

Using Hashtags



Presents



What is a hashtag?

The term hashtag refers to a **Keyword or short phrase** that tells social media users what a **brand's content is about**.



Each individual hashtag is **always preceded by the # symbol** and brands most commonly use them on the Facebook, Twitter, LinkedIn and Instagram platforms.

Users can find a **brand's content** by clicking on hashtags even if they are not followers/fans of that page, which is why social media marketers give careful consideration to selecting **relevant timely** ones to accompany each post.



N.B.: It is a good idea to **reuse hashtags** that have had **good engagement** in the past or that have a lot of followers; but also bear in mind that an **interesting or unusual hashtag will attract attention**.





**How to
create
strong
hashtags**

Don't be **too clever** - try to use words or phrases people will search for.

Keep it simple - don't use too many words or full sentences.



Reuse as often as you can - using a specific hashtag more than once **increases its popularity**.



Use **specific terms** - e.g.
#WorkplaceDiversity will bring up more content about diversity in the workplace than just #Diversity.

Don't use punctuation or spaces or the hashtag won't work. (N.B. the hashtag will turn blue or become emboldened or highlighted before posting so you will know if it has worked).





Relate the hashtag to the **content of your post.**

Make sure all your social media accounts are **public** so the hashtag is more visible.





Capitalise each word to allow for easy identification and to allow it to be read by a screen reader. This is called **CamelCase**.

You can place them in the **body of your text** or at the **end.**



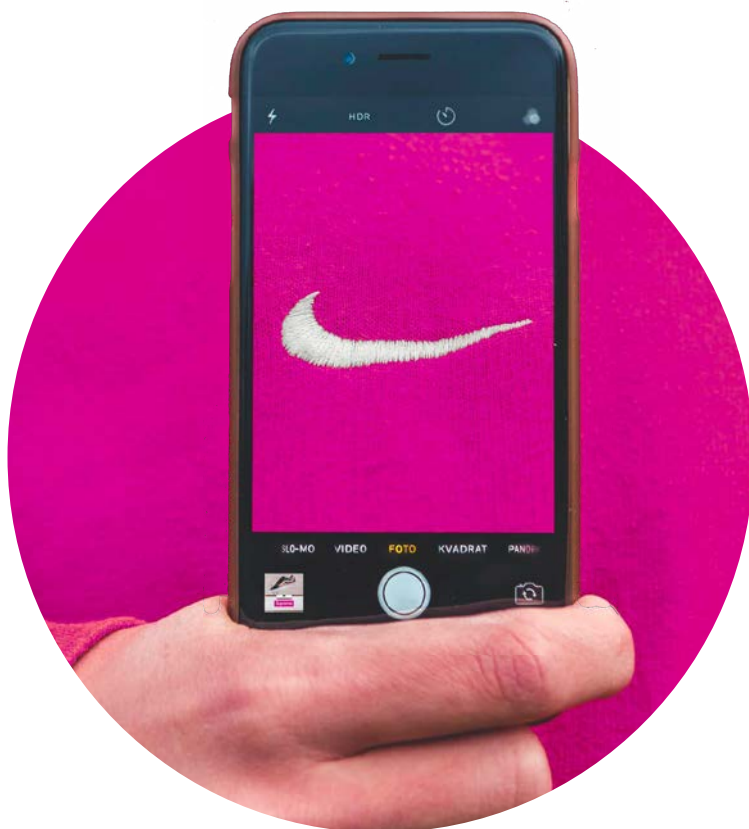
Use your own hashtags to
research competition.



