

## Hashtag Techniques to Boost Your Brand

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### *Smart Ways to Standout on Twitter*

If you use Twitter, chances are you've seen a hashtag. Twitter hashtags are a way for users to organize their tweets in specific topics. The most popular hashtags are conferences, events, natural disasters - and jokes.

Before you start using hashtags, it's best to know what the current popular hashtags are. Hashtag trends on Twitter come and go, so to use your hashtags effectively, it's important to keep up with the trends. There are several online resources that will tell you which hashtags are popular at any given moment, like:

- [What the Trend](#)
- [Twubs](#)
- [Hashtags.org](#)
- [Tagalus](#)

It makes sense for a business to hashtag their tweets about conferences and events that they are attending so that their tweets will pop up in the feed of people following

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these popular hashtags. But professionals can take it even further and research niche hashtags related to their specialty.

If you start to use a niche hashtag, make sure to briefly explain your hashtag in a single tweet so that others know what the hashtag means.

It's important not to appear too spammy on Twitter, so don't put too many hashtags into one tweet. Stick to two or three at the most. Using hashtags inside your tweet instead of attaching it at the end will save space in your tweets. And, from time to time, have some of your tweets be hashtag-free so you look like a human online rather than a tagging robot.

**#FindMeOnTwitter** [@GainYourGoals!](#)

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