



Sage LinkedIn Hashtags: The Key to Social Media Success 2023

Welcome to this guide, where you will discover effective ways to **use Sage hashtags on LinkedIn.**

The goal is to **increase the visibility of your content** among a wider audience beyond your current network.

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Sage Hashtags for 2023 You Should Know About!

About the Author

As the co-founder of Marketeery, Jon Rivers brings 20+ years of experience working with Microsoft, Oracle/JDE Edwards, Sage, Sage Intacct, MSPs, Technology Partners, and ISVs to drive business growth and revenues.

Jon has been recognized as a pioneer within the partner community for his proven social media marketing skills. His passion runs deep as he analyzes every social media message and how it drives traffic to the website and engages people.

He loves to write engaging content and works closely with our graphic designers to ensure the design elements stand out.

His technical background and sales and marketing skills allow him to understand solutions out of the gate and help drive better marketing campaigns.

Jon is a frequent speaker at many ERP-focused and technology events and serves on multiple boards, including Content Chair for the Microsoft Directions North America Board supporting the Dynamics 365 Community.

Sage LinkedIn Hashtags: Unlocking Social Media Success

Hashtags might seem confusing at first, but once you get the hang of them, the benefits will start pouring in. Simply put, hashtags bring conversations and content together around specific topics, making it easier to discover interesting material.

While hashtags can be used on various social media platforms, we will only focus on them for LinkedIn in this eBook.

Incorporating hashtags to promote your brand or content on social media is highly recommended. They can significantly amplify your brand's content reach and engagement on these platforms.

But using hashtags effectively entails more than merely crafting #ERP posts on LinkedIn.

A solid social media strategy should encompass a combination of popular, relevant, and branded hashtags.

Sage LinkedIn Hashtags: Unlocking Social Media Success

This eBook aims to demystify the fundamentals of harnessing hashtags on LinkedIn and highlight the reasons why they are so important.

Additionally, you will gain insights into the following:

- Uncovering hashtags that align best with your brand and content
- Understanding why relying solely on popular hashtags falls short
- Essential tips on trending Sage hashtags on LinkedIn

Let us embark on this journey together.

1

What is a hashtag?

The pound symbol (#), also known as an octothorpe, was originally used as a numerical marker on keyboards. However, in the summer of 2007, a web marketing specialist named Chris Messina introduced the pound symbol to group-related tweets on Twitter.

This marked the birth of hashtags:

*how do you feel about using # (pound) for groups. As in #barcamp [msg]?
— Chris Messina (chrismessina@mastodon.xyz)
(@chrismessina) August 23, 2007*

Since then, hashtags have grown exponentially in usage, reach, and effectiveness.

Hashtags connect social media content with specific topics, events, themes, or conversations.

Their application extends beyond Twitter; hashtags are effective across various social media platforms.

1

What is a hashtag?

Here are some fundamental aspects of hashtags:

- **They always start with the # symbol** but won't function properly if spaces, punctuation, or symbols are used.
- **Ensure your accounts are public** so that non-followers won't be able to see the content you tag with hashtags.
- **Avoid stringing together an excessive number of words.** The most effective hashtags are concise and easy to remember.
- **Opt for relevant and specific hashtags.** If they are too obscure, they will be challenging to discover and less likely to be used by other social media users.
- **Exercise restraint in the number of hashtags employed.** More does not necessarily translate to better results; using too many can give the impression of spam.

2

Why use hashtags?

With the advanced algorithms of today's social media platforms like LinkedIn, it may be challenging to recollect the chaotic social feeds of the early 2000s. Users had limited control over the content they encountered, often becoming frustrated by a deluge of uninteresting or irrelevant posts.

Hashtags were introduced to improve the social media user experience. Hashtags serve as a way of grouping similar conversations, allowing individuals to discover content that resonates with their interests. Once a hashtag is published, it transforms into a clickable and searchable link.

For instance, if you click on the hashtag #Sage100 on LinkedIn, you will be presented with a compilation of content that uses that hashtag.

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The Benefits of Using Hashtags

Hashtags have a significant impact on bolstering your online presence on LinkedIn.

Here are three ways in which hashtags can benefit your business:

Amplify Engagement: By using hashtags, you can actively participate in larger conversations and trending topics, thereby increasing the reach of your posts, igniting discussions, and capturing further attention. For instance, if you're selling Cloud ERP and eager to engage in conversations about ERP users migrating to the cloud, relevant hashtags like #ERP, #CloudERP #ERPMigration can help contribute to the broader conversation. This enables your posts to surface in searches and feeds related to the ERP Cloud, enhancing visibility and potential for engagement.

Furthermore, by monitoring these hashtags, you can actively engage with users who use them. Liking and commenting on relevant posts, sharing user-generated content, or even organizing contests and giveaways using these hashtags can foster meaningful interactions. However, it's important to exercise caution and avoid using spammy, irrelevant, generic, or excessive hashtags, as they can have a negative impact.

