

SOCIAL MEDIA - Hashtags

Even in 2022, using relevant, targeted hashtags on your Insta posts and stories is one of the best ways to get discovered by new audiences. Instagram, Twitter and hashtags are still an effective way to get more eyes (and engagement!).

Hashtags are one of those funny social media features that can be difficult to understand and use. But, once you get the hang of them, the results come pouring in.

When using a phrase as a hashtag, you spell it out without spaces, such as #usinghashtags. It can include numbers but not symbols or punctuation. The hashtag can be placed at the beginning, middle or end of your social media post or comment, however grouping hashtags at the end of your caption (or comment) is the safest bet.



THERE IS AN EASY TO FOLLOW AND UNDERSTAND ARTICLE HERE THAT EXPLAINS HOW TO USE HASHTAGS IN ALL OF YOUR SOCIAL MEDIA PLATFORMS. CLICK THE IMAGE TO READ MORE.

WHAT HASHTAGS TO USE

Recommended using 3 per post from the following core hashtags:

#kartingaustralia #karting #kart #racing #motorsport #kartinglife #speed #girlsinmotorsport #womeninmotorsport #familykarting #kartinggirl #racingkart #fun #familyfun

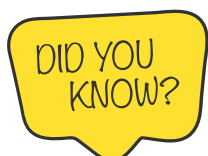
Add #Australia

It comes with no surprise that the country's top hashtag is #Australia with over 55 million posts.

Add the location

#sydney #goldcoast #adelaide #newsouthwales #perth #brisbane #qld #melbourne #sydney

Add the specific topic or person relative to the post ie @motorsportaustalia @fredflinstoneracing @racingmagazine etc.



A POST WITH AT LEAST ONE INSTAGRAM HASHTAG AVERAGES 12.6% MORE ENGAGEMENT THAN POSTS WITHOUT A HASHTAG. SO IT REALLY IS WORTH CREATING A HASHTAG STRATEGY FOR YOUR BRAND / CLUB IF YOU WANT TO GROW!