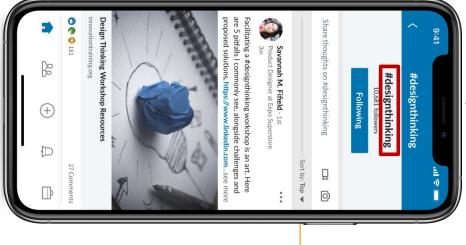


#Hashtags on LinkedIn

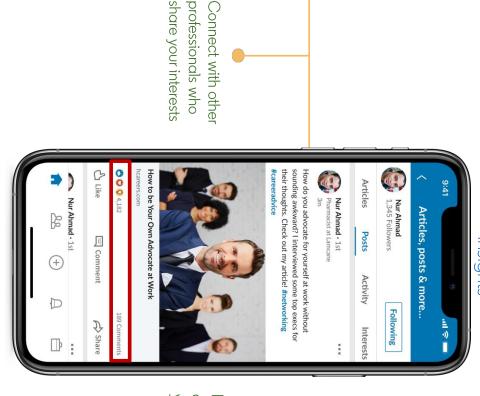
Why use hashtags on LinkedIn?

Establish your credibility and expertise

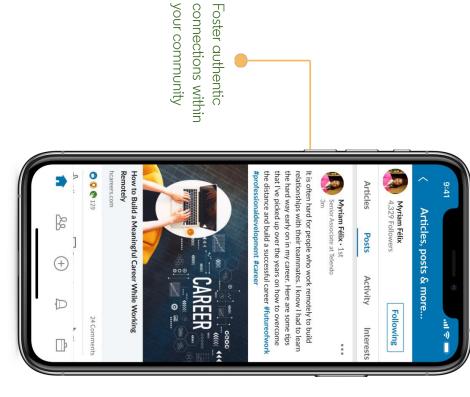


share your interests protessionals who

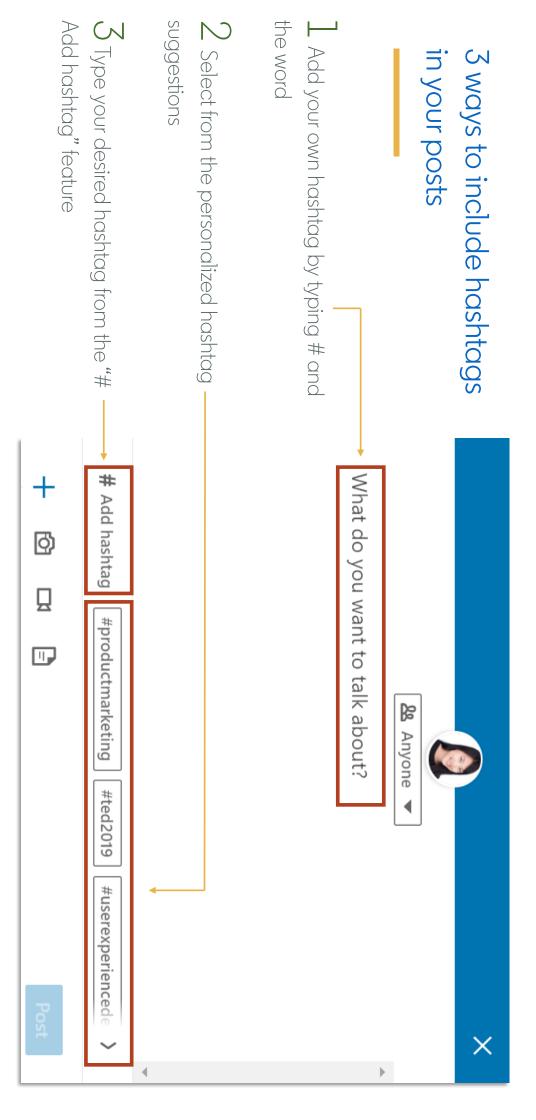
Reach people who value your insights



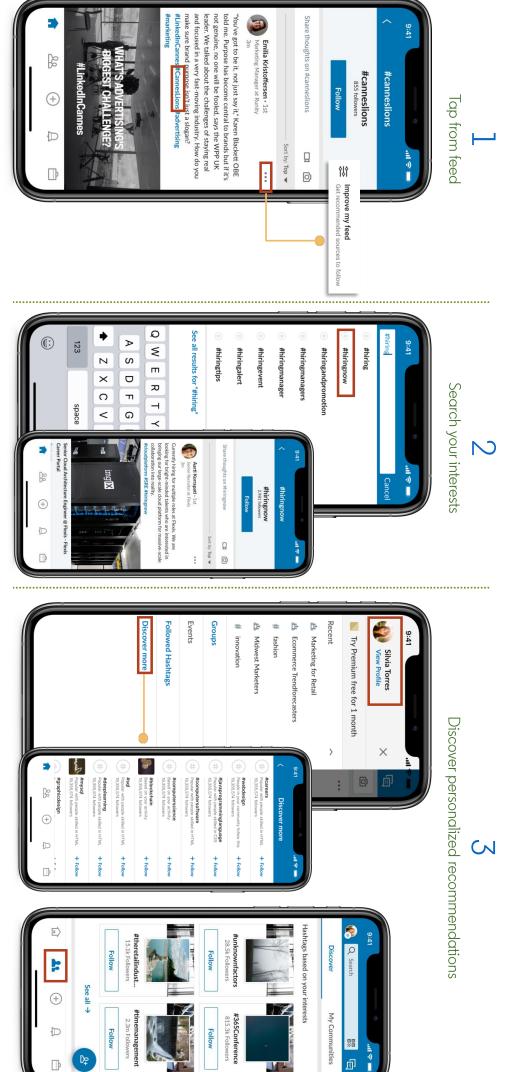
conversations over shared interests Jumpstart meaningful



How to use hashtags in your posts?



How to discover hashtags to follow on LinkedIn



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 #TED2019 leverage both broad and niche hashtags for increased exposure (e.g. #marketing vs.
- 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 <u>quidelines</u>

Still have questions?

our help center representatives here. If you encounter technical issues, you can find out the answers or contact

Explore the LinkedIn Help Center for all other inquiries.