



Hashtag Strategy

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Hashtag Ratio Rules

- Avoid Using Hashtags With Millions (or Billions) Of Posts A Day, unless... 1M Yourself.
- Accounts With A Few Dozen Followers = Hashtags In The Hundred Posts A Day In Your Niche.
- Accounts With A Few Hundred Followers = Hashtags In The Thousands Of Posts A Day In Your Niche.
- Accounts With A Few Thousand Followers = Hashtags In The Tens Of Thousands Of Posts A Day In Your Niche.
- Accounts With A Few Tens of Thousand Followers = Hashtags In The Hundreds Of Posts A Day In Your Niche.
- Accounts With A Few Hundreds Of Thousand Followers = Hashtags In The Millions Of Posts A Day In Your Niche.

Hashtag Research

- Go to ritetag.com
- Seek 10-15 hashtags on your niche, based on the size of your account.
- Create A Hashtag Document List. Use Them Sporadically.
- Research New Hashtags Often And Add Them To The List.