

Strategy

The best TikTok hashtags for growth

Ready to grow your following fast? Master TikTok hashtags to maximize your videos' views and ensure you connect with the right people.

Stacey McLachlan

July 25, 2024

8 min read

Also available in



Free Trial

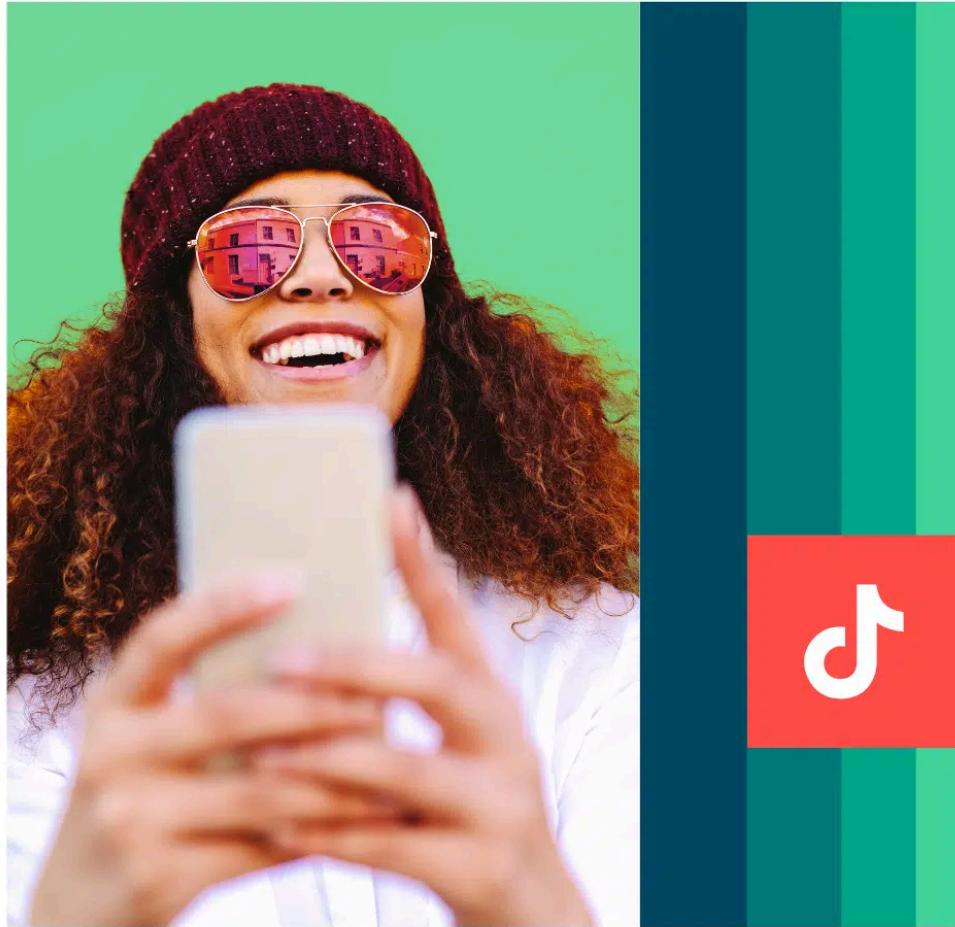


Table of Contents

[What are TikTok hashtags and how do you make one?](#)

[Top 100 popular hashtags on TikTok in 2024](#)

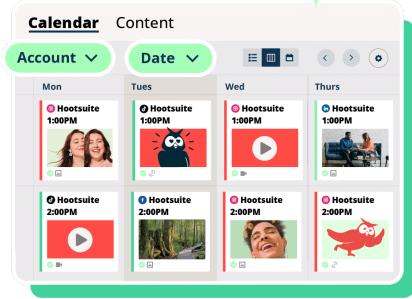
[How to find the best hashtags for your TikTok videos](#)

[8 Best tips for using hashtags on TikTok](#)

Creating great TikTok content is one thing; getting people to actually look at it is another. But if you harness the power of TikTok hashtags, you'll be set to conquer the TikTokosphere (a cool new phrase that is not taking off at the rate I want it to).

Here's how to master the fine art of the [TikTok hashtag](#) to ensure your TikTok marketing strategy will make a splash in the thrashing white-water rapids of

today's hottest social network.



The screenshot shows a weekly calendar from Monday to Thursday. Each day has two scheduled posts at 1:00PM and 2:00PM, both labeled "Hootsuite". The posts feature various images and video thumbnails, including a woman smiling, a cartoon character, and a person in a red shirt. Below the calendar, there are icons for social media platforms: Twitter, Facebook, Instagram, Pinterest, LinkedIn, TikTok, and YouTube.