3

The Benefits of Using Hashtags

Select your hashtags wisely to connect with like-minded audiences, and ensure your content is compelling and worthy of engagement. If you want evidence of your hashtag strategy's effectiveness, hashtag tracking and analytics tools are available to showcase your return on investment (ROI).

Enhance Brand Visibility: Hashtags are a powerful tool for increasing brand recognition. By categorizing your content with relevant hashtags, you make it easy for people interested in specific topics to discover your brand.

Provide Additional Context: Hashtags establish connections between your posts and specific topics or themes, enabling your audience to easily find, understand, relate to, and engage with your content. For example, if you're attending a conference or event, using the official event hashtag can amplify the visibility of your post among fellow attendees and individuals following the event online.

Hashtags are also valuable when sharing visual content, allowing you to provide relevant context without relying on lengthy paragraphs of text.

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The Benefits of Using Hashtags

By strategically using hashtags, you can significantly enhance your social media presence, engage your audience, and expand your brand's reach.

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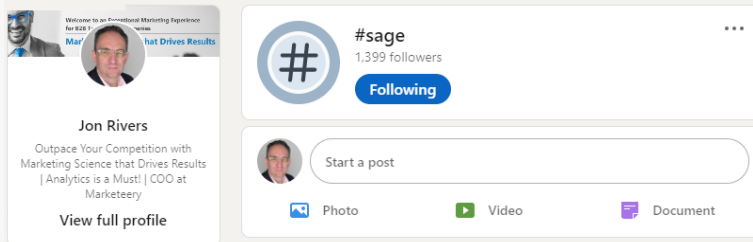
How to research hashtags

Hashtag research will help you determine the best hashtags for your business and audience for your posting content. It's an essential part of your social media strategy, as it will affect who will see your posts and how you get discovered in search engines. It's also critical to understand that you might not necessarily use the same hashtags across different social media channels, such as LinkedIn and Twitter.

How do you find the best hashtags to use?

How to Research the Right Hashtag on LinkedIn

To research hashtags on LinkedIn, go to Home and enter your hashtag in the Search box. You'll see suggestions for other hashtags that are related. For example, LinkedIn tells us that our #sage hashtag currently has 1,399 followers.

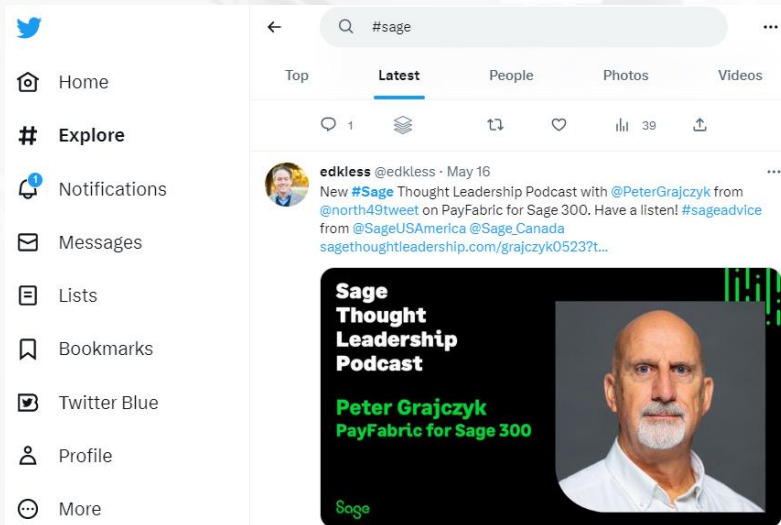


4

How to research hashtags

How to Research the Right Hashtag on Twitter.

To research hashtags on Twitter, go to Home and enter your hashtag in the Search box in the upper right corner.



You'll see other hashtag suggestions here as well. If you click on #socialmedia, for example and then click on the latest tab you will see all the results for that hashtag.

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How to research hashtags on LinkedIn







After extensive research on LinkedIn, we have compiled the top Sage #Hashtags you should consider to get maximum engagement with your social media messages.

We have also added a list of #Hashtags that are not trending so you can focus on the trending ones.

Enjoy our list, and good luck with driving more engagement.

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Sage Hashtags for 2023 (Product Focused)

#Hashtag	When to use	Number of Followers ¹
#sage 	Official hashtag for everything related to Sage	1,399 followers
#sageintacct 	Used to talk about the Sage Intacct product	282 followers
#sagex3 	Used to talk about the Sage X3 product	630 followers
#sage50 	Used to talk about the Sage 50 product	129 followers
#sage100 	Used to talk about the Sage 100 product	86 followers
#sage300 	Used to about the Sage 300 product	114 followers
#sagetimeslips	Sage Timeslips Product – not much activity	0 followers
#sageHR	Used to talk about the Sage HR product	0 followers
#sageconstruction	Used to about the Sage Construction product – not much activity	0 followers
#sagecre	Used to about the Sage 300 Construction and Real Estate management – not much activity	0 followers


¹ The number of followers is based off the results at time of research



Trending hashtag – so we recommend using this one!

