

Porchlyte



HOW TO USE
HASHTAGS

REAL ESTATE HASHTAG CHEATSHEET

Do's & Don'ts On How To Use Hashtags

Using relevant, targeted hashtags on your posts and stories is still one of the best ways to get discovered by new audiences on Instagram. And this can translate into more engagement, more followers, and more customers for your real estate business.

01 BE SPECIFIC

The more specific you can get with your hashtag, the more targeted your audience will be. Not all hashtags need to be real estate based. Think about what people are searching for and add the appropriate relative hashtags.

02 USE LOCATION HASHTAGS

If you are targeting a specific area or your area has a nickname that is commonly known, use it. If people are searching by area they will likely discover your content.

03 DON'T HAVE MORE HASHTAGS THAN WORDS

It generally dilutes your message and comes off as desperate. Focus instead on being specific. You can also put your hashtags in the comments of your post to clean up your content section.

04 DON'T HASHTAG EVERYTHING

Not everything you produce needs a hashtag. If you were to share a news story, leave the hashtag off of it. If you write a blog post that analyzes the impact of that news, then absolutely use a hashtag when you share it.

REAL ESTATE HASHTAG SAMPLES

#realtorlife	#realestate
#newlisting	#realtor
#homesforsale	#realestateagent
#luxuryhome	#property
#homes	#luxuryrealestate
#luxuryliving	#realty
#invest	#milliondollarlisting
#newhome	#investment
#mansion	#luxuryhomes
#listing	#dreamhome
#house	#properties
#investor	#broker
#mortgage	#forsale
#housing	#househunting
#openhouse	#justlisted

When choosing your hashtags, choose a variation of hashtags.

Only have a couple of hashtags that have a following in the millions, some in the thousands and try to choose most of your hashtags with followings in the hundreds so that you have a better chance of people seeing your post in the hashtag groups.

Finally, try not to use the same hashtags over and over. Mix it up.