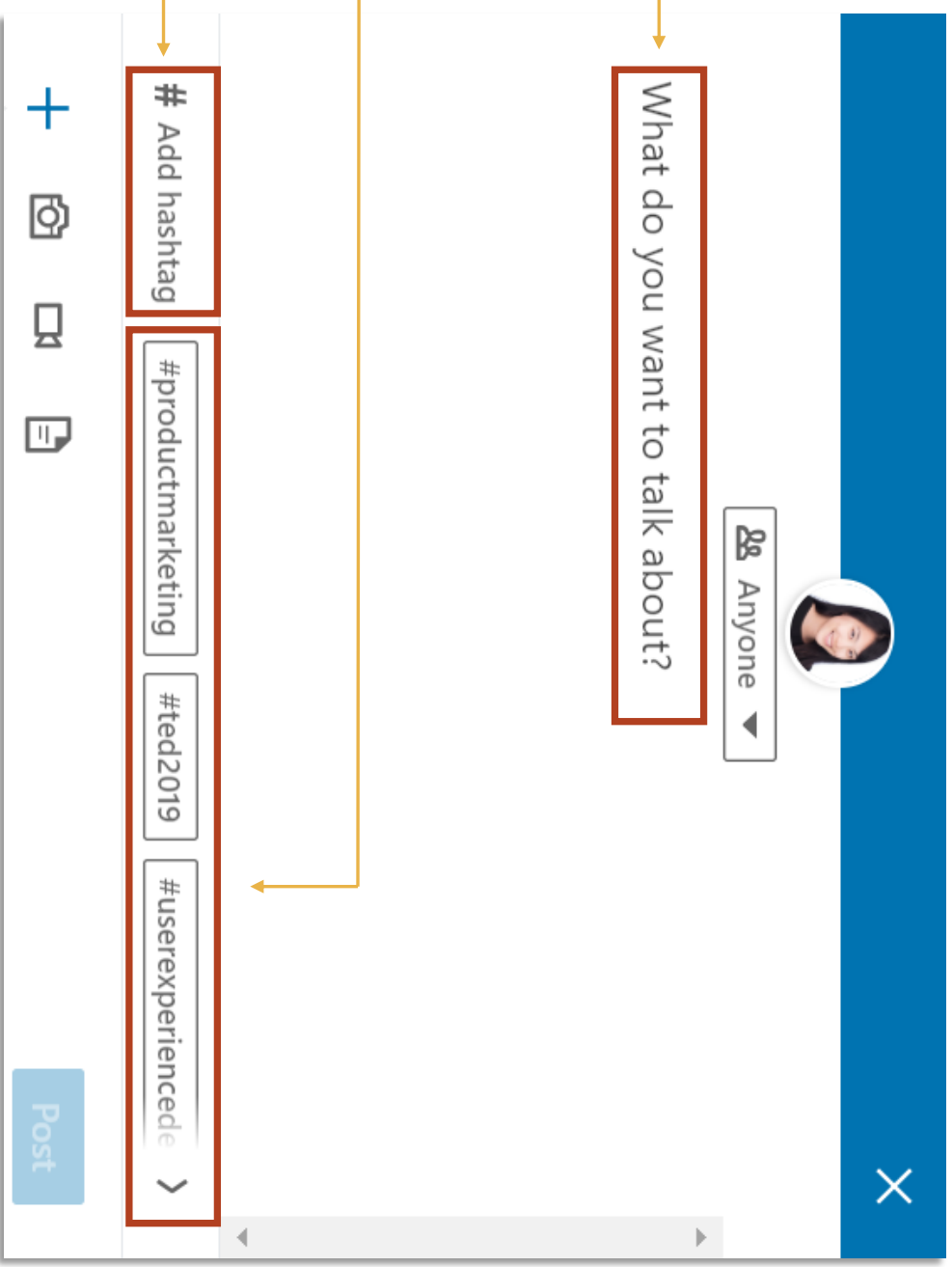
# How to use hashtags in your posts?

## 3 ways to include hashtags in your posts

1 Add your own hashtag by typing # and the word

2 Select from the personalized hashtag suggestions

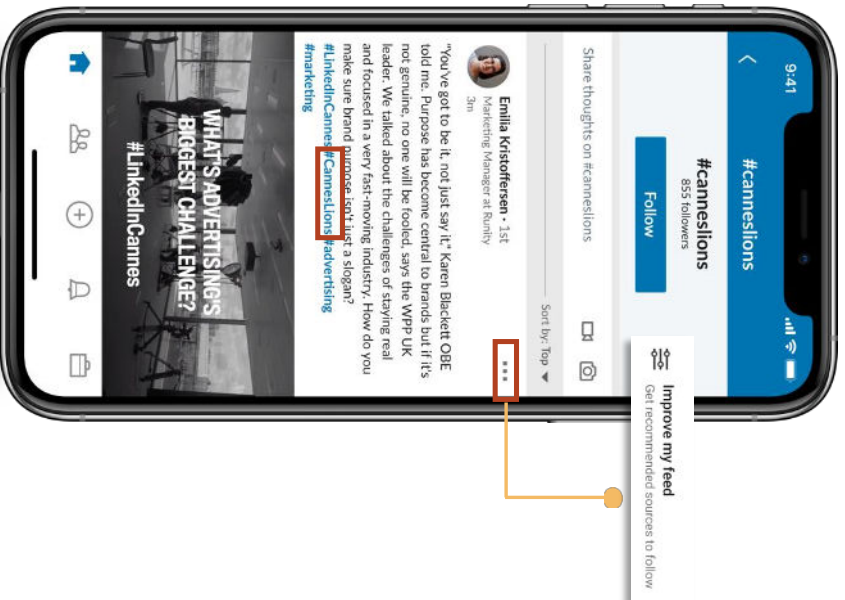
3 Type your desired hashtag from the “# Add hashtag” feature



