



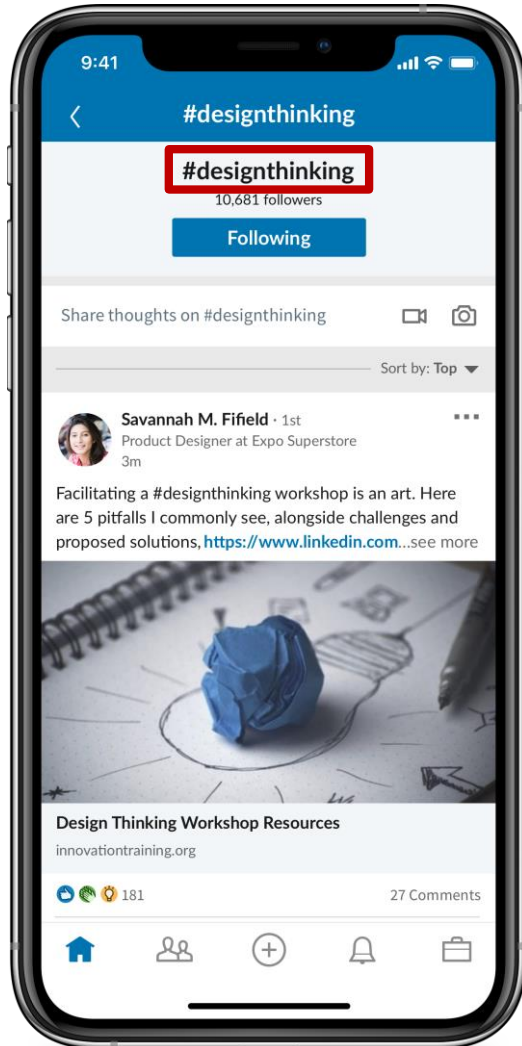
#Hashtags on LinkedIn

Why use hashtags on LinkedIn?

Establish your credibility and expertise

Reach people who value your insights

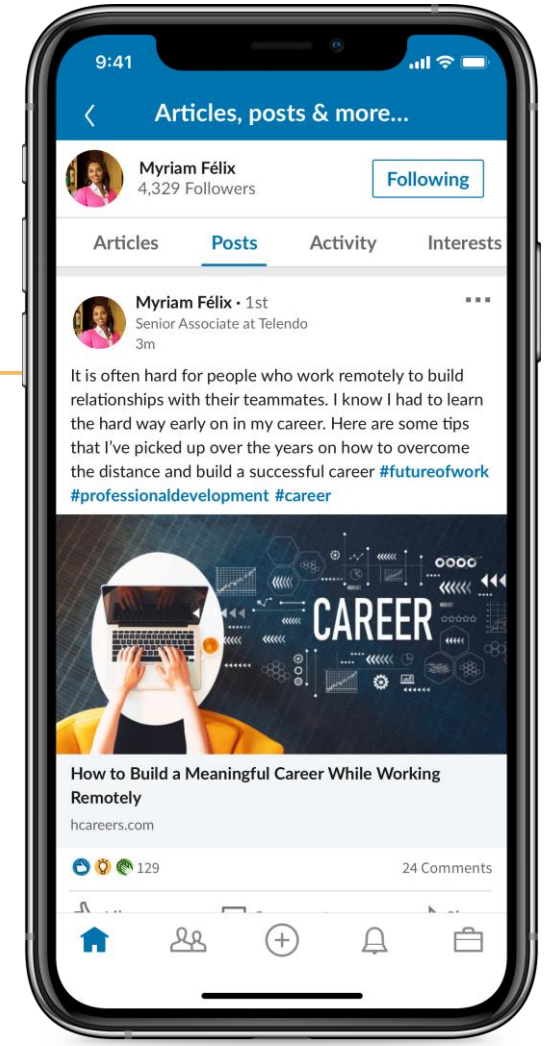
Jumpstart meaningful conversations over shared interests



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

The screenshot shows a social media post creation interface. At the top, there is a blue header bar with a user profile picture and a close button (X). Below the header, there is a dropdown menu for audience selection, currently set to "Anyone". The main text area contains the placeholder "What do you want to talk about?". Below the text area, there is a row of hashtag suggestions: "# Add hashtag", "#productmarketing", "#ted2019", and "#userexperiencede". At the bottom, there is a row of icons for adding content: a plus sign, a camera, a video camera, and a document. A blue "Post" button is located at the bottom right.

