

Using Hashtags on Social Media



Using hashtags (#) on your social media platforms can help increase your reach and engagement. There are a few tips and tricks to keep in mind when using hashtags on different platforms. This resource will review a bit about using hashtags and include a list of hashtags for food, farming and agriculture in Nova Scotia that you can use too.

What is a hashtag?

It's essentially a word or phrase that follows the pound symbol (#). Examples include: #NovaScotia #Farming. Hashtag phrases contain no spaces. On social media, hashtags are an indicator for users and for social platform algorithms, that a piece of content relates to a specific topic or category. Hashtags can help make content more discoverable in searches and reach more people.

Hashtag Hints

- Always start with a # symbol and will not work if you use spaces, punctuation or symbols within a phrase or word
- Your account needs to be public for non-followers to find the content you've created and used the hashtag in
- Keep hashtags short, easy to read and easy to remember
- Use relevant and specific hashtags. Don't use hashtags that aren't related to your content
- Limit the number of hashtags you use in each post. A lot of hashtags can look like spam

Hashtags are a way to connect social media content to a specific event, topic, theme, or conversation

Why Use Hashtags?

There are many benefits to including hashtags in your posts and content on your social media platforms:

- Increase engagement with your followers
- Build brand awareness with your own branded hashtags
- Show support for causes and social issues
- Add context to a post (especially when limited for space to write a caption)
- Helps your target audience find you
- Ability to disclose paid partnerships easily (for influencers or when you work with influencers)

Hashtags were first used on Twitter! In the summer of 2007 a web marketing specialist came up with the idea of using hashtags, #, to group related tweets together.

This was the first hashtag ever used:



How to Find Hashtags:

We've provided a cheat sheet below, but if you want to find new and trending hashtags for your farm or business here are 6 ways:

- Monitor social media influencers and competitors for hashtags they are using
- Use hashtagify.me (mainly for Twitter and Instagram) to search and see the popularity of hashtags
- Use apps like [RiteTag](https://ritetag.com) to upload content and auto-generate hashtag suggestions
- Use a social media listening tool
- Find related hashtags (like #foodiephoto if you used #foodie)
- Watch for trends on your own hashtags (engagement, reach) to see if the hashtags you're using are working

Optimal Number of Hashtags by platform:

Twitter: 1-2

YouTube: 2-3

Facebook: 1-2

LinkedIn: 1-2

Instagram: 5-10

Pinterest: 2-5

You can search for hashtags on any social media platform by using the search bar and typing in the hashtag using the # symbol and then word or phrase

We have generated a list of hashtags for food, farming, and agriculture in Nova Scotia.

Hashtags

Meet Your Farmer Frequent:

#MeetYourFarmer

#NovaScotia

#NSFood

#NSFarm

#YoungFarmer

#YourFarmersYourNovaScotia

#NSFarmRecipes

#NovaScotiaFood

#NovaScotiaFarm

#NSfarming

#NSfarms

Open Farm Day:

#OpenFarmDay

#AtlanticOpenFarmDay

#FarmTour

#FarmVisit

Generic Hashtags:

#Agriculture

#Farm

#Farmers

#Farming

#FarmLife

#CdnAg

#Ag365

#CanadianFoodFamilies

#Agvocate

#FoodSystems

#AgProud

#AgMoreThanEver

#Agriculture

#AgricultureLife

#AgLife

#FarmFamily

Food Day Canada:

#FoodDayCanada

#CanadaCooks

#EatLocal

Women in Agriculture:

#FarmHer

#WomenInAg

#WomenFarmers

#FarmGirl

#WomenWhoFarm

#AdvancingWomenInAgriculture

#WomenInBusiness

#WomenProducers

#BeeKeepHer

Canada's Agriculture Day:

#CdnAgDay



Hashtags Continued:

Farmers Markets

#LocalLove
#ReduceReuseRecycle
#LoyaltoLocal
#GrownNotFlown
#OnlineMarketHaul
#MarketFresh
#NovaScotiaEats
#EatSeasonal
#FarmerMarketFinds

Poultry:

#ThinkTurkey
#IHeartChickenFarmers
#CanadianChicken
#ChickenFarming
#RaisedByACanadianFarmer

Horticulture:

#Veggies
#Veggie
#Fruit
#HorticultureNS
#DoYouKnow
#FarmWorkers
#WildBlueberry
#WildBlueberries
#FarmFresh
#Greenhouse
#Greenhouses
#GreenhouseGrown
#Strawberry
#Raspberry

Dairy:

#lovecanadianmilk
#highqualitydairy
#qualitycanadianmilk
#ConsumeCanadian
#Canada
#buycanadian
#canadiandairy
#FarmersForCanada
#canadianmade
#madeincanada
#lovecanadianmilk
#dairy
#dairymilk
#dairyfarming
#dairy cows
#fooddairy
#dairy cow
#dairyfarmer
#dairyproducts
#lovedairy
#dairyindustry
#dairyfarmers
#dairyfarms
#dairylove
#dairyproduct

Beef:

#NSLivestock
#AtlanticBeef
#lovecdnbeef
#CanadianBeef
#CdnBeef
#Beef
#BBQ

Environment and Sustainability:

#Climate
#GlobalGoals
#ClimateAction
#ActNow
#SustainableSundays
#Sustainable
#GoodFood4All
#SDGs
#TogetherForOurPlanet
#Nature
#Green
#ZeroWaste
#Earth
#Science
#NoPlanetB
#PlanetEarth
#ClimateChange
#LandManagement
#GoodGrazing
#Biodiversity
#Ecosystems

Christmas Trees:

#RealTrees
#ILoveRealTrees
#NSChristmasTrees
#BalsamFir
#NSBalsamFir
#CTCNS
#RealTreesRealMemories
#BlueButton
#ChristmasTree



Hashtags Continued:

Maple:

#CdnMaple
#CanadianMaple
#MapleSyrup
#MapleSeason
#Mapleeverything
#SugarSeason

Apples:

#Apples
#NowYouKnow
#AppleADay
#GreenApple
#RedApple

Bees:

#BeeKeeping
#Beekeeper
#BeeKeepersLife
#Honey
#Pollinate
#Pollinator
#Buzz
#Bees
#HoneyBee
#NSBeeKeeper
#Apiary
#Apiculture



Grapes and Wine:

#NovaScotiaWine
#NSWine
#Wine
#WineTime
#WineTasting
#Vineyard
#VineyardViews
#VineyardVines
#Grapes
#GrapeHarvest
#GrapeVine

Pork:

#CanadianPork
#CdnPork

Egg:

#NovaScotiaEggs
#EggsAnytime
#Eggscellent
#EggFarmersGiveBack

Young Farmers:

#NSYoungFarmers
#YoungFarmer
#YoungFarmers
#HowNSAgs

Organic Agriculture:

#Organic
#OrganicFood
#OrganicFarming
#OrganicFarmer

Soil:

#Soil
#SoilHealth
#SoilScience
#SoilFoodWeb
#LivingSoil
#RegenerativeFarming
#RgenerativeAgriculture
#Regen

Sources:

How to Use Hashtags in 2021- Hootsuite- <https://blog.hootsuite.com/how-to-use-hashtags/>

How to Use Hashtags Effectively on Social Media- Digital Marketing Institute-

<https://digitalmarketinginstitute.com/blog/how-to-use-hashtags-in-social-media>