

# The Top 97 Real Estate Hashtags For Every Social platform Instagram, Facebook, Instagram, LinkedIn, Pinterest & Twitter ***PLUS BONUS (Hashtag User Guide)***



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You're going to learn everything from basic to advanced you'll need to know about real estate hashtags & strategies. Follow our tips, and you can 3X-4X-5X your followers on Facebook, Instagram, LinkedIn, Twitter, and beyond.

## What Are Real Estate Hashtags?

Real estate hashtags are words or phrases preceded by a # sign, which popular social media sites like Instagram, LinkedIn, Twitter, and Pinterest use to categorize posts into separate topics. Other users can then click on those hashtags to see all posts in that topic.

## 97 Top Real Estate Hashtags for Facebook, Instagram, LinkedIn, Pinterest, & Twitter

Now you know the basics, let's take a look at what you really came here for—the real estate hashtags! While you may be tempted to just copy and paste our list and go right back to scrolling through the MLS, that would be a mistake.

Great hashtags can be incredibly useful for getting your social media marketing off the ground, but learning how to use them is just as important as the hashtags themselves.

# General Real Estate Hashtags

(Copy & Paste Hashtags Below)

1. #realty
2. #realestate
3. #homes
4. #realtorlife
5. #brokerage
6. #realestate
7. #listing
8. #greatvalue
9. #instarealestate
10. #instalisting
11. #Realtors
12. #NAR
13. #luxuryrealestate
14. #mansion
15. #HUDhome
16. #foreclosure
17. #househunting
18. #makememove
19. #luxuryliving
20. #homegoals
21. #housegoals
22. #investmentproperty
23. #emptynest
24. #broker
25. #realestateagent
26. #locationlocationlocation
27. #FSBO
28. #ICNY

# Listing Real Estate Hashtags

(Copy & Paste Hashtags Below)

1. #houseforsale
2. #homesforsale
3. #virtualtour
4. #luxurylistings
5. #justsold
6. #openhouse
7. #offmarketlistings
8. #pocketlisting
9. #newlisting
10. #homeforsale
11. #renovated
12. #marblecounters
13. #eatinkitchen
14. #motherinlawsuite
15. #petfriendly
16. #dogfriendly
17. #catfriendly
18. #condo
19. #coop
20. #twofamily
21. #midcenturymodern
22. #colonial
23. #Victorian
24. #bungalow
25. #shotgunshack
26. #starterhome
27. #cashcow
28. #caprate
29. #dreamhome
30. #fixandflip
31. #turnkeyinvestment
32. #curbappeal
33. #justsold
34. #selling
35. #townhouse
36. #brownstone
37. #frontporch
38. #parking
39. #pool

# Neighborhood Real Estate Hashtags

(Copy & Paste Hashtags Below)

1. #walkableneighborhood
2. #walkscore
3. #HOA
4. #treelinedstreets
5. #downtown
6. #uptown
7. #yourneighborhood + style of home
8. #yourneighborhood + real estate
9. #yourneighborhood + home for sale
10. #yourneighborhood + realty
11. #yourneighborhood + life
12. #yourneighborhood + living
13. #closest big city + real estate
14. #closest big city + home for sale
15. #closest big city + realty
16. #closest big city + life
17. #closest big city + living
18. #prettyarea
19. #closetothebeach

# Branding Real Estate Hashtags

(Copy & Paste Hashtag Below)

1. #yourbrokerage
2. #realestateexperts
3. #referrals
4. #yourpersonalbrand
5. #reducedfee
6. #discountbroker
7. #your farm area + expert
8. #your farm area + brokerage
9. #your farm area + personal branding

## Fun Real Estate Hashtags

1. #wontlast!
2. #callnow!
3. #bringthedog
4. #poochfriendly
5. #freecookies
6. #freewine
7. #motivationmonday
8. #thursdaythoughts
9. #justRealtorthings
10. #riseandgrind
11. #condogoals

# ***BONUS Hashtag Guide***

## **How To Use Hashtags on Social Media**

We've covered the basics for anyone new to social media and given you a ton of top real estate hashtags. Now, let's go over some crucial best practices so you can actually use these hashtags to close more deals this year.

### **Don't Use Too Many Hashtags**

Since hashtags are such a great way to reach your audience and expand your social media reach, you may be tempted to cram your posts full of them. Don't.

Social media sites are smart enough to tell when someone is using hashtags to improve their post, and when people are simply spamming the site. You might use many hashtags, but at a certain point, they will simply ignore them.

While that should be reason enough to use hashtags sparingly, remember that your audience can see your hashtags as well. How do you think they'll judge your post if it has a billion not very related hashtags?

