

How to Find the Right Hashtags for TikTok Videos

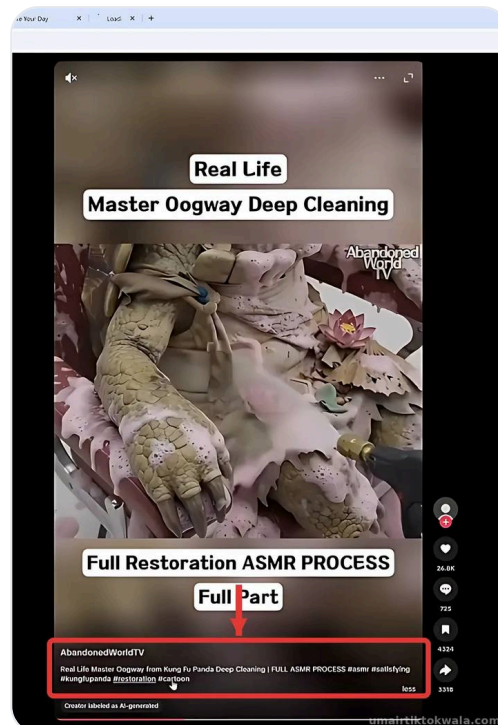
3 steps · Last updated 19 Oct 2026

Hashtags tell TikTok who your video is for. The easiest way to find good ones is to look at what successful videos in your niche already use.

Before you start, keep ready:

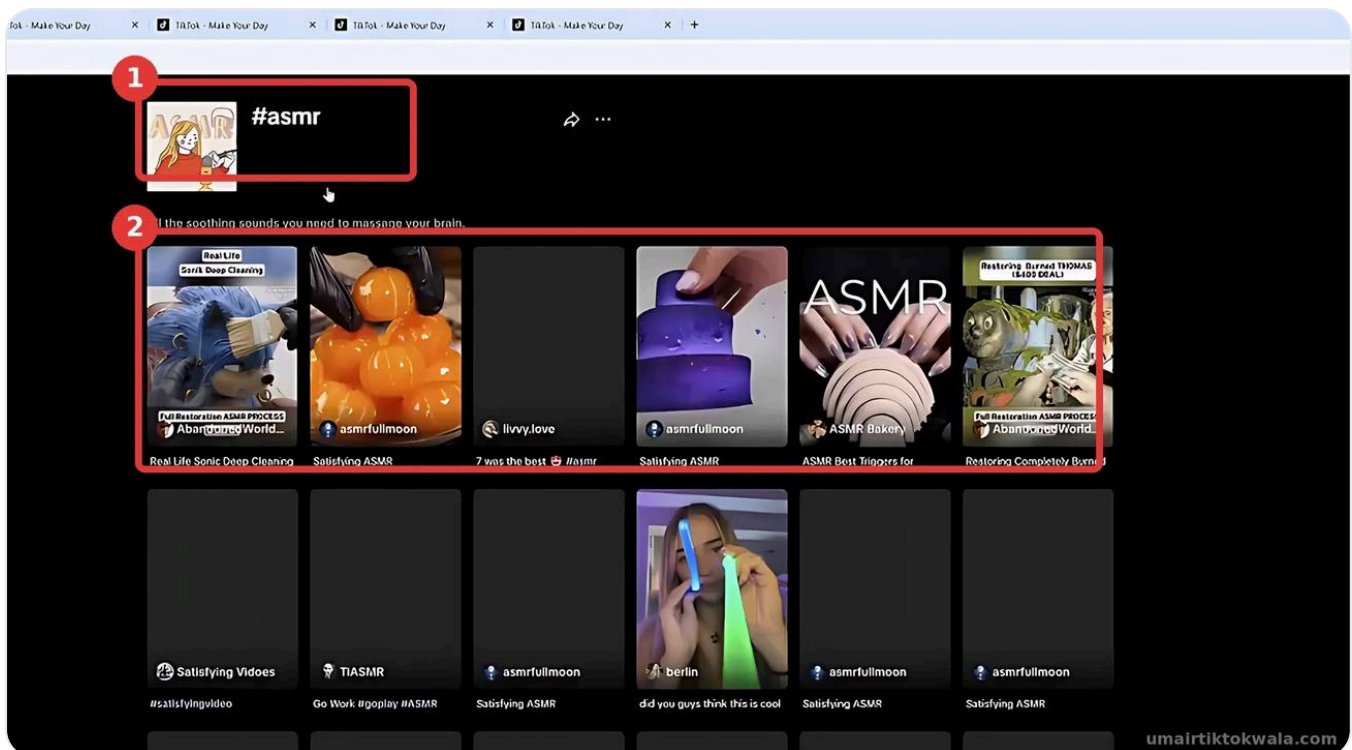
- TikTok open on your phone or on tiktok.com
- Your niche in one word (e.g. restoration, ASMR, horror)

1 Open a popular video in your niche



Search your niche and open a video with many views. Read the caption — the words starting with # are its hashtags (e.g. #asmr #satisfying #restoration). Write down the ones that match your content.

2 Open the hashtag page



Tap a hashtag. **1.** The hashtag page opens. **2.** You see the top videos using it. If most of them look like your content, the hashtag is a good fit.

3 Pick your final hashtags

For each video use **3-5 hashtags**: 1-2 big ones (e.g. #asmr), 2-3 specific ones (e.g. #restorationasmr #cleaningasmr). Keep a list in your phone notes and reuse the ones that work.

 **Tip:** Only use hashtags that really describe your video. Unrelated trending tags don't help and can hurt reach.

Common mistakes

- Using 20+ hashtags
- Copying trending tags that have nothing to do with your video
- Never changing hashtags even when views drop