



FREE GUIDE:

SOCIAL MEDIA
SEO & HASHTAG CHEAT SHEET

ABOUT US

Digital Gems is a 100% Motswana-owned company. We create fun, meaningful and innovative conversations online. Through our content marketing, we increase your visibility, connect you with your ideal client and help you reach new milestones in your business.

THE TEAM



Jess Bateman
Chatty Boss



Valentine Butale
Creative Wizard



Gofaone Molosiwa
Design Guru



Donald Romatsebe
Marketing Maestro

OUR SERVICES

We help businesses connect with their ideal customer through digital conversations, taking customers on a journey from interest to sale.

• CONTENT CREATION

In the online attention economy, people are looking for entertainment, information, and education but above all the world is looking for connection. Let us help you connect.

• SOCIAL MEDIA

Social Media Marketing is a must for any business. Not only do we manage your social, but we also create, design and capture content that converts into business.

• WEBSITE DESIGN

This is your business' home online. Where people experience your business before they walk into your office. First impressions matter. We will make sure that impression is great.

• EMAIL MARKETING

Emails are an underused marketing platform in Botswana with little competition. Email campaigns are a great way to get your target audience's attention, and retain it.

• GRAPHIC DESIGN

First impressions matter. Graphics can either draw your ideal customer towards you and keep their attention or turn them off. We make sure to keep your client engaged with good design.

• SEO

SEO is your business' biggest investment online, and what makes you visible in the digital world. So many businesses neglect this as it builds over time and requires consistent effort.

• REPORTING

We take pride in the time and effort we spend on understanding how your business is doing online. Figuring out your best return on investment.

• MARKETING

We started with traditional marketing. If you need billboards or flyering we have you covered.

We can also give your company exposure through activations

Social media discovery has changed.

A few years ago, hashtags were one of the main tools businesses used to help people discover their content. Today, platforms are much better at understanding what a post, video or Reel is actually about.

- They look at things like:
- Keywords
- Captions
- Video titles
- Spoken words
- On-screen text
- Search behaviour
- Watch time
- Engagement
- Content relevance
- Audience interests

That means your social media content needs to be created for people, search and algorithms, not just hashtags.

This cheat sheet will help you understand what to focus on across Instagram, Facebook, TikTok, LinkedIn, X and YouTube in 2026.

THE 2026 PLATFORM CHEAT SHEET

Platform	Hashtag Importance	Suggested Approach	SEO Priority
Instagram	Moderate	Use up to 5 highly relevant hashtags	Captions, keywords, Reels, on-screen text, engagement
Facebook	Low	Use selectively when relevant	Natural captions, topics, engagement, local relevance
TikTok	Moderate	Use a few highly relevant hashtags	Spoken keywords, captions, on-screen text
LinkedIn	Low	Keep hashtags minimal and relevant	Keywords, expertise, useful written content

INSTAGRAM

What Matters in 2026

- Analytics: Gain insights into your audience and content performance.
- Ads Manager: Run paid promotions to boost your reach.
- Creator Marketplace: Collaborate with influencers to expand your brand presence.

Instagram now limits posts and Reels to five hashtags, so the days of adding 20 or 30 hashtags to a caption are over.

Your content itself matters much more.

Instagram needs to understand:

- What your content is about
 - Who might be interested in it
 - Whether people engage with it
 - Whether people watch or spend time with it
 - Whether the content matches a user's interests
-

Your Instagram SEO Checklist

Before publishing, check:

- ☐ Is my main topic clear?
- ☐ Have I naturally included my main keyword in the caption?
- ☐ Does the first part of the caption clearly explain the post?
- ☐ If it is a Reel, is the topic mentioned in the video?
- ☐ Have I added useful on-screen text?
- ☐ Are my hashtags directly related to the content?
- ☐ Does the post encourage a useful action such as saving, sharing or commenting?

Hashtag Approach

Use up to five specific hashtags.

Think about including a mixture of:

Topic hashtag

#SocialMediaMarketing

Niche hashtag

#SmallBusinessMarketing

Location hashtag

#BotswanaBusiness

Community hashtag

#BotswanaEntrepreneurs

Brand hashtag

#YourBrandName

FACEBOOK

Hashtags are still available on Facebook, but they should not be the main focus of your strategy. Facebook content often performs because it is interesting, useful, timely or relevant to the people seeing it.

Hashtags Can Be Useful For:

- Events
- Campaigns
- Branded conversations
- Public initiatives
- Trending topics
- Community campaigns

For example:

Join us as we celebrate Botswana's 60th Independence. #BOTS60

That hashtag has a clear purpose.

Adding a long collection of generic hashtags underneath a normal business post usually adds very little value.