What do you want to talk about?

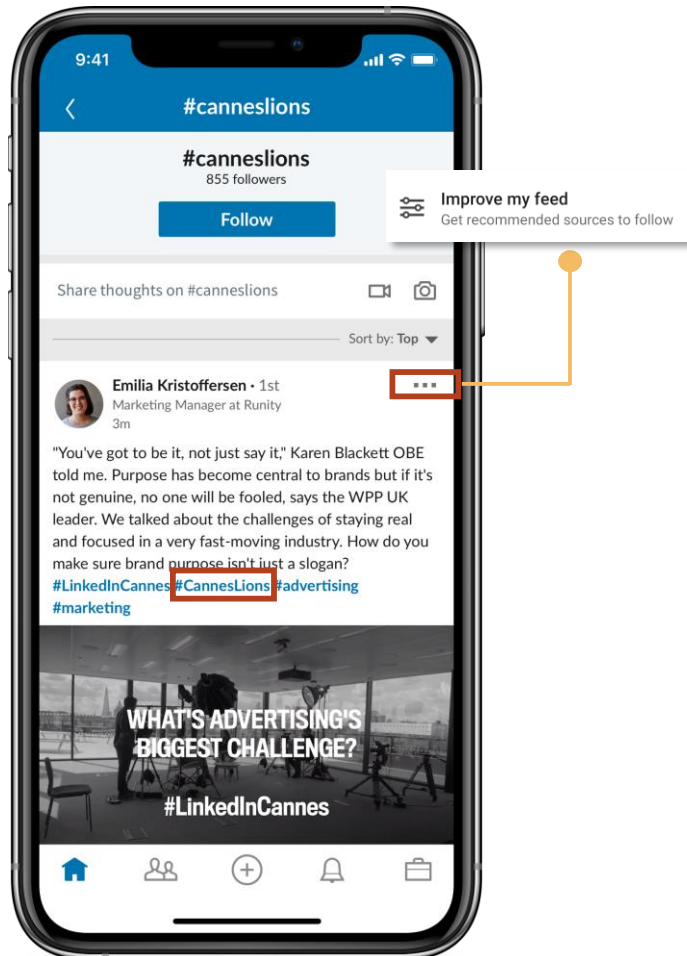
Add hashtag #productmarketing #ted2019 #userexperiencede