#1 Social Media Tool

Create. Schedule. Publish. Engage.
Measure. Win.

Free 30-Day Trial

What are TikTok hashtags and how do you make one?

TikTok hashtags are keywords starting with #. They help make your posts discoverable to all kinds of users.

By adding TikTok hashtags, you can help your posts reach a wider audience, join trends, increase profile visibility, and improve user engagement.

Want to make your own hashtag on TikTok? Just type your perfect combo of letters and numbers into your caption, post your video, and like magic, you've birthed a hashtag out into the world.

Something that incorporates the name of your brand or product is typically a good idea, like #owalafreesiptwist

[Regarder maintenant](#)

@owala ✅

How else am I supposed to pick my fit? 😊
#owala #owalafreesiptwist ...Voir plus
original sound - Owala

Top 100 popular hashtags on Tiktok in 2024

Consider this list a good starting point, but TikTok hashtag trends tend to rise quickly and change often, so keep your eye on the [Trend Discover page](#)

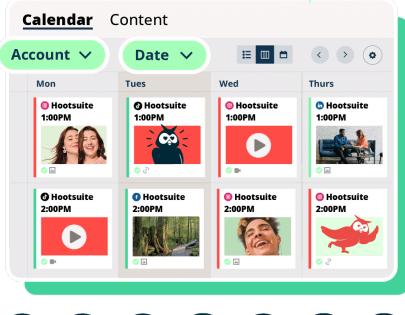
regularly to see what's trending and understand how TikTok hashtags work before you publish.

1. #teamwork
2. #cobrakai
3. #kamalaharris
4. #rosaquelindaeres
5. #deadpool
6. #youknowme
7. #kamala
8. #deadpoolandwolverine
9. #greeneyes
10. #dkane
11. #wildfire
12. #migueldiaz
13. #harris
14. #collegefootball
15. #arad
16. #teamworkifb
17. #deadpool3
18. #kdays
19. #louistomlinson
20. #zaynmalik
21. #filtergame
22. #liampayne
23. #hazeleyes
24. #1d
25. #parisolympics2024
26. #johnnylawerence
27. #mal

28. #wildfires
29. #harris2024
30. #christyson
31. #kristyson
32. #evacuation
33. #bankofcanada
34. #fanta
35. #theunsentproject
36. #descendants2
37. #caribana
38. #silky
39. #pressure
40. #dedosenloscirculos
41. #slash
42. #blakelively
43. #appledance
44. #parisolympics
45. #forestfire
46. #caratland
47. #leoseason
48. #decendants
49. #leahandmiguel
50. #brainjotter
51. #wave
52. #ufc304
53. #minigame
54. #toohottohandle
55. #futties
56. #b99

57. #descendants3
58. #menace
59. #jeuxolympiques
60. #caratland2024
61. #directioner
62. #10thingsihataboutyou
63. #summerslam
64. #aeedit
65. #evie
66. #tacotuesday
67. #elimoskowitz
68. #edwin
69. #clario
70. #kamala2024
71. #slowedandreverb
72. #serenaloveisland
73. #pimplepatch
74. #alexchino
75. #findingnemo
76. #itendswithus
77. #2003
78. #kennypayne
79. #gigihadid
80. #minecraftsmmp
81. #
82. #jre
83. #glybo
84. #weightgainjourney
85. #runext

86. #firefighters
87. #jacobbertrand
88. #starman
89. #femininomenon
90. #leonedwards
91. #🇨🇳
92. #emokid
93. #keanureeves
94. #back2school
95. #benedictbridgerton
96. #kimdokja
97. #pokimane
98. #financiallyresponsible
99. #fiftyfifty
100. #zacefron



#1 Social media tool

Create. Schedule. Publish. Engage.
Measure. Win.

[Free 30-day trial](#)

Pro tip: the most popular TikTok hashtags will get the most attention but will also be the most competitive. (How do you stand out among all the circa-2000s-beauty-PTSD moments that the #backintheday trend hath wrought?)

So, yes, it can be helpful to wedge yourself into a trending conversation. But a good rule of thumb is to balance out high-use hashtags (e.g., #FYP) with more niche ones (#tiktokwitches) so you're hitting a nice blend of broad and specific audiences.

Bonus: Get a free [TikTok Growth Checklist](#) from famous TikTok creator Tiffy Chen that shows you how to gain 1.6 million followers with only 3 studio lights and iMovie.

How to find the best hashtags for your TikTok videos

Of course, you can just go with your gut and use the most descriptive tags that come to mind to label your masterpiece (#howtomakeapeanutbutterandbananasandwich). But a solid TikTok hashtag strategy involves a little less guessing and a little more studying.

