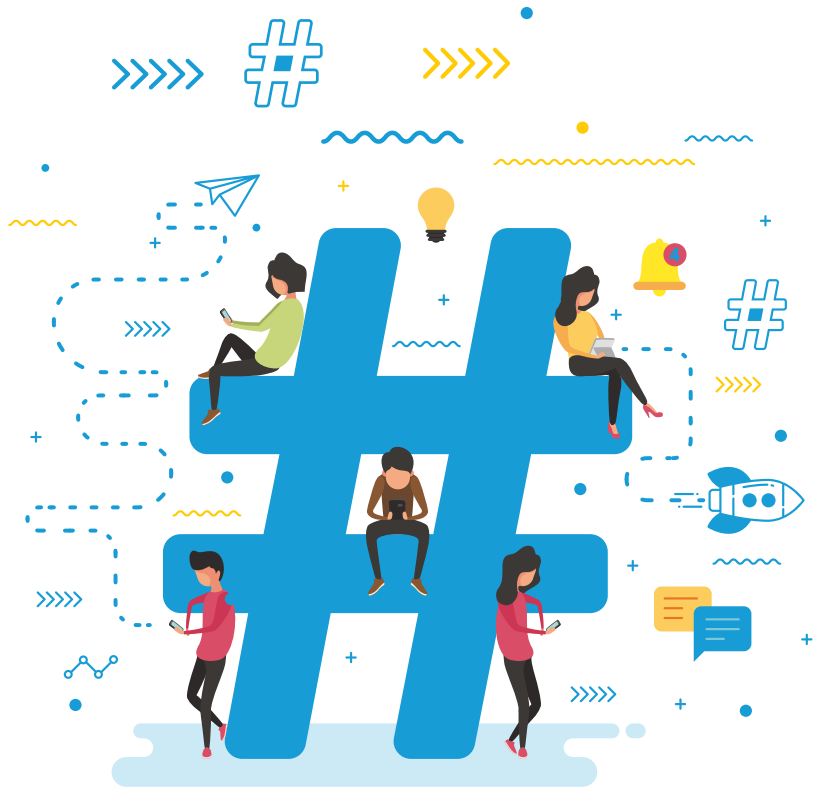




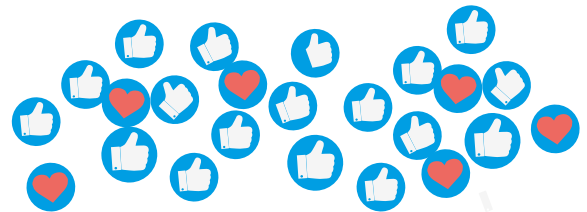
# HASHTAG HACKS

If there's one thing you can count on it's that the rules for social media will change. Earlier this year, the rules for Instagram hashtags changed and that means the best practices that worked in the past just aren't as effective anymore. The thing is, when done right you can actually use hashtags to grow your brand and meet your marketing goals. For example, did you know you can now follow hashtags as well as actual pages? And that simply copying and pasting the exact same list of Instagram hashtags into every single post you publish is considered spammy and will impact your engagement! Check out the updated rules for Instagram hashtags including how you can find the right hashtags for your business below. ♦

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# HOW TO ADVERTISE ON FACEBOOK IN 2020



Facebook advertising remains a valid way to connect with your audience on the world's largest social network. However, the constantly changing algorithm can make it a challenge to organically connect with your fans. But Facebook's micro-targeting features allow you to reach your exact desired audience, which means Facebook ads can get your message in front of the people who are most likely to want to use your services. In theory this is great for your budget, conversion rates and return on investment because you only pay to reach the most valuable potential customers; but to achieve it, you need to have a good understanding of the different Facebook ad types and targeting options. We stumbled across this Definitive Guide to Facebook Ads, which walks you through everything you need to know, from planning your first ad to developing advanced campaign strategies. Check it out below. ♦

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