Post

How to discover hashtags to follow on LinkedIn

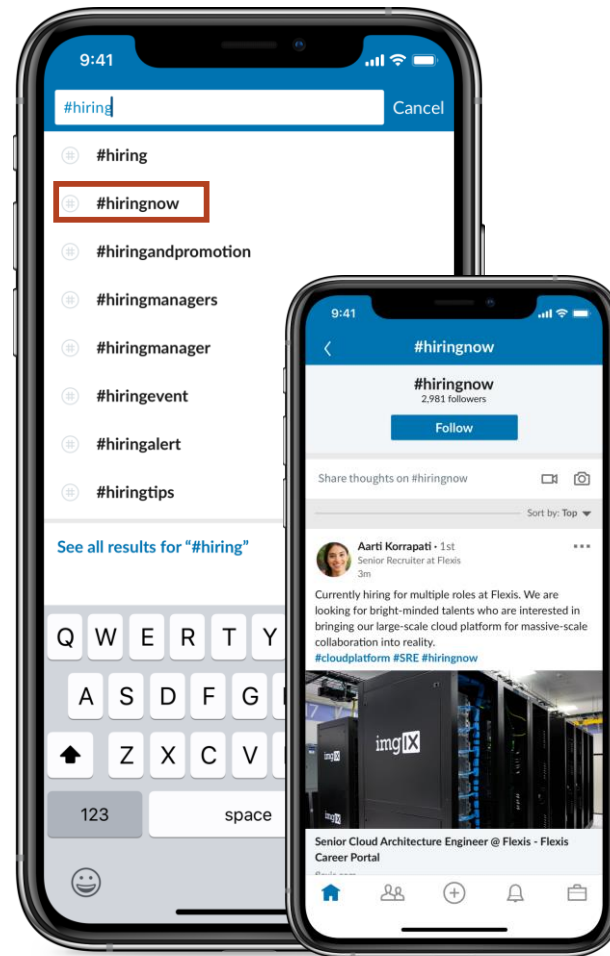
1

Tap from feed



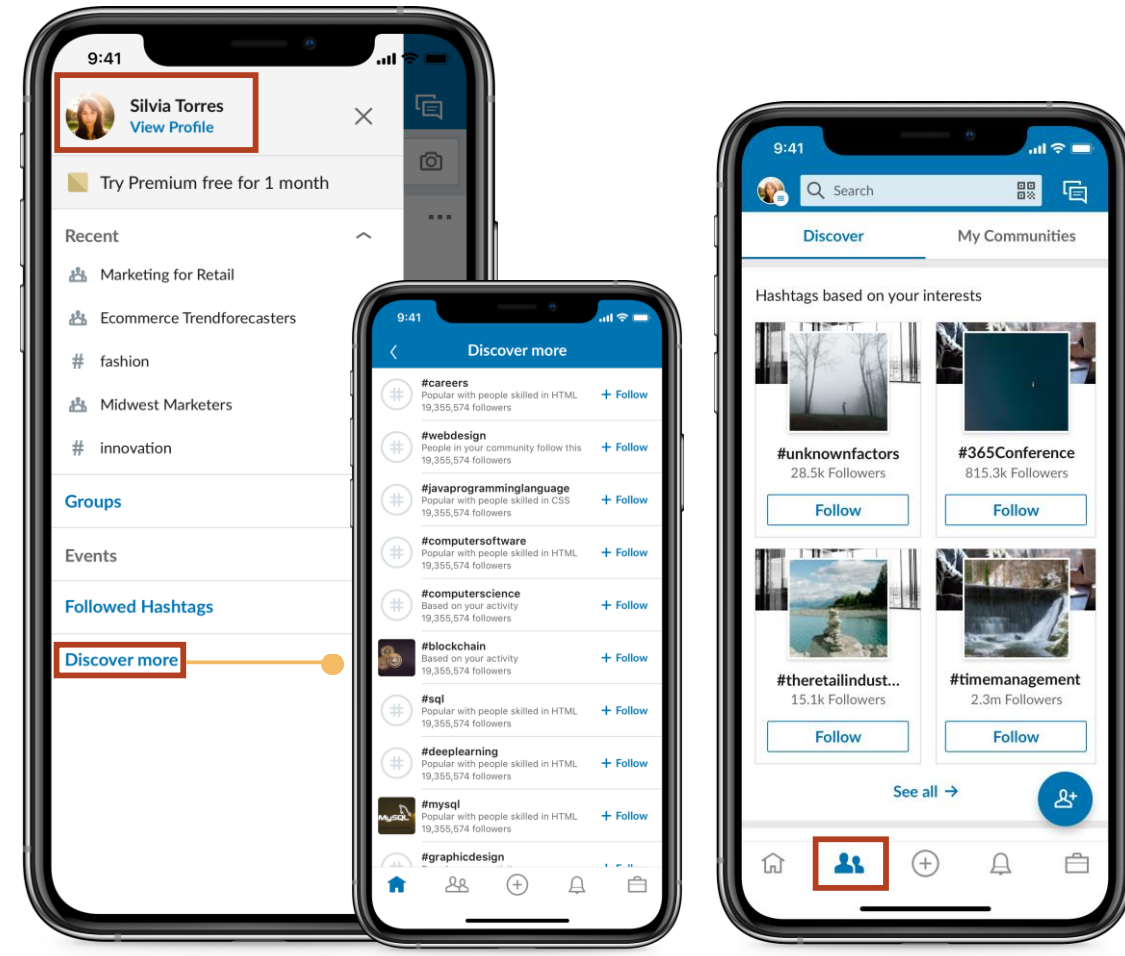
2

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?

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.