Take a cue from the competition

We don't want to play copycat here, but it's important to keep an eye on the competition.

Seeing which hashtags they're using can offer insight into what others in your industry might be doing and inspire you to try reaching audiences or using search phrases you might not have considered.

Staub, for instance, might want to know that Le Creuset is getting some reasonable traction with the tags #outdoorgrilling and #grillingseason

Or, there's the opposite benefit. Checking in on your rivals can offer a roadmap for what *not* to do or what hashtags to avoid, so you're not in a head-to-head competition for eyeballs.

Study your audience's hashtag habits

What hashtags does your audience use already?

Scoop some inspiration from their videos to wedge yourself into the same conversation. Chances are, other people just like them are using or searching for the same words or phrases.

Members of the foodie community on TikTok (a.k.a FoodTok) regularly tag their food reviews and recipes with hashtags like #foodtiktok and #foodtok.

But you might also find specific tags related to particular cuisines or themes, like #mukbang or #asmr.

Tapping into these pre-existing TikTok communities is an opportunity to expand your reach, so spend some time combing through your top followers' videos to collect hashtag inspiration.

Got some time to dive deeper?

Look into who else those followers are following and what hashtags *those* accounts use. You might learn something about your own fan culture or industry along the way.

Create a branded hashtag

While it's crucial to use pre-existing hashtags, you also have the opportunity on TikTok to create your own branded hashtag.

Linen brand Flax Home uses #restenthusiast in posts about its sheets and duvets. Click through, and you'll find all the account's bedding-related TikTok videos in one place.

Plus, content from fans who also want to, uh, snuggle up with the conversation.

A branded hashtag is just a hashtag that you invent to promote a campaign, product, or your whole brand. This is something you can start adding to your TikTok videos.

The dream is that fans and followers start organically using your hashtag and that you collect **user-generated content** in the process.

But you can always try running a full-on **contest** to help popularize its use.

Use Hootsuite's hashtag generator

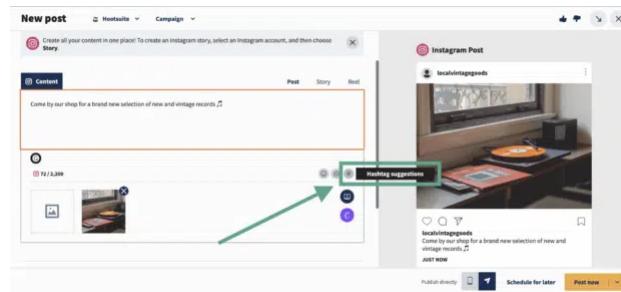
All this research to come up with the right hashtags for every single TikTok post is a lot of work.

Enter: Hootsuite's hashtag generator.

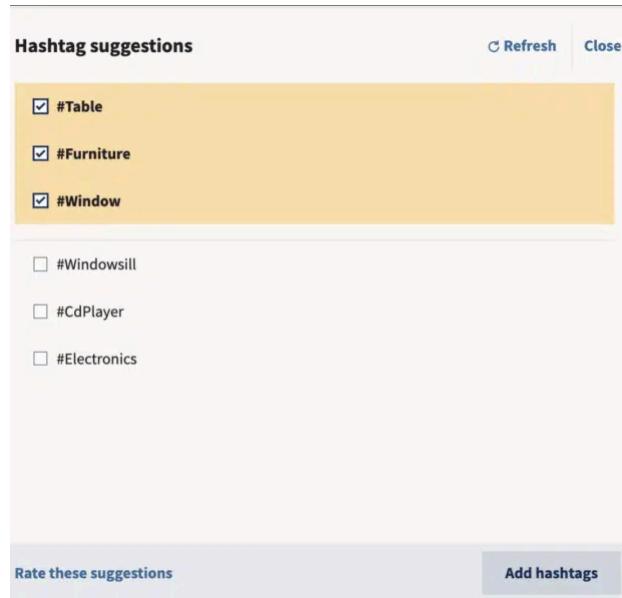
Whenever you're creating a post in Composer, Hootsuite's AI technology will recommend a custom set of hashtags based on your draft — the tool analyzes both your caption and the images you've uploaded to suggest the most relevant tags.

To use Hootsuite's hashtag generator, follow these steps:

1. Head to Composer and start drafting your post. Add your caption and (optionally) upload your video.
2. Click the hashtag symbol below the text editor.



3. The AI will generate a set of hashtags based on your input. Check the boxes next to the hashtags you want to use and click the **Add hashtags** button.



That's it!

The hashtags you selected will be added to your post. You can go ahead and publish it or schedule it for later.

