

FREE ACKPOST TEMPLATE

Hashtag Strategy Template

A platform-specific hashtag planning sheet with six reusable sets and performance tracking.

TYPE

Tracker

CATEGORY

Growth

BEST FOR

**Instagram, TikTok,
LinkedIn, and X teams**

What this includes

Hashtag sets

Platform rules

Performance score

Rotation plan

Set structure

Create sets for broad category, niche topic, brand, location, campaign, and community. Rotate them instead of copying the same block forever.

Platform fit

Instagram can use more tags. LinkedIn needs fewer and more relevant tags. TikTok should match discovery behavior. X needs restraint.

Review

Track reach, saves, and follows by set. Retire tags that add clutter without discovery.

How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.