5

Sage Hashtags for 2023 (Product Focused)





#Hashtag	When to use	Number of Followers ¹
#sagepeople	Used to talk about the Sage People & HR product based on the Salesforce platform	0 followers
#sagecrm	Used to talk about the Sage CRM product	0 followers
#sagefixedassets 	Used to talk about the Sage Fixed Assets	630 followers

¹ The number of followers is based off the results at time of research

 **Trending hashtag – so we recommend using this one!**

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Sage Hashtags for 2023 (Conference Focused)











#Hashtag	When to use	Number of Followers ¹
#sagelv23 	Sage Partner Summit 2023	10 followers
#summitafterdark	Sage Partner Summit after party by Scanco, Fortis, Cloud at Work , SPS Commerce, APIWORX, and Avalara	2 followers
#sagepartnersummit	Being used to promote Sage Partner Summit 2023 by attendees, whereas Sage is promoting #sagelv23	229 followers
#sagetransform 	Sage Transform happening next on February 25-29, 2024	
#90minds 	90 Minds A member-only community for ERP (Enterprise Resource Planning) consultants and resellers who work with SAGE 100	4 followers
#motm2023	Meeting of the Minds (MOTM) is the annual conference of the 90 Minds consulting group for partners who implement, support and sell mid-market business management software.	1 follower
#italliance 	Information Technology Alliance (ITA) is an independent, membership association of leading mid-market technology professionals, consultants, and product/service providers in North America.	49 followers

¹ The number of followers is based off the results at time of research

 **Trending hashtag – so we recommend using this one!**

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Sage Hashtags for 2023 (Industry Focused)

#Hashtag		When to use	Number of Followers ¹
#construction		Discussing Construction Topics	4,736,837 followers
#financialservices		Discussing Financial Services Topics	165,764 followers
#healthcare		Discussing Healthcare Topics	9,670,618 followers
#hospitality		Discussing Hospitality Topics	271,685 followers
#manufacturing		Discussing Manufacturing Topics	278,817 followers
#nonprofit		Discussing Nonprofits Topics	85,261 followers
#professionalservices		Discussing Professional Services Topics	3,441 followers
#wholesale		Discussing Wholesale Topics	11,966 followers
#wholesaledistribution		Discussing Wholesale Distribution Topics	425 followers
#distribution		Discussing Distribution Topics	12,541 followers







¹ The number of followers is based off the results at time of research



Trending hashtag – so we recommend using this one!

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Sage Hashtags for 2023 (General)

#Hashtag		When to use	Number of Followers ¹
#erp		Everything related to ERP (Enterprise Resource Management)	21,263 followers
#clouderp		Everything related to Cloud ERP (Enterprise Resource Management)	1,244 followers
#cloud		Everything related to Cloud	292,051 followers
#cloudmigration		Everything related to Cloud Migration	2,260 followers
#clouderpsoftware		Everything related to Cloud ERP Software	26 followers
#crm		Everything related to CRM (Customer Relationship Management)	23,274 followers
#accounting		Everything related to Accounting	201,451 followers

¹ The number of followers is based off the results at time of research

 **Trending hashtag – so we recommend using this one!**

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Competitive Hashtags You Should Know

#Hashtag	When to use	Number of Followers ¹
#quickbooks	Used when talking about the QuickBooks solution(s)	13,626 followers
#netsuite	Used when talking about the NetSuite solution(s)	3,827 followers
#acumatica	Used when talking about the Acumatica solution(s)	317 followers
#epicor	Used when talking about the Epicor solution(s)	607 followers
#dynamics365	Microsoft Dynamics 365	14,357 followers
#salesforce	Everything related to Salesforce	61,556 followers
#infor	Used when talking about the Infor solution(s)	1,076 followers
#sapbusinessone	Used when talking about the SAP Business One solution(s)	5,430 followers
#odoo	Used when talking about Odoo solution(s)	4,320 followers







¹ The number of followers is based off the results at time of research




Trending hashtag – so we recommend using this one!

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Bonus Women, Diversity, and Inclusion Hashtags for 2023

#Hashtag	When to use	Number of Followers
#iwd2023	Celebrating International Women's Day 2023	3,076 followers
#internationalwomensday 	Celebrating International Women's Day	34,892 followers
#diversity 	Topics about Diversity	203,009 followers
#inclusion 	Topics about Inclusion	107,157 followers
#diversityandinclusion 	Topics about Diversity and Inclusion	76,933 followers
#STEM 	Topics about STEM	25,204 followers
#womenintech 	Topics about Women In Technology	97,297 followers
#womenintechnology	Topics about Women In Technology	14,490 followers

¹ The number of followers is based off the results at time of research

 **Trending hashtag – so we recommend using this one!**