An advertisement for Hootsuite. On the left, there is a pink smartphone displaying a video of a woman reacting to a video of clowns. The main text on the right reads: "Post TikTok videos at the best times FREE for 30 days". Below this, it says: "Schedule posts, analyze them, and respond to comments from one easy-to-use dashboard." At the bottom right, there is a "Try Hootsuite" button.

Post TikTok videos at the best times **FREE** for 30 days

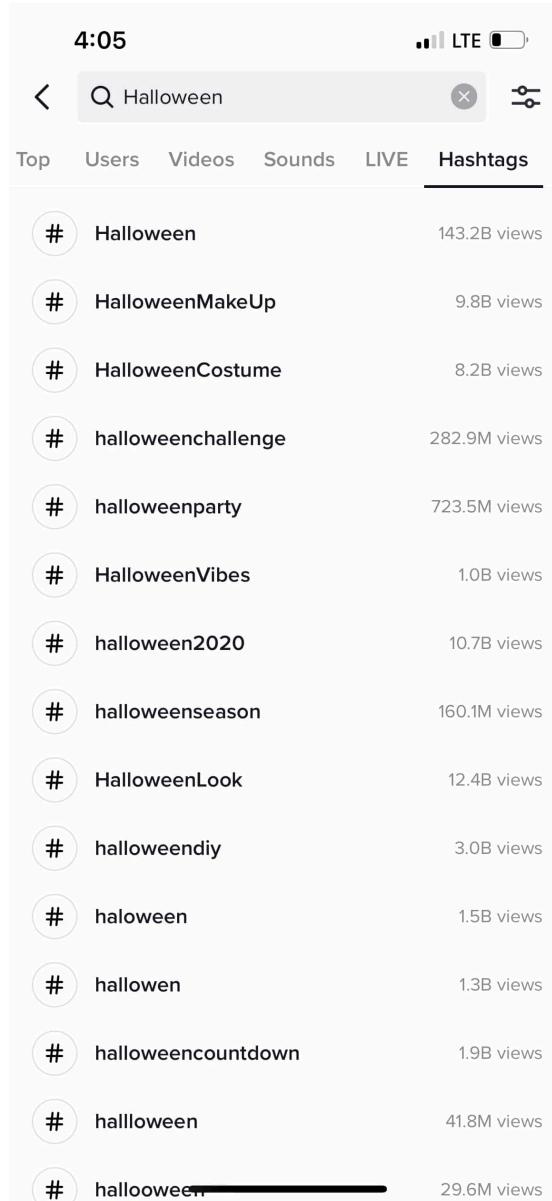
Schedule posts, analyze them, and respond to comments from one easy-to-use dashboard.

Try Hootsuite

Use TikTok's search tool to discover hashtag ideas

No need to reinvent the wheel here: search for your keywords using TikTok's search function and see what hashtags are trending in that category. These are tried, tested and true hashtags.

Yes, you may be competing with 9.8 billion *other* videos tagged #halloweenmakeup. Still, there's a reason this simple 'tag' is so popular. It's a phrase that clearly describes the content and that other TikTok users are frequently searching for.



8 Best tips for using hashtags on TikTok

Make the most of your new hashtag wisdom by studying these pro-level TikTok tagging skills and insights.

1. Use a mix of hashtags to reach the most people on TikTok

The secret sauce to maximizing your reach with hashtags is to mix popular hashtags with niche ones.

As mentioned above, this spicy brew will help you reach both broad and narrow audiences.

Publisher Penguin Books is trying to maximize its videos' reach with the wide-reaching #booktok hashtag and one that zooms in on the specific sound clip used in this video: #dallascowboyscheerleaders.

On the one hand, with top TikTok hashtags, you'll get more people searching for the term. But you'll also be just one post among many.

Niche hashtags might have fewer people searching for them, but the people looking for #sonicthehedgehogfanart will be thrilled to discover your content.

2. Create your own hashtag challenges on TikTok

Encourage people to use your custom hashtag by promoting it with a challenge. In other words: give your followers a specific task to accomplish or ask them to show off something particular.

That could be a dance move, a makeover sequence, a dare, a product demo, whatever!

Get creative, and you could have the next #makeupchallenge on your hands.

3. Add extra hashtags to your TikTok video content in the comments

If you run out of characters in the caption, here's a little trick: add even more hashtags in the comments.

The TikTok algorithm doesn't prioritize these hashtags to the same level as those in the caption. But it is still a way to boost discovery in search.

4. Use hashtags to describe your audience

Hashtags don't just have to be descriptors of what's in the video or who is in the video. They can also be used to ID who the content is *for*.

