



Hashtags: Social Strategy & Best Practices



cruinstagram #scripturesunday
#faithjourney #christianinspiration
#christianposts #bibleverseoftheday
#dailyword #biblescripture
#biblescriptureoftheday
#scriptureoftheday #wordbeforeworld
#biblequote #godlyquotes #bibleverses
#wordofgod #dailyverse
#godsmotivations #dailybiblereading
#sounddoctrine #christianquotesdaily



Hashtag 101: Basics



Instagram allows you more use of hashtags on posts without penalizing than other platforms!

Maximum Amount

- Up to 30 Hashtags in Post
- Up to 10 Hashtags in Stories

What We Recommend:

- Hashtags are best used on Instagram only.
- Limit Twitter to campaign based or trending hashtags only.
- Do not use the same list of hashtags for every post, Instagram **will** penalize it in the algorithm!
- Change it up each post (create a few key sets and tweak per graphic)
- See what posts do well, @CruInstagram averages best on 10-12 per post.

Why Hashtag?

Extended Reach:

You want your post to perform the best it can, *right?* Adding the proper hashtags and not staying consistent (copy paste same grouping every time), will lead your social media post to more exposure and increase your Engagement Rate Percentage (ERP).

Tools to get you started:

- [Hashtags: How to Use Them to Engage Your Audience](#)
- [Christian Hashtags: The Ultimate List of over 250 Hashtags for Faith](#)
- [The 2020 Instagram Hashtag Guide—How to Use Them and Get Results](#)
- [How the Instagram Algorithm Works \(And Where Your Strategy Needs to Shift\)](#) (Has some good insights on hashtags and other strategies worth considering)

What do we want to do with Hashtags?



- 1. Continue reaching primarily Christian based accounts and fellow believers**
- 2. Reach people outside of Christian circles (curious?)?**
- 3. Develop different hashtag groupings for different posts (constant testing)**

Cru Grouping Examples

If the post has scripture in it (image or caption):

#faithjourney #christianinspiration #christianposts
#bibleverseoftheday #dailyword #biblescripture
#biblescriptureoftheday #scriptureoftheday
#wordbeforeworld #biblequote #godlyquotes
#bibleverses #wordofgod #dailyverse
#godsmotivations #dailybiblereading
#sounddoctrine #christianquotesdaily

If the post does not have scripture in it:

#christianchurch #christlike #godly #righteous
#christianmotivation #christianthoughts
#jesuswords #christianthought #faithjourney
#christianinspiration #christianposts
#followjesuschrist #madeinjesus #imabeliever
#madeinhisimage #sharethegospel
#christiancommunity

Other Ministry Examples (Research)

InterVarsity

[#intervarsity #iv #ivcf #ivusa #college
#collegeministry #campusministry #jesus #god
#holyspirit #bible #biblestudy #revival
#transformation #fun #community #friendship #love
#mission #outreach #multiethnic
#interdenominational #go #sent #fellowship]

[#intervarsity #iv #ivcf #ivusa #college #collegeministry
#campusministry #jesus #god #holyspirit #bible
#biblestudy #revival #transformation #fun
#community #friendship #love #mission #outreach
#multiethnic #interdenominational #go #sent
#fellowship #scavengerhunt #actlovewalkchallenge]

Navigators

[#NativeNations #theNavigators #prayerguide
#prayer #disciplemaking #ABQ #PHX #ministry
#spiritualgenerations #Navajo #hopi
#NativeAmerican]

[#theNavigators #NativeNations #Navajo #Hopi
#COVID19 #Faith #jesusfollower #leadership
#lifetolife #disciplemaking]

[#theNavigators #NobleMen #Christfollower
#NobleMenMinistries #ChristianResources
#lifetolifediscipleship #GodlyMen #ASU
#NavsCollegiate #MensMinistry #fellowship]

Hashtags for Campaigns & Events



Whether you are using a macro holiday hashtag or event focused hashtag, make your hashtag **clear and visible within the caption!**

Event/Holiday Examples:

- #Cru22 #FallRetreat21 #WinterConference21 #HappyThanksgiving #HeisRisen

What We Recommend:

- It is better to use a hashtag for an event verses creating a whole new event hashtag page, unless there's one that currently exists and has an existing built up following.
- Limit Twitter to maximum 3 hashtags
- Consistently use in all types of posts (stories, feed, reels, IGTV)

Next Steps!

- Research (natively within Instagram App's Insights) what current hashtags you are using and determine if you want to switch up consistency of hashtags
 - Did a lot of non-followers reach this post?
 - Did fewer hashtags perform better than the max of 30 hashtags?
 - Do we want to slowly implement changes to the amount of hashtags/type?
- Keep consistent eye on results and make adjustments as needed (based on frequency of posting)
- Follow through with posting hashtags on every feed/story/reels/IGTV post!

THANK YOU

Questions? Please contact social@cru.org