



TREVISAN  
SOCIAL MEDIA MARKETING

# WHICH HASHTAG?

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## FINANCIAL SERVICES, FINTECH

Hashtag	No. of followers	Industry
#venturecapital	19,506,384	Financial Services/FinTech/Financial Technology
#economy	18,858,178	Financial Services/FinTech/Financial Technology
#investing	14,532,028	Financial Services/FinTech/Financial Technology
#bankingindustry	13,728,154	Financial Services/FinTech/Financial Technology
#finances	4,724,388	Financial Services/FinTech/Financial Technology
#finance	10,99,545	Financial Services/FinTech/Financial Technology
#riskmanagement	1,308,336	Financial Services/FinTech/Financial Technology
#personalfinance	747,670	Financial Services/FinTech/Financial Technology
#investmentbanking	477,161	Financial Services/FinTech/Financial Technology
#bitcoin	431,764	Financial Services/FinTech/Financial Technology
#fintech	3,93,024	Financial Services/FinTech/Financial Technology
#microfinance	239,019	Financial Services/FinTech/Financial Technology
#banking	2,30,733	Financial Services/FinTech/Financial Technology
#interestrates	198,315	Financial Services/FinTech/Financial Technology
#accounting	156,199	Financial Services/FinTech/Financial Technology
#blockchain	89,397	Financial Services/FinTech/Financial Technology
#quantitativeanalysis	76,987	Financial Services/FinTech/Financial Technology
#investment	66,145	Financial Services/FinTech/Financial Technology
#audit	65,489	Financial Services/FinTech/Financial Technology
#wealthmanagement	62,070	Financial Services/FinTech/Financial Technology
#financialplanning	61,196	Financial Services/FinTech/Financial Technology
#payments	54,888	Financial Services/FinTech/Financial Technology
#charteredaccountant	52,429	Financial Services/FinTech/Financial Technology
#bank	48,268	Financial Services/FinTech/Financial Technology
#insurtech	32,720	Financial Services/FinTech/Financial Technology
#banks	30,932	Financial Services/FinTech/Financial Technology
#capitalmarkets	28,187	Financial Services/FinTech/Financial Technology

#bookkeeping	27,345	Financial Services/FinTech/Financial Technology
#cryptocurrency	26,424	Financial Services/FinTech/Financial Technology
#mortgage	24,368	Financial Services/FinTech/Financial Technology
#trading	23,138	Financial Services/FinTech/Financial Technology
#investmentmanagement	19,842	Financial Services/FinTech/Financial Technology
#openbanking	18,403	Financial Services/FinTech/Financial Technology
#crypto	15,897	Financial Services/FinTech/Financial Technology
#investors	15,725	Financial Services/FinTech/Financial Technology
#taxation	15,304	Financial Services/FinTech/Financial Technology
#corporatefinance	14,572	Financial Services/FinTech/Financial Technology
#taxlaw	14,308	Financial Services/FinTech/Financial Technology
#financialcrime	13,014	Financial Services/FinTech/Financial Technology
#fixedincome	12,631	Financial Services/FinTech/Financial Technology
#assetallocation	11,754	Financial Services/FinTech/Financial Technology
#monetarypolicy	11,613	Financial Services/FinTech/Financial Technology
#financialadvice	10,839	Financial Services/FinTech/Financial Technology
#mortgages	10,682	Financial Services/FinTech/Financial Technology
#financialinclusion	10,165	Financial Services/FinTech/Financial Technology
#kyc	8,175	Financial Services/FinTech/Financial Technology
#digitalbank	8,157	Financial Services/FinTech/Financial Technology
#financialadviser	7,925	Financial Services/FinTech/Financial Technology
#financialplanner	7,651	Financial Services/FinTech/Financial Technology
#financialadvisors	7,367	Financial Services/FinTech/Financial Technology
#communitybanks	7,014	Financial Services/FinTech/Financial Technology
#regulatorycompliance	6,792	Financial Services/FinTech/Financial Technology
#mortgagebroker	6,631	Financial Services/FinTech/Financial Technology
#bankingtech	6,499	Financial Services/FinTech/Financial Technology
#fx	5,474	Financial Services/FinTech/Financial Technology
#fintechs	5,351	Financial Services/FinTech/Financial Technology