Facebook SEO Checklist

- ☐ Clearly explain what the post is about
- ☐ Naturally include relevant keywords
- ☐ Mention your location where relevant
- ☐ Use searchable product or service names
- ☐ Encourage meaningful comments or shares
- ☐ Add hashtags only when they serve a purpose

Suggested Approach

For everyday business content, try zero to three hashtags where appropriate. Do not feel that every Facebook post needs hashtags.

TIKTOK

TikTok is increasingly used like a search engine.

People search for:

Restaurants in Gaborone
Easy dinner recipes
How to start a business
Best places to visit in Botswana

This makes keywords extremely important. TikTok can understand information from different parts of your video, including captions, hashtags, voiceovers and text displayed inside videos.

The TikTok SEO Formula

SAY IT

Mention your main topic naturally in the video.

For example:

“Here are three Instagram marketing tips for small businesses.”

SHOW IT

Add the topic as on-screen text:

3 Instagram Marketing Tips for Small Businesses

WRITE IT

Use it naturally in your caption:

Three simple Instagram marketing tips small businesses can use to improve their social media content.

TAG IT

Add a few relevant hashtags:

#InstagramMarketing #SmallBusinessMarketing #SocialMediaTips

Now the entire video communicates the same topic.

That gives both the viewer and the platform much clearer context.

TikTok Checklist

- ☐ Main keyword spoken in the video
- ☐ Keyword included in on-screen text
- ☐ Keyword naturally included in the caption
- ☐ Video answers a clear question or topic
- ☐ Relevant hashtags included
- ☐ Strong opening hook
- ☐ Video delivers what the opening promises

LINKEDIN

LinkedIn is increasingly focused on topics, professional expertise and useful conversations.

LinkedIn Search allows people to search using keywords and natural language, which makes the actual words you use in your posts important.

Instead of writing:
Marketing matters.

Try:
Here are three social media marketing mistakes small businesses should avoid in 2026.

The second version clearly tells both the reader and the platform what the post is about.

LinkedIn SEO Checklist

- ☐ Include the main topic naturally in your opening
- ☐ Write about subjects connected to your expertise
- ☐ Use relevant industry terminology
- ☐ Provide useful information or an informed opinion
- ☐ Keep the post easy to read
- ☐ Use hashtags only where they add useful context

Suggested Approach

Use zero to three highly relevant hashtags if appropriate.

For example:

#DigitalMarketing #SmallBusiness #ContentStrategy

Keywords and valuable content should come first.

STOP WRITING CAPTIONS LIKE THIS

The Old Approach

Want to grow your business online? Contact us today!

#Business #Marketing #DigitalMarketing #Entrepreneur #Success #Motivation
#SocialMedia #Viral #Trending #ExplorePage

The problem?

The caption gives very little information about the actual topic.

Most of the hashtags are extremely broad.

The 2026 Approach

Looking for ways to improve your small business social media marketing?
Start by creating useful content around the questions your customers are already searching for. Clear, searchable content can help the right audience understand what your business offers.

#SmallBusinessMarketing #SocialMediaStrategy #ContentMarketing

The post now naturally includes phrases such as:

- Small business social media marketing
- Useful content
- Customers
- Searchable content
- Social media strategy

The hashtags simply support the topic.

Suggested Approach

Use zero to three highly relevant hashtags if appropriate.

For example:

#DigitalMarketing #SmallBusiness #ContentStrategy

Keywords and valuable content should come first.

THE GOLDEN RULE FOR 2026

Do not ask:

“Which hashtags will make this post go viral?”

Ask:

“What would my ideal customer search for, and does my content clearly answer it?”

That question will help you create far stronger social media content.

Hashtags are still useful.

They can categorize content, provide context, connect campaigns and help people explore particular topics.

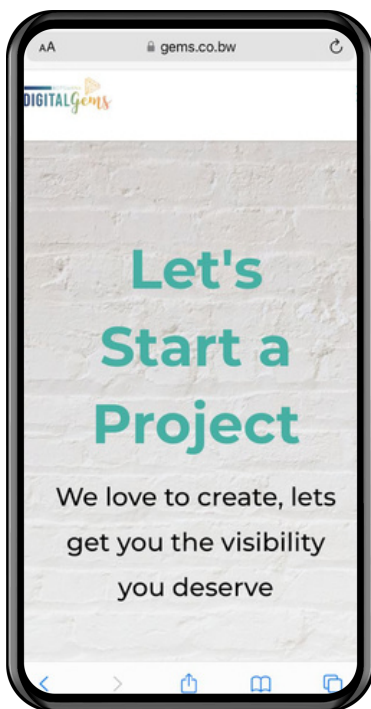
But they are only one small piece of modern social media discovery.

In 2026, the stronger strategy is to create content around clear topics, useful information, relevant keywords and genuine audience interests.

Then use hashtags to support it.

REMEMBER THE BEST MARKETING
DOESN'T FEEL LIKE MARKETING

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