If you guessed like the spam you just turned it into, give yourself a pat on the back.

# Hashtags Alone Won't Make You Go Viral on Social Media

Hashtags alone will not make you go viral on social media. Sure, they might help, but what they will help with and by how much is an open question.

Some social media experts are openly negative about the value of using hashtags and say they do not help at all.

A recent study from Mention found that engagement actually went down, and by a lot, the more hashtags were used in a post.

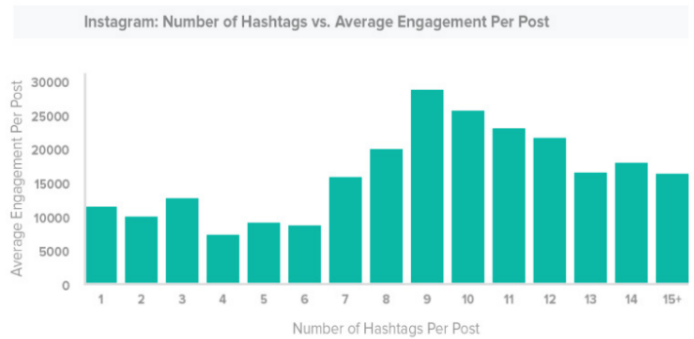
# What's the Ideal Number of Hashtags to Use on Instagram?

Instagram allows up to **30 hashtags per post**. Should you cram 30 hashtags into every single picture of your foster kitten you add to Instagram?

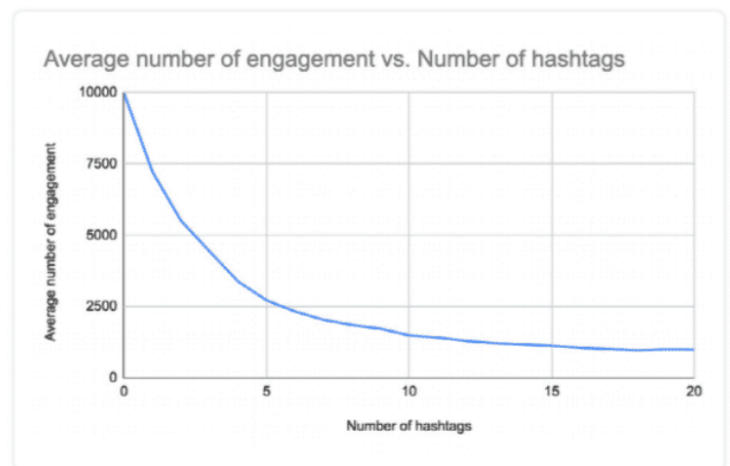
Well, no. In fact, please don't do that. While you might not get penalized by Instagram (the jury is still out on whether or not they do this), it will make you look more than a little desperate to your audience.

Analysis by marketing insights company TrackMaven found that posts with nine hashtags got the most engagement on social media in general.

However, the Mention study we linked to above shows a **STEEP decline in engagement with more hashtags used**. Their data shows that posts with zero hashtags actually get the most engagement.



(Source: TrackMaven)



So what's going on here? Well, if you look at the most popular posts and users on Instagram, you'll notice that they are almost all celebrities with hundreds of thousands of followers.

As you might imagine, they don't need hashtags to get people to look at their posts.

# Use Hashtags That Target Your Farm Area

If you remember anything from this article or any of our articles on real estate marketing, let it be this: **If you're not targeting a local audience, you may as well not even bother. Think about it. You're a hyper-local real estate expert, right? Your goal is very simple: to sell more houses.**

The only way your social media posts will help you sell more houses is if they get in front of people who live in or want to live in your farm area. **PERIOD.** Your Instagram followers, but if none of them live in or want to live in your farm area, you may as well have zero.

## How Local Is Too Local?

**Just how local you go with your hashtags depends entirely on your farm area.** For example, people who work in Manhattan can use hashtags down to the street level.

For them, using hashtags like #parkavenue or #centralpark is a no-brainer. If you're in a more suburban or rural area, then chances are you're not going to get as much traction out of using a hashtag like #highway101.

Instead, focus on the larger area, or try to find small neighborhoods that locals will know to respond to.

## Use Local Hashtags Sparingly

The goal of using local hashtags is to get your posts in front of people who live in, or are interested in, your farm area. Since you want a large audience, you might be tempted to stuff as many local keywords as possible into your posts. Don't.

Trust me, trying to cram too many local hashtags into your posts won't help you get seen by more people. Social media sites are smart enough to spot spam tactics like this. One to three local hashtags should get the job done.

## Have Fun With Hashtags, Especially on Twitter

One of the biggest mistakes we see real estate agents who are new to social media make is that they use hashtags like they're filing a book in the library.