#neobank	4,797	Financial Services/FinTech/Financial Technology
#seedfunding	4,681	Financial Services/FinTech/Financial Technology
#fca	4,493	Financial Services/FinTech/Financial Technology
#financialfreedom	4,468	Financial Services/FinTech/Financial Technology
#mobilebanking	4,059	Financial Services/FinTech/Financial Technology
#goldmansachs	4,029	Financial Services/FinTech/Financial Technology
#challengerbank	3,859	Financial Services/FinTech/Financial Technology
#actuarial	3,661	Financial Services/FinTech/Financial Technology
#digitalassets	3,645	Financial Services/FinTech/Financial Technology
#financialliteracy	3,594	Financial Services/FinTech/Financial Technology
#quantitativeresearch	3,576	Financial Services/FinTech/Financial Technology
#acquisition	3,507	Financial Services/FinTech/Financial Technology
#money2020	3,134	Financial Services/FinTech/Financial Technology
#inserv	3,055	Financial Services/FinTech/Financial Technology
#financialeducation	2,929	Financial Services/FinTech/Financial Technology
#financialinstitutions	2,851	Financial Services/FinTech/Financial Technology
#economic	2,729	Financial Services/FinTech/Financial Technology
#cash	2,187	Financial Services/FinTech/Financial Technology
#genz	1,943	Financial Services/FinTech/Financial Technology
#financialcontroller	1,038	Financial Services/FinTech/Financial Technology
#wealthtech	1,020	Financial Services/FinTech/Financial Technology
#financialreporting	980	Financial Services/FinTech/Financial Technology
#financetransformation	955	Financial Services/FinTech/Financial Technology
#bankingandfinance	905	Financial Services/FinTech/Financial Technology
#indirecttax	866	Financial Services/FinTech/Financial Technology
#paytech	843	Financial Services/FinTech/Financial Technology
#digitalfinance	794	Financial Services/FinTech/Financial Technology
#fintechnews	775	Financial Services/FinTech/Financial Technology
#bankingsolutions	689	Financial Services/FinTech/Financial Technology

#futureofbanking	653	Financial Services/FinTech/Financial Technology
#enterpriseriskmanagement	604	Financial Services/FinTech/Financial Technology
#fintechfinance	574	Financial Services/FinTech/Financial Technology
#corebanking	555	Financial Services/FinTech/Financial Technology
#fxtrading	545	Financial Services/FinTech/Financial Technology
#fintechjobs	496	Financial Services/FinTech/Financial Technology
#financialmanagement	466	Financial Services/FinTech/Financial Technology
#smefinance	466	Financial Services/FinTech/Financial Technology
#womeninpayments	448	Financial Services/FinTech/Financial Technology
#financialstatements	401	Financial Services/FinTech/Financial Technology
#instantpayments	401	Financial Services/FinTech/Financial Technology
#fintechstartups	368	Financial Services/FinTech/Financial Technology
#healthcarefinance	353	Financial Services/FinTech/Financial Technology
#bookwriting	333	Financial Services/FinTech/Financial Technology
#wealthplanning	323	Financial Services/FinTech/Financial Technology
#financialsolutions	248	Financial Services/FinTech/Financial Technology
#investmentdecisions	167	Financial Services/FinTech/Financial Technology
#investmentadvice	137	Financial Services/FinTech/Financial Technology
#homecredit	136	Financial Services/FinTech/Financial Technology
#financesector	133	Financial Services/FinTech/Financial Technology
#financialstatementanalysis	107	Financial Services/FinTech/Financial Technology
#incometaxreturn	86	Financial Services/FinTech/Financial Technology

## LAW

Hashtag	No. of followers	Industry
#lawandlegislation	5,556,723	Law
#legalissues	5,366,179	Law
#legalprofession	488,174	Law
#cybersecurity	445,904	Law
#lawenforcement	277,942	Law
#legal	63,562	Law
#lawfirms	58,558	Law
#writing	57,392	Law
#compliance	57,311	Law
#lawyers	55,018	Law
#litigation	39,800	Law
#charity	35,434	Law
#css	29,134	Law
#womeninlaw	28,782	Law
#arbitration	26,196	Law
#supremecourt	22,659	Law
#humanrights	21,979	Law
#intellectualproperty	21,332	Law
#corporatelaw	19,086	Law
#dataprotection	17,828	Law
#criminaljustice	16,456	Law
#disputeresolution	16,100	Law
#internationalarbitration	13,469	Law
#fraudprevention	13,313	Law
#familylaw	12,388	Law
#paralegal	12,099	Law
#lawschool	9,960	Law
#mediation	9,935	Law
#lawstudents	9,826	Law
#commercial	9,733	Law
#governance	9,725	Law
#justice	9,374	Law
#lawyerlife	9,238	Law
#attorneys	9,216	Law
#insolvency	6,700	Law
#restructuring	5,839	Law
#highcourt	5,454	Law
#criminallaw	5,317	Law
#competitionlaw	5,213	Law
#internationallaw	4,808	Law

