

Gerardo Perez:

I want you to completely forget everything that you've been taught about hashtags on Instagram, because TikTok is a different game. Traditionally hashtags have been used in excess to be able to rank and to find different audiences. On TikTok, I want you to actually think of hashtags more so as a guidance tool so that the algorithm actually knows who to distribute your content to. In addition to that, you shouldn't actually have an excess of hashtags. In one of their latest updates, TikTok actually made the character limit a lot longer within the captions. And they also mentioned how they're prioritising keyword searches as opposed to hashtags. So when it comes to testing out different hashtags related to your videos, I think it's more important to have intentional hashtags that really just encompass the overall feel of your video, as opposed to going very granular and very specific with your tags.

This is one of those things that I really don't want you to overthink, instead focus on being intentional with your captions. You'll notice that as TikTok continues to grow, they'll start focusing more and more on the search capabilities of the platform. So being a little bit more intentional with your actual captions and the keywords within your captions, I think is a little bit more of a well focused effort than actually focusing heavily on hashtags.

Again, remember, think of hashtags more so as guiders for the actual algorithm as opposed to anything else. Keep it simple and keep it relevant to your videos. In the overall scheme of things, captions and hashtags are really secondary, focus more so on delivering and distributing quality content. And you'll notice how your engagement skyrockets. I'll see you in the next lesson.