



# Ninja Tricks for Good Hashtags

## 1 Brainstorm

- List all the keywords you can think of related to your industry, your offer, outcomes you deliver, your clients' industry, function/title, pain points, solutions they are seeking, etc.

## 2 Identify

- In the LinkedIn search box, start typing each of these words with the # symbol in front of it (no space after # or between words)
- Do not click on "see all results". Select from the dropdown menu

## 3 Explore

- Select relevant word combinations before moving to next word

## 4 Evaluate

- For each hashtag, look at the number of followers, scroll down to make sure some of the content is relevant to you (even if only a few posts pique your interest that's enough)
- Beware of very broad terms as they may flood your feed

## 5 Select

- Based on criteria above, decide whether to "Follow" or not

## 6 Adjust

- Monthly, re-assess your experience with your feed and revisit your selections accordingly