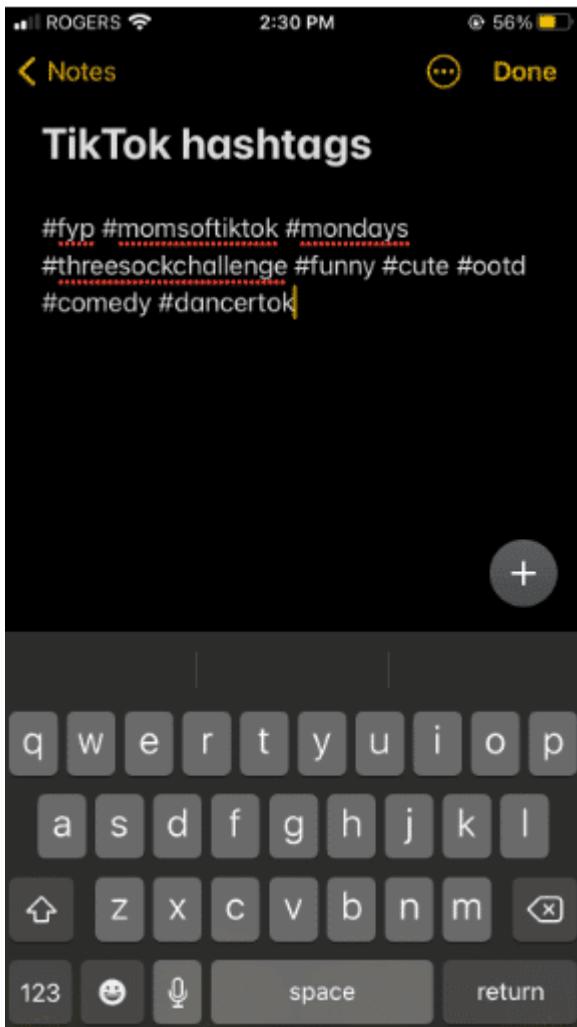
For instance, if you own an online keychain store, tagging your videos #keychain, #keychainlover, or #keychaintok will get you in front of a whole different audience than if you used the hashtag #smallbusinessowner.

Small business owner Moonlight Studio posts behind-the-scenes content from her shop but tags it with relevant hashtags (#theboyz, #ateez) so that people outside of the #smallbiztok community—namely, the fine people of KpopTok—can also discover her work.

5. Save hashtags for future use

Find yourself using the same hashtags over and over again? Save time by saving your faves in the notes app on your phone. You can simply copy and paste them into your caption for your next video.

If you're sharing different types of content that each have their own set of use-specific hashtags, make a few lists that cover all your bases: one for your how-to videos, one for your behind-the-scenes content, and so on.



6. Pop keywords into your caption, too

With YouTube and Instagram shifting from a hashtag-based search strategy to a general SEO one, some social media experts are speculating that TikTok is quietly following suit. Their algorithm, after all, is spooky-good: why wouldn't their cool robots be able to glean keywords from your description? So, in addition to your hashtags, don't forget to put some time and care into crafting captions that hit on your keywords and key phrases.

7. Use the right amount of hashtags

TikTok's limit for captions is a beefy [2,200 characters](#), and you can squeeze as many hashtags in there as you'd like.

There doesn't seem to be any disadvantage to maxing out your hashtag count, so have at 'er and squish as many as you can in there.

This expanded length of video descriptions allows creators to include more details and keywords.

This improves their content's discoverability in search: suffice it to say TikTok's powerful search feature is about to get a lot more precise.

8. Find trending hashtags on Tiktok

First, some frustrating news. TikTok has replaced the Discover tab in the app with one for your Friends (don't those fools know I don't have any TikTok friends?!).

This means that finding a master list of trending TikTok hashtags is a little trickier than it used to be, but certainly not impossible. This is where influencer marketing can be a game-changer.

Here's our workaround.

In a browser on your computer or phone, go to tiktok.com, and you'll see a "Discover" section on the left-hand side. Here, you'll see trending hashtags and sounds. You can also just go straight to tiktok.com/discover.

