My Company tab

Hashtags Best Practices

Linked in

FAQs

How will hashtags work?

Any Curator can Recommend content, define and add hashtags. The hashtags used in a Curator's Recommend copy will also be used for content structure. Top hashtags will be displayed on the left page rail of employee view where employees can filter Recommendations by hashtags.

When will hashtags be available?

Hashtags will be available on your My Company tab by 3/30/21*

subject to change based on product timelines

Who can define and add hashtags?

Any Curator can define and add hashtags. Hashtags used in the Recommend copy will also be used for content structure.

How will Recommendations be sorted if filtered by a hashtag?

If Recommendations are filtered by a hashtag, the Recommendations will be sorted by recency.

Will hashtags in a Recommendation be clickable?

Yes, if an employee clicks on a hashtag in a Recommendation, they will be led to the respective hashtag feed on the LinkedIn.com feed.

How should I leverage permalinks?

- Permalinks can be used to land teams directly into a filtered Recommend feed that is relevant to them. For example, you can share a link to the #design Recommend feed with the design team.
- Permalinks can also be manually edited to filter the Recommend feed by any hashtag. For example, an employee can edit the permalink for #sales even if #sales is not a top hashtag.

How will hashtags appear in the employee/Curator view vs externally?

- In the employee view, the top hashtags will be displayed on the left page rail of the Recommend feed. Employees can click on a specific hashtags to filter their Recommendation feed.
- Hashtags used in the Recommend copy will pull through as the default copy employees can reshare to their LinkedIn networks. We encourage employees to customize the Recommend copy to reflect their own voice before sharing on their personal LinkedIn profiles.

Tips

Create relevant employee experience with Permalinks
Use permalinks to land teams directly into Recommend feeds most relevant to them. For example, you can provide the design team with a permalink to the #design Recommend feed. Another example is if you're curating content for the France team, you can provide the team with a permalink to the #France Recommend feed.

Influence which top hashtags are displayed in employee view
- **Top hashtags will be surfaced based on several relevancy factors, one of which is how often a hashtag is used in Recommendations.** Curators can help influence what top hashtags are displayed by consistently using a focused set of hashtags.
- **Other factors may include things such as an employees' profile language settings and the hashtags employees follow on the LinkedIn.com feed**. These factors can influence how top hashtags appear for employees and are constantly evolving to optimize for greater relevancy.

Align Curators around your hashtag strategy
Form a hashtag strategy by choosing a set of hashtags appropriate for your organization. Think about what hashtags may resonate with different employee groups, their audiences, to help structure your content.
Educate Curators on your chosen hashtags (company-wide, or specific to an employee group), and encourage Curators to consistently use these hashtags in their Recommendation copy

Form a hashtag strategy for multi-lingual content
Choose specific hashtags to help segment your content by language such as #French or #APAC. Once a multi-lingual strategy is in place, educate Curators and direct respective teams to the hashtags most relevant to them.

Share hashtags guidance with employees
If hashtags are used exclusively for content structure, and not meant to be visible to external audiences, **ask employees to edit suggested Recommend copy by deleting the hashtags before posting.** If hashtags are used for content structure, encourage employee groups to navigate directly to their chosen hashtags (e.g. #design for design teams, #launch for marketing teams).

Assign a Super Admin to manage your Recommendations
A Super Admin can delete any Recommendation, even one not curated by them. As such, Super Admin can monitor Curator's Recommendations and delete any content that does not follow your organizations guidelines. To learn more about Roles & Permissions on Pages click here.

My Company tab

Hashtags Best Practices

Top 50 hashtags on LinkedIn based on number of followers

1. #innovation
2. #management
3. #humanresources
4. #digitalmarketing
5. #technology
6. #creativity
7. #future
8. #futurism
9. #entrepreneurship
10. #markets
11. #careers
12. #startups
13. #marketing
14. #socialmedia
15. #venturecapital
16. #socialnetworking
17. #leanstartups

18. #economy
19. #economics
20. #branding
21. #professionalwomen
22. #macroeconomics
23. #advertisingandmarketing
24. #womeninscience
25. #gender
26. #feminism
27. #motivation
28. #personaldevelopment
29. #investing
30. #jobinterviews
31. #money
32. #bankingindustry
33. #sustainability
34. #alternativeenergy

35. #greentech
36. #personalbranding
37. #hiringandpromotion
38. #healthcare
39. #education
40. #customerrelations
41. #highereducation
42. #productivity
43. #educationpolicy
44. #teachersandschoolemployees
45. #educationreform
46. #medicine
47. #whatinspiresme
48. #healthcarereform
49. #bestadvice
50. #managedcare

* Top hashtags as of March 2021 and based on global followership