Why we use Hashtags

GOOD
VIBES
ONLY

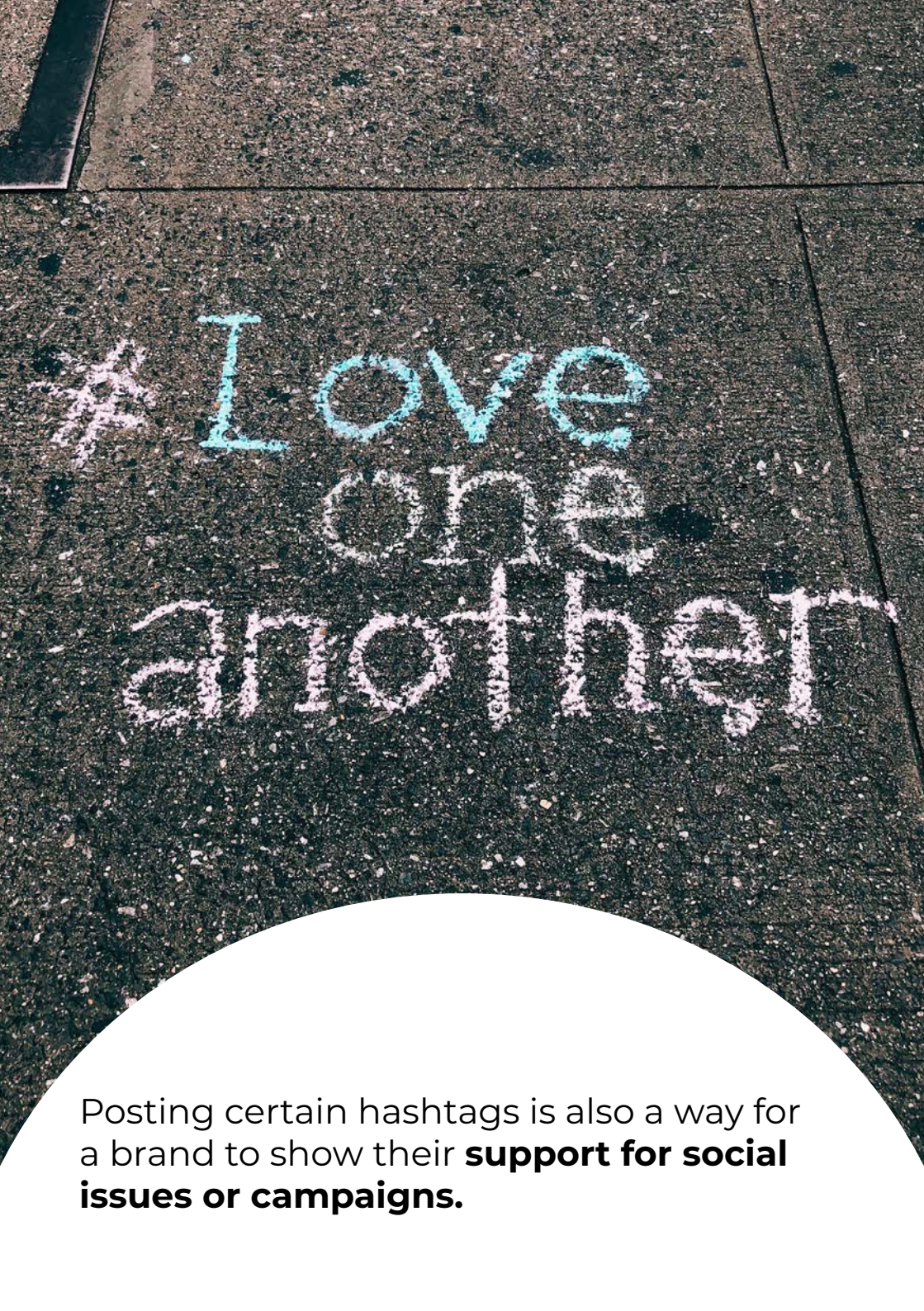
Brands use hashtags to make their **posts visible to more people**; thus **increasing engagement** (likes, followers, etc.).



Many create a **personalised hashtag**, e.g. Passion4Social's is **#ProudToBeDifferent**, so that they become **instantly recognisable** to their followers' even encouraging them to **use it themselves to increase awareness** still further.