#patent	4,561	Law
#adr	3,960	Law
#legalpractice	3,902	Law
#contracts	3,831	Law
#inclusiveleadership	3,226	Law
#regulation	3,160	Law
#pride	3,143	Law
#smes	2,956	Law
#copyright	2,901	Law
#legaladvice	2,732	Law
#ibc	2,731	Law
#frauddetection	2,726	Law
#sexualharassment	2,601	Law
#bankruptcy	2,598	Law
#legaldesign	2,260	Law
#ipr	1,433	Law
#legalrecruitment	1,278	Law
#msme	1,005	Law
#probono	909	Law
#legalresearch	900	Law
#inhousecounsel	875	Law
#advocates	848	Law
#disputes	678	Law
#acfe	633	Law
#ruleoflaw	599	Law
#cfe	576	Law
#barristers	537	Law
#contractlaw	520	Law
#legalnews	457	Law
#legalindustry	360	Law
#msmes	345	Law
#legalupdates	326	Law

## RECRUITMENT

Hashtag	No. of followers	Industry
#humanresources	33,444,707	Recruitment
#hiringandpromotion	10,172,624	Recruitment
#leadership	2,542,010	Recruitment
#hiring	1,912,994	Recruitment
#jobsearch	1,247,609	Recruitment
#jobseekers	1,042,697	Recruitment
#hr	740,961	Recruitment
#recruiting	707,256	Recruitment
#career	421,738	Recruitment
#lookingforjob	291,617	Recruitment
#internship	200,751	Recruitment
#freshers	184,758	Recruitment
#helpinghands	182,660	Recruitment
#training	178,169	Recruitment
#careeropportunities	162,435	Recruitment
#jobopening	122,627	Recruitment
#talentacquisition	102,857	Recruitment
#vacancy	99,380	Recruitment
#resume	94,381	Recruitment
#futureofwork	79,311	Recruitment
#hrjobs	69,182	Recruitment
#vacancies	67,844	Recruitment
#employeeengagement	67,757	Recruitment
#jobhunt	63,260	Recruitment
#hrexecutive	52,341	Recruitment
#jobvacancy	49,693	Recruitment
#jobopportunities	47,875	Recruitment
#activelylooking	42,041	Recruitment
#employment	41,857	Recruitment
#internships	40,409	Recruitment
#nowhiring	39,537	Recruitment
#jobopenings	31,139	Recruitment
#employeeexperience	28,429	Recruitment
#hrtech	28,143	Recruitment
#miningjobs	25,646	Recruitment
#executivesearch	25,563	Recruitment
#hrgeneralist	22,351	Recruitment
#interviews	17,291	Recruitment
#applynow	17,097	Recruitment
#urgentrequirement	16,574	Recruitment



#candidatessearching	16,149	Recruitment
#summerinternships	15,833	Recruitment
#newjob	14,770	Recruitment
#employerbranding	14,725	Recruitment
#hackathon	13,539	Recruitment
#hrbusinesspartner	12,641	Recruitment
#apply	11,569	Recruitment
#getajob	10,701	Recruitment
#newopportunities	10,694	Recruitment
#careercoaching	10,465	Recruitment
#lookingforchange	10,405	Recruitment
#immediatejoiners	10,228	Recruitment
#itjobs	10,205	Recruitment
#internshipprogram	10,192	Recruitment
#joinourteam	9,985	Recruitment
#hrprofessionals	8,973	Recruitment
#greatplacetowork	8,855	Recruitment
#graduaterecruitment	8,729	Recruitment
#worklife	8,162	Recruitment
#resumetips	8,133	Recruitment
#helpajobseeker	8,075	Recruitment
#placement	7,971	Recruitment
#jobfair	7,844	Recruitment
#wework	7,762	Recruitment
#candidate	7,722	Recruitment
#newopportunity	7,107	Recruitment
#onboarding	7,009	Recruitment
#scouting	6,676	Recruitment
#hiringalert	6,465	Recruitment
#graduates	6,446	Recruitment
#hiringmanagers	6,441	Recruitment
#feedback	6,199	Recruitment
#achievement	5,472	Recruitment
#cvwriting	5,291	Recruitment
#itrecruitment	5,076	Recruitment
#candidateexperience	5,048	Recruitment
#hrconsulting	4,694	Recruitment
#latestjobs	4,684	Recruitment
#joboffer	4,610	Recruitment
#hotjob	4,269	Recruitment
#jobapplications	4,197	Recruitment
#careerchange	4,142	Recruitment