If you're looking for trending hashtags around a specific *topic*, however, the app can help with that:

- Tap on the magnifying glass (search) icon in the top right corner of the For You Page
- Type in your search term (for this demo: "Frankenstein")
- Tap search
- Then select the Hashtags tab to view the most popular hashtags related to your search word, like #frankenstein (which I am absolutely afraid to click on)



Hashtag	Views
#frankenstein	438.5M views
#frankensteinedit	164.7K views
#frankensteincosplay	2.6M views
#frankensteinchallenge	2.5M views
#frankensteinmakeup	18.3M views
#frankensteingirls	630.2K views
#frankensteinfamily	169.3K views
#frankensteinnmusical	98.6K views
#frankensteingirl	215.6K views
#tiktokfrankenstein	538.7K views
#frankenstein1931	76.9K views
#frankensteinjunior	2.7M views
#frankensteinnoblesse	505.9K views
#frankensteinfrank	17.1K views
#frankensteintattoo	112.6K views

Now that you're brimming with #hashtagconfidence, go forth and tag fast, tag furious. Show that TikTok just what you're made of! You'll be lighting up the For You page and [racking up TikTok followers](#) in no time.

Grow your TikTok presence alongside your other social channels using Hootsuite. Schedule and publish posts for the best times, engage your audience, get hashtag recommendations, and measure performance — all from one easy-to-use dashboard. Try it free today.



If you're not reading **The Perch...** are you even keeping up?

Email Address

abc@company.com

Subscribe

By Stacey McLachlan



in

Stacey McLachlan is an award-winning writer and editor from Vancouver with more than a decade of experience working for print and digital publications. She is editor-at-large for Western Living and Vancouver Magazine, author of the National Magazine Award-nominated 'City Informer' column, and a regular contributor to Dwell. Her previous work covers a wide range of topics, from SEO-focused thought-leadership to profiles of mushroom foragers, but her specialties include design, people, social media strategy, and humor. You can usually find her at the beach, or cleaning sand out of her bag.