# How to discover hashtags to follow on LinkedIn

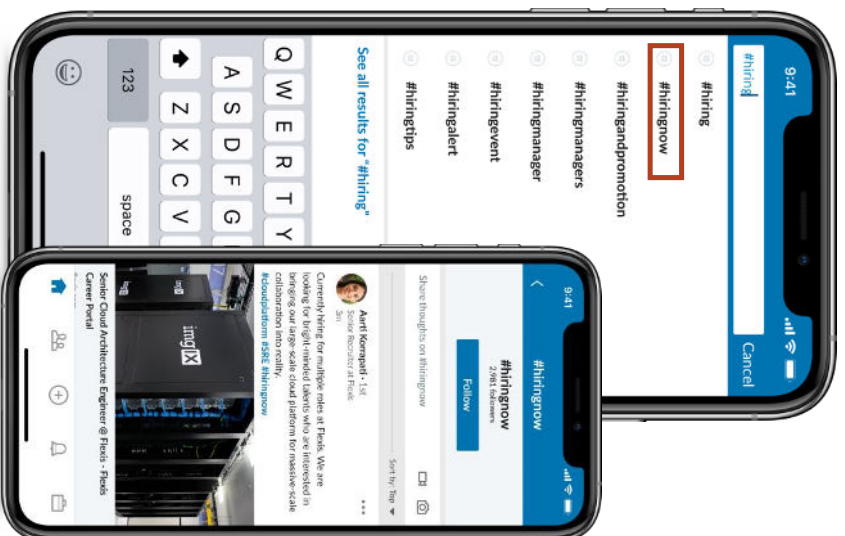
1

Tap from feed



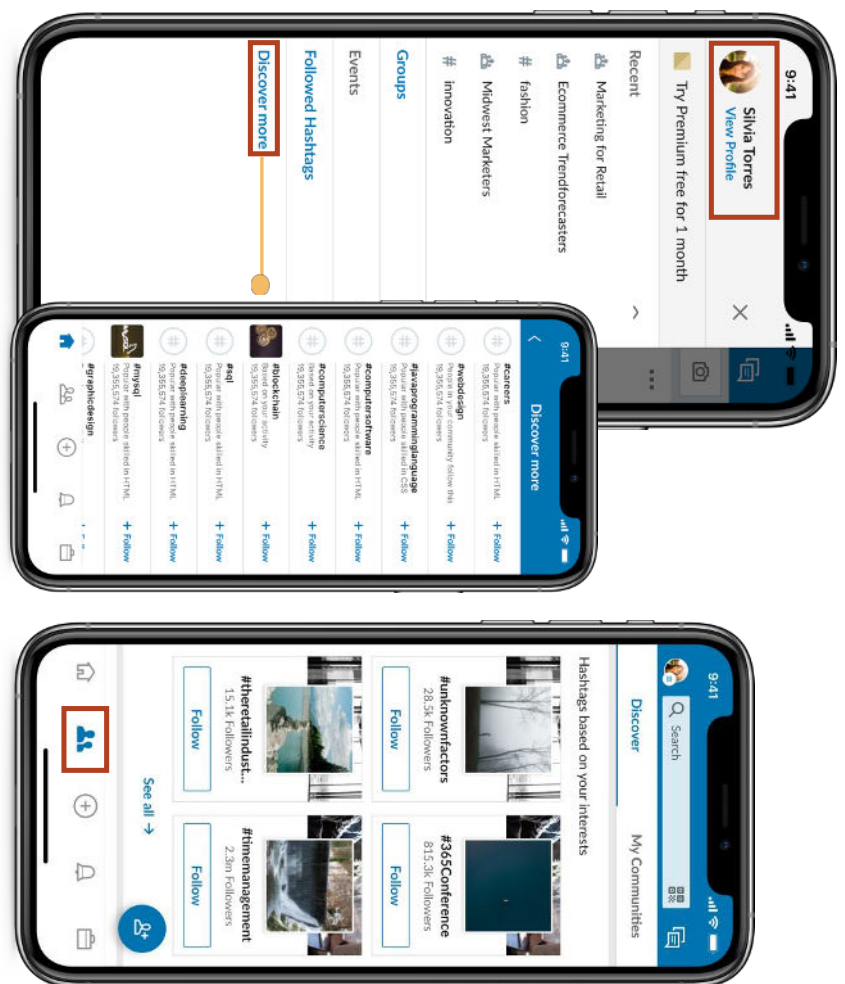
2

Search your interests



3

Discover personalized recommendations



## LinkedIn hashtag best practices

Guidelines to keep in mind when using hashtags

- ✓ **Use correctly:** Include the # sign before a keyword or phrase. Avoid spaces, punctuation, special symbols, or emojis
- ✓ **Don't overdo it:** Recommend using no more than 3 hashtags per post, and leverage both broad and niche hashtags for increased exposure (e.g. #marketing vs. #TED2019)
- ✓ **Make LinkedIn your own:** Follow hashtags to see the topics you care about
- ✓ **Speak up:** Report any inappropriate or offensive hashtag updates by [following these guidelines](#)

# Still have questions?

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If you encounter technical issues, you can find out the answers or contact our help center representatives [here](#).

Explore the [LinkedIn Help Center](#) for all other inquiries.