#recruitingnow	4,054	Recruitment
#hiringtalent	3,891	Recruitment
#layoffs	3,702	Recruitment
#recruitmentconsultant	3,630	Recruitment
#campusrecruitment	3,598	Recruitment
#hris	3,540	Recruitment
#entrylevel	3,520	Recruitment
#newjobalert	3,513	Recruitment
#recruitmentspecialist	3,244	Recruitment
#workforceplanning	3,153	Recruitment
#sharingiscaring	3,092	Recruitment
#diversityrecruitment	2,974	Recruitment
#newjobopportunity	2,903	Recruitment
#position	2,897	Recruitment
#hiringprocess	2,878	Recruitment
#cvtips	2,867	Recruitment
#greatopportunity	2,618	Recruitment
#getintouch	2,223	Recruitment
#ilovemyjob	2,147	Recruitment
#hrprofessional	1,875	Recruitment
#openposition	1,851	Recruitment
#hrcommunity	1,685	Recruitment
#employeeappreciation	1,679	Recruitment
#immediatelyavailable	1,379	Recruitment
#permanent	1,166	Recruitment
#hrleaders	989	Recruitment
#recruitmentlife	901	Recruitment
#interviewingtips	873	Recruitment
#recruitmentagencies	840	Recruitment
#jobshare	808	Recruitment
#vacant	800	Recruitment
#itcareers	757	Recruitment
#jobcoaching	749	Recruitment
#recruitmentervices	741	Recruitment
#excitingopportunity	724	Recruitment
#jobboard	705	Recruitment
#officelife	692	Recruitment
#sustainableolutions	684	Recruitment
#recruitmentindustry	670	Recruitment
#careermove	642	Recruitment
#jobsintech	622	Recruitment
#talentsourcing	599	Recruitment

#recruitmentadvice	557	Recruitment
#human_resources	506	Recruitment
#graduatecareers	486	Recruitment
#recruiterslife	479	Recruitment
#bias	450	Recruitment
#recruitmentpartner	434	Recruitment
#recruitmentsolutions	432	Recruitment
#roles	429	Recruitment
#expertsfindingexperts	411	Recruitment
#employeespotlight	409	Recruitment
#reachout	406	Recruitment
#evp	380	Recruitment

## PROPERTY INVESTMENT

Hashtag	No. of followers	Industry
#realestate	4,179,038	Property Investment
#housing	3,618,470	Property Investment
#urbanplanning	353,683	Property Investment
#property	79,892	Property Investment
#propertymanagement	59,403	Property Investment
#assetmanagement	33,461	Property Investment
#multifamilyinvesting	18,537	Property Investment
#propertymanager	13,342	Property Investment
#estateagents	12,239	Property Investment
#propertyinvestment	12,106	Property Investment
#commercialproperty	11,252	Property Investment
#housebuilding	10,894	Property Investment
#investmentproperties	10,423	Property Investment
#realestateinvesting	9,566	Property Investment
#buyers	9,038	Property Investment
#communityengagement	8,845	Property Investment
#newbuild	7,757	Property Investment
#solicitor	7,514	Property Investment
#propertymarket	5,844	Property Investment
#landlords	5,811	Property Investment
#propertyinvesting	5,798	Property Investment
#estateplanning	5,582	Property Investment
#investmentproperty	5,056	Property Investment
#forsale	3,332	Property Investment
#rentals	2,007	Property Investment
#buytolet	750	Property Investment
#propertyinvestors	697	Property Investment
#propertymaintenance	607	Property Investment
#sold	520	Property Investment
#propertysourcing	496	Property Investment
#dreamhome	480	Property Investment
#realestateadvice	464	Property Investment
#investmentopportunities	462	Property Investment
#propertynews	451	Property Investment
#rent	451	Property Investment
#housebuilders	444	Property Investment
#investmentopportunity	429	Property Investment
#propertydevelopers	410	Property Investment