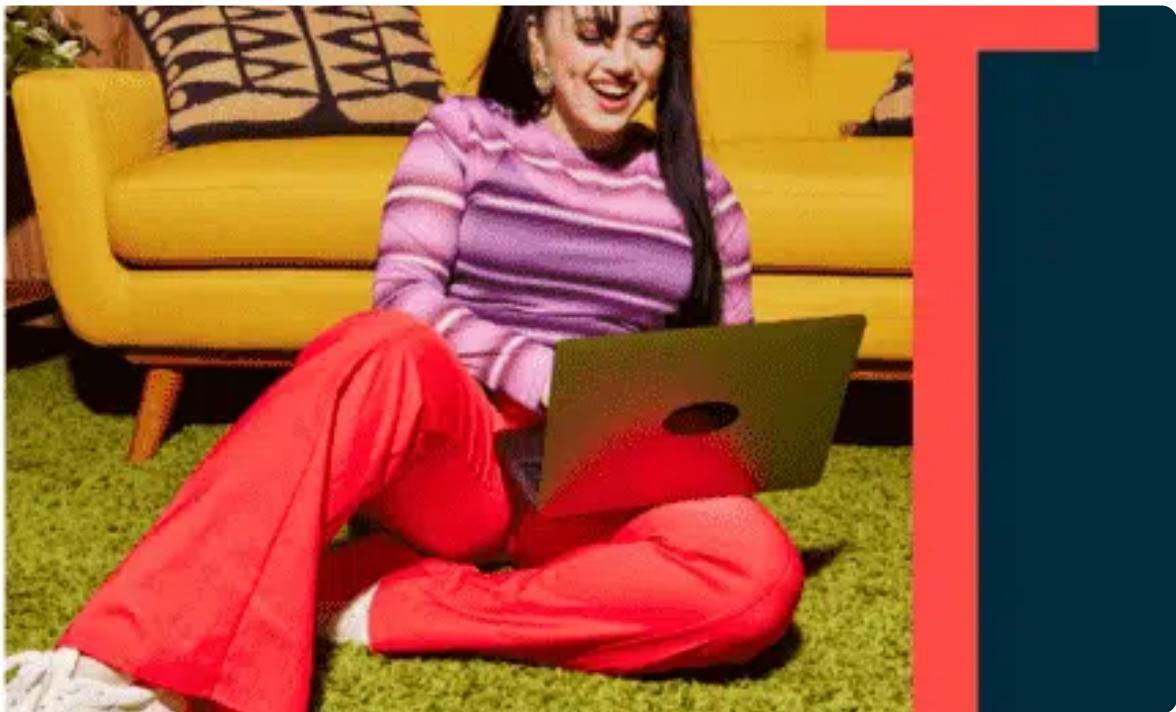
Read more by Stacey McLachlan

Related Articles



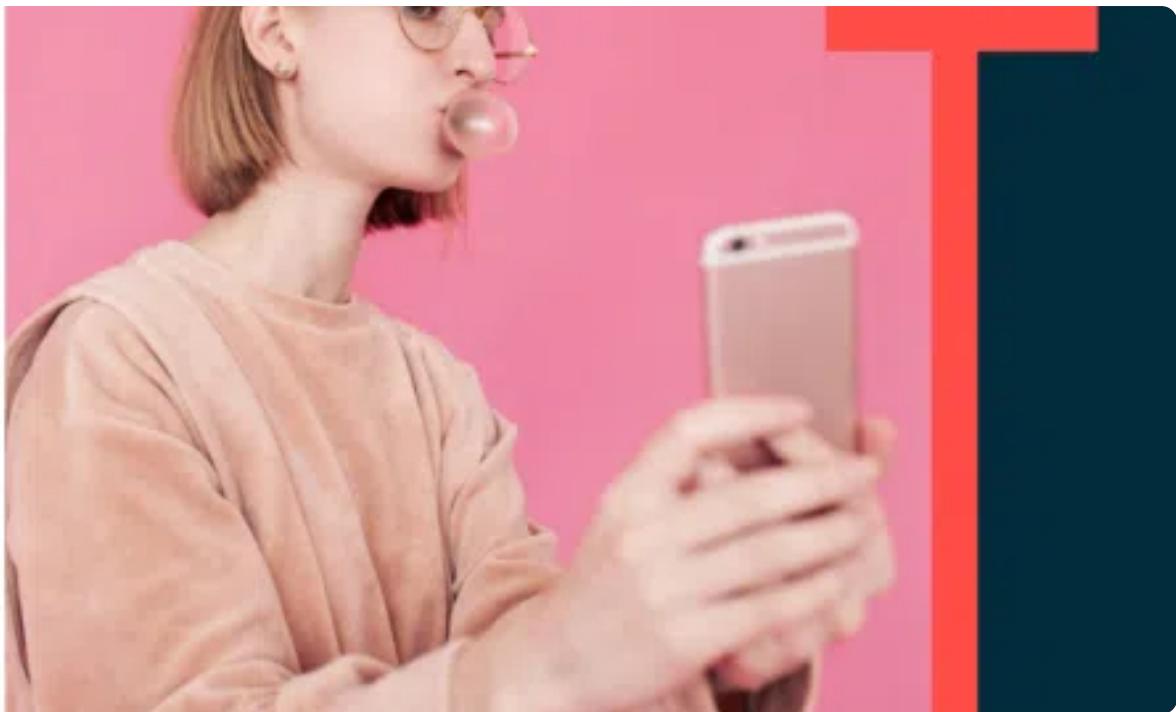
Content creation Social media algorithm

How the TikTok algorithm ranks content in 2025 + tips for visibility



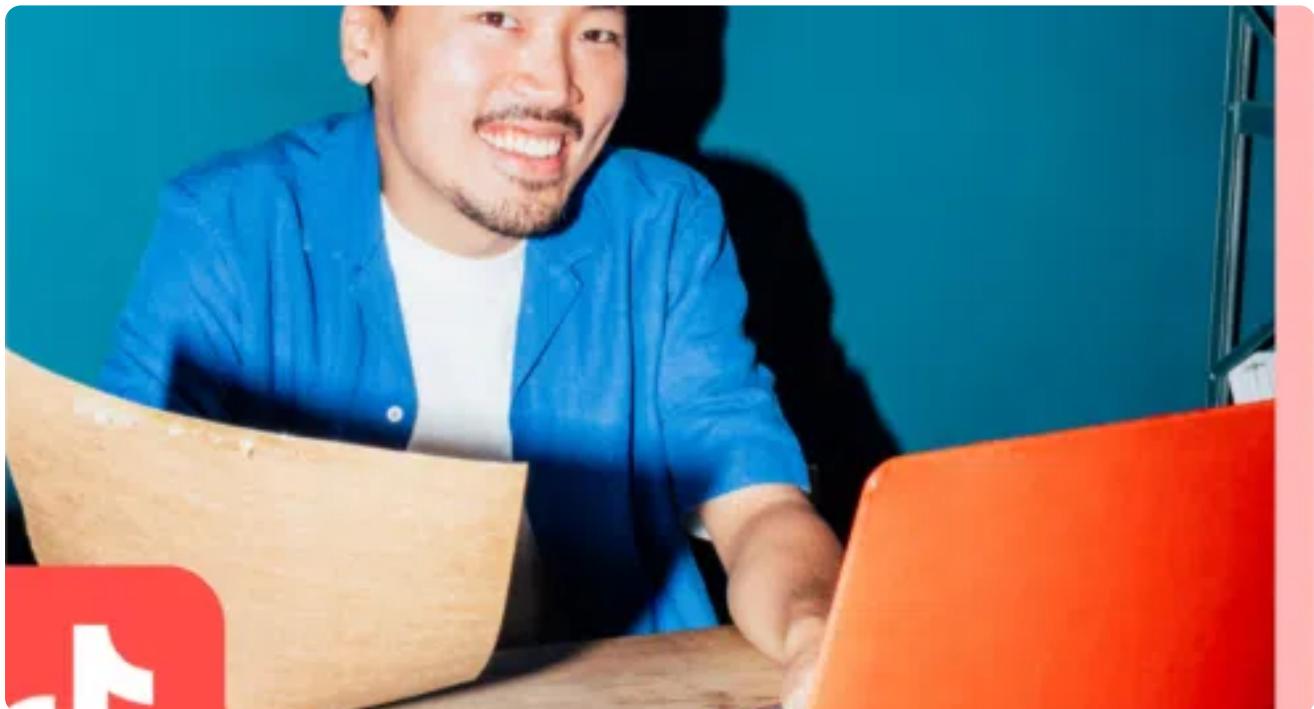
Social commerce Social media strategy

How to Make Money on TikTok: 16 Ways That Pay



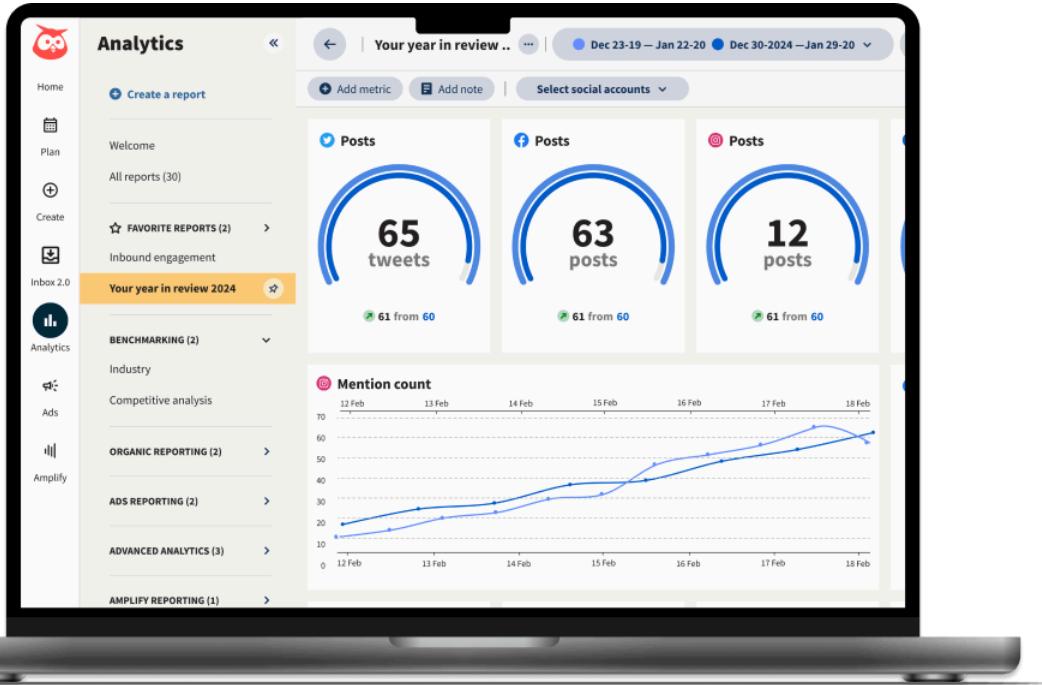
Original research Social media analytics

The best time to post on TikTok: Data for 2025



Social media strategy Social video

23 expert TikTok tips for viral success in 2025



The #1 social media tool

Create. Schedule. Publish. Engage. Measure.
Win.

Try free 30-day trial

3,000+ 5-star reviews ★★★★★



About

[Why Hootsuite](#)

[About us](#)

[Careers](#)

[Leadership](#)

[Customers](#)

[Newsroom](#)

[Social impact and DEI](#)

Product features

Publish

Engage

Monitor

Advertise

Analyze

Pricing

[Standard](#)

[Advanced](#)

[Enterprise](#)

Guides

[Social Media Marketing Strategy](#)

[Social Media Analytics](#)

[Social Listening](#)

[Best Times to Post](#)

[Social Media Calendar](#)

[Social Media Engagement](#)

[Employee Advocacy](#)

[Social Media Monitoring](#)

[Social Media Advertising](#)

Resources

Academy

Resource Library

Case studies

Webinars

App directory

Help center

Product updates

Integrations

Partners



English

© 2025 Hootsuite Inc. All Rights Reserved.

[Legal Center](#) [Trust Center](#) [Privacy](#) [Cookie Preferences](#) [Accessibility](#)