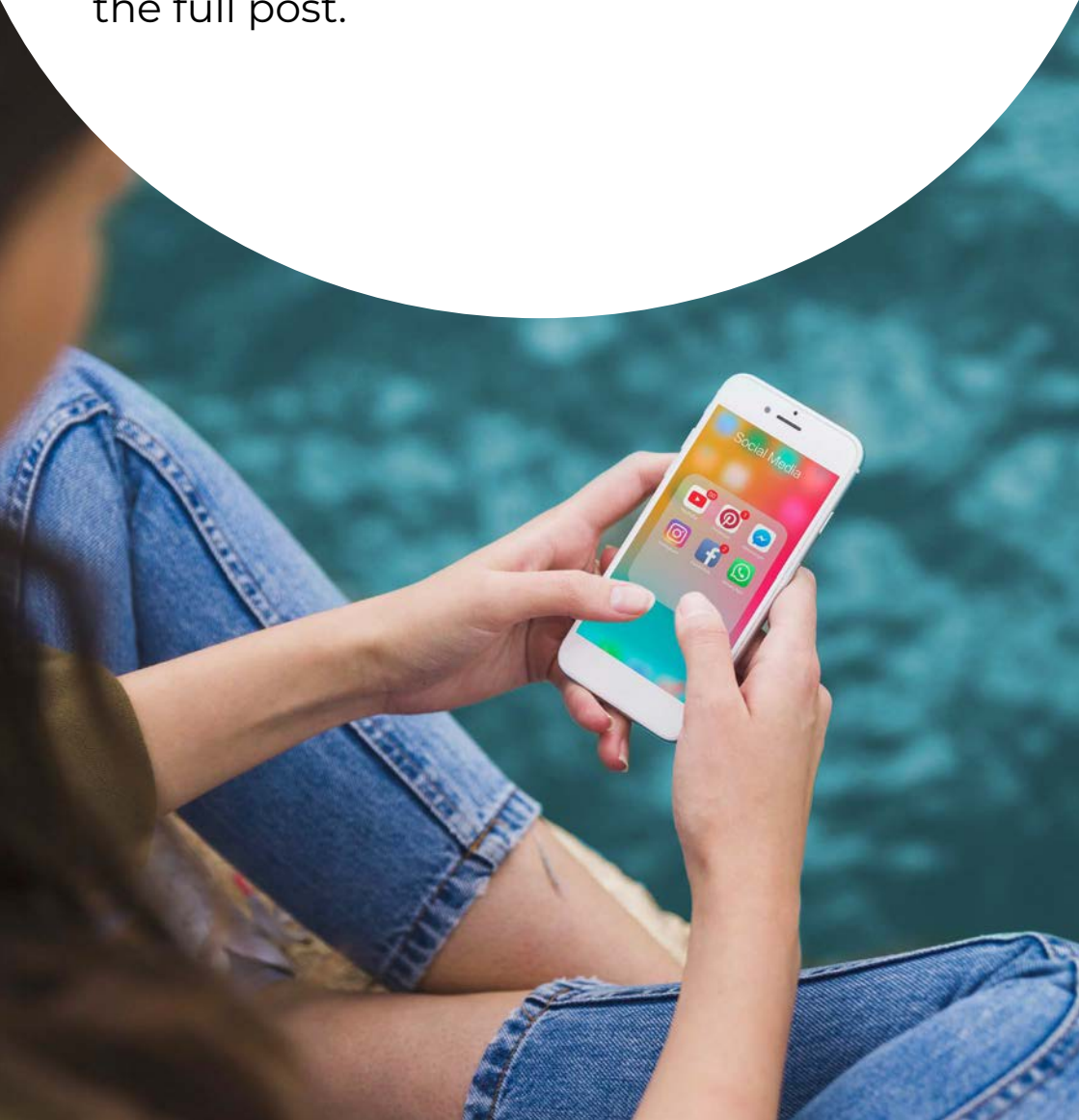
This also means that all of your posts will be **visible** when the **hashtag is clicked on**.



* I Love
one
another

Posting certain hashtags is also a way for a brand to show their **support for social issues or campaigns.**

On the other hand, they can also be a useful tool for readers: As they more often than not **summarise or clarify a post's contents**, they allow people to **quickly decide whether or not to engage** with the full post.



Furthermore, they help **audiences find brands they want to follow** - Users have the ability to search for and follow given hashtags on LinkedIn for example.





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