While you do need to make sure your hashtags are helping categorize your post, remember that your audience can SEE them.

So remember to have some fun with hashtags. You might try sprinkling in some hashtags just to describe your mood (#happy) or to congratulate a coworker or friend on a promotion with #crushingit Holidays, the Super Bowl, and trend posts, but to show off your personality as well.

## Use Hashtags to Highlight Your Listing's Best Features

Another great way to use hashtags is to show off cool features of your listing, or maybe a bunch of listings you just love (with permission, of course).

For example, you might want to include hashtags like #fireplace or #countrylife for an in the country, or maybe something like #duplex or #industrialchic for a new development of loft space downtown.

While these might not get you a ton of local traffic, they might help you get in front of followers who have similar interests in architecture, interior design, or DIY.

The Real Estate Agent's Guide to Generating Endless Leads & Attracting More Business Through Social Media

## Find Popular Hashtags Your Audience & Competition Use

Since social media sites are, well, social, using popular hashtags that your audience or competition uses can get more (local) eyeballs on your content.

**More eyeballs = more money.**

So, how exactly do you figure out which keywords your audience and competition are using on Instagram? Simple. You spy on them.

## Find Popular & Local Real Estate Hashtags on Instagram

The best and maybe only way to curate a local audience on social media is to figure out what they have in common.

Once you have a nice big list of keywords locals are using, you can then head over to Instagram's search area and plug in some keywords. Once you do, Instagram will give you hashtags that use or are related to those keywords.

## Find Popular & Local Real Estate Hashtags on Twitter

Fortunately, Twitter makes this process of finding local hashtags easier. To the left of your Twitter feed, there is an ever-changing column called “# Explore.” This will show different popular and trending topics that are tailored to the content you post and the people you follow.

Follow real estate-related Twitter feeds that have a ton of local followers ... well, that little sidebar is your new best friend. There is also a growing number of websites that claim to offer secret hashtags and get you a million followers in a week.

For the most part, these sites are just pulling hashtags from Twitter trending topics. Not really worth the time or effort unless you want to pay money for hardcore analytics software.

# Save Commonly Used Hashtags So You Can Copy/Paste Into Your Posts

Since data entry is probably not high on your list of priorities for the week, save yourself some time and wrist pain by copying hashtags you think you're going to use a lot.

Even better, build up groups of hashtags that you can use over and over again on similar posts. Why reinvent the wheel every time you post about an open house or a new listing?

## Hashtag Strategies for Real Estate Agents on Instagram, Twitter & Pinterest

For the most part, using real estate hashtags doesn't vary that much among social media sites. You find popular hashtags, add them to your posts, and get found. With that said, there are a few quirks with the way each platform handles hashtags that are worth knowing. Here are a few ways each platform handles hashtags differently

### Instagram

Unlike Twitter, Instagram allows users to follow hashtags that they like. While this might not seem very significant, it can actually help you build a regular audience for your content.

Let's say you regularly use a hashtag about a local micro-neighborhood or even a local street that is well-known.

Since data entry is probably not high on your list of priorities for the week, save yourself some time and wrist pain by copying hashtags you think you're going to use a lot.

Even better, build up groups of hashtags that you can use over and over again on similar posts. Why reinvent the wheel every time you post about an open house or a new listing?

Users may stumble across these hashtags and then voila, your content will now show up in their feed. The best part is that since very few people should be using local hashtags, you won't have much competition.

You can also add hashtags to your Instagram bio. Local and popular real estate hashtags work best here of course, but you might also consider creating your own unique hashtag for your personal brand.

#KellySampsonRealtor might just pull up your posts today, but if you encourage your followers to use it, it might pull up people singing your praise in the future.

## Twitter

Unlike Instagram, Twitter does not allow users to follow hashtags they want to see more of in their feeds. The only real difference between using hashtags on Twitter and Instagram is that hashtags count in your word count on Twitter.

This is ok if you're just tweeting out a picture, but can be a pain if you have a lot you want to say.

# Pinterest

Pinterest, on the other hand, is a different animal entirely. Instead of focusing on social interaction and engagement, Pinterest works more like a visual search engine. Think of it as a Google image search that you can curate.

While you have 500 characters to use in your pin description, hashtags count towards that total, so don't overdo it. 4 or 5 should be enough. Also, the first four hashtags show up beneath your pin in a search, so be sure they're not spammy sounding. search, so make sure they're not spammy-sounding!

You can find popular or local hashtags on Pinterest by searching #yoursearchterm in the Pinterest search bar. Generally speaking, you should target hashtags that are relevant to your pin, have a good amount of searches, and ideally are local.

## More Social Media Training

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