

Hashtag & Discoverability Strategy

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a hashtag and discoverability strategy — tiered hashtag sets, keywords for social SEO and profile optimisation — to grow reach. Use it to be found on social. For overall direction use the Social Media Strategy.

Purpose of this tool & output

Improve reach with the right hashtags and SEO

How the output is used

Use it to improve reach with the right hashtags and SEO — a discoverability strategy across tags, keywords and formats.

Important cautions

Rotate sets and avoid banned/spammy tags; platforms change hashtag behaviour.

Companion documents

- Social Media Strategy
- Social Content Calendar
- Caption Pack Writer
- Reels / Shorts Script Writer
- Community Management SOP
- Social Media Audit

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.