

SOCIAL MEDIA MARKETING

Make the most of social media with #hashtags

What are hashtags?

A hashtag is a word or even a phrase that begins with a hash sign (#). It's used on social sites, like Twitter, allowing messages to be identified as discussing a certain topic.

Many social platforms automatically highlight all hashtags, allowing users to click on them and be given a feed of public content that includes the tag. This allows searches for similar content online and offers an easy way to join the conversation about a topic.

Note

The hashtag is likely the most popular means of grouping content on social media. While supported by many platforms the hashtag is most widely used and has great effectiveness on Twitter.

Why should I use hashtags?



The hashtag has become a way to show your tweet is specifically about #something instead of just a post where "something" is mentioned in passing. They are a great way to learn about #something or to start a conversation around an event or topic!

Multiple studies have shown that using hashtags in a tweet boosts both impressions and engagements.

If used in the right way they can be an important part of your social marketing strategy, allowing you to reach beyond your followers to find people that share interests or that are looking for your services.

Are you making the most of hashtags?



Are you making the most of hashtags to increase your social media exposure?

Hashtags can be one of the most powerful ways to take part in the wider digital community on social media.

The increase in engagements on tweets with hashtags has been measured to be between +50% and +100%.

(This statistic covers all posts with tags, even bad ones. You could do even better with the right tags!) Knowing how to use hashtags is a powerful tool in your arsenal on the road to success on social media.

i Note

Using the right tags helps you to make a great impression on a wide social media audience and they are a great way to share good content to make that all important right impression. Hashtags act as a multiplier of your work.

Hashtags have become so influential that they are almost everywhere these days. Not just exclusively online, you can even see them on billboards and TV ads. Brands use them as a powerful tool to get people talking and can be a great accompaniment to a marketing campaign.

How to write a hashtag

Hashtags must start with a hash sign (#), cannot contain any punctuation, and cannot be made up of just numbers.

Hashtags on Twitter ignore capitals so #TOPIC is the same as #topic.

With this in mind, you can make multiple word tags more readable by starting each word with a capital.

E.g. #welovesocial = #WeLoveSocial

Doing this will help to avoid misinterpretation and unfortunate hashtag mishaps.

Examples of valid hashtags

#Twitter

#WeLoveSocial

#GetSocial

#summertime

#SocialMedia

#firstTweet

Examples of invalid hashtags

hash tag

We Love Social

#1997

summer time

#children'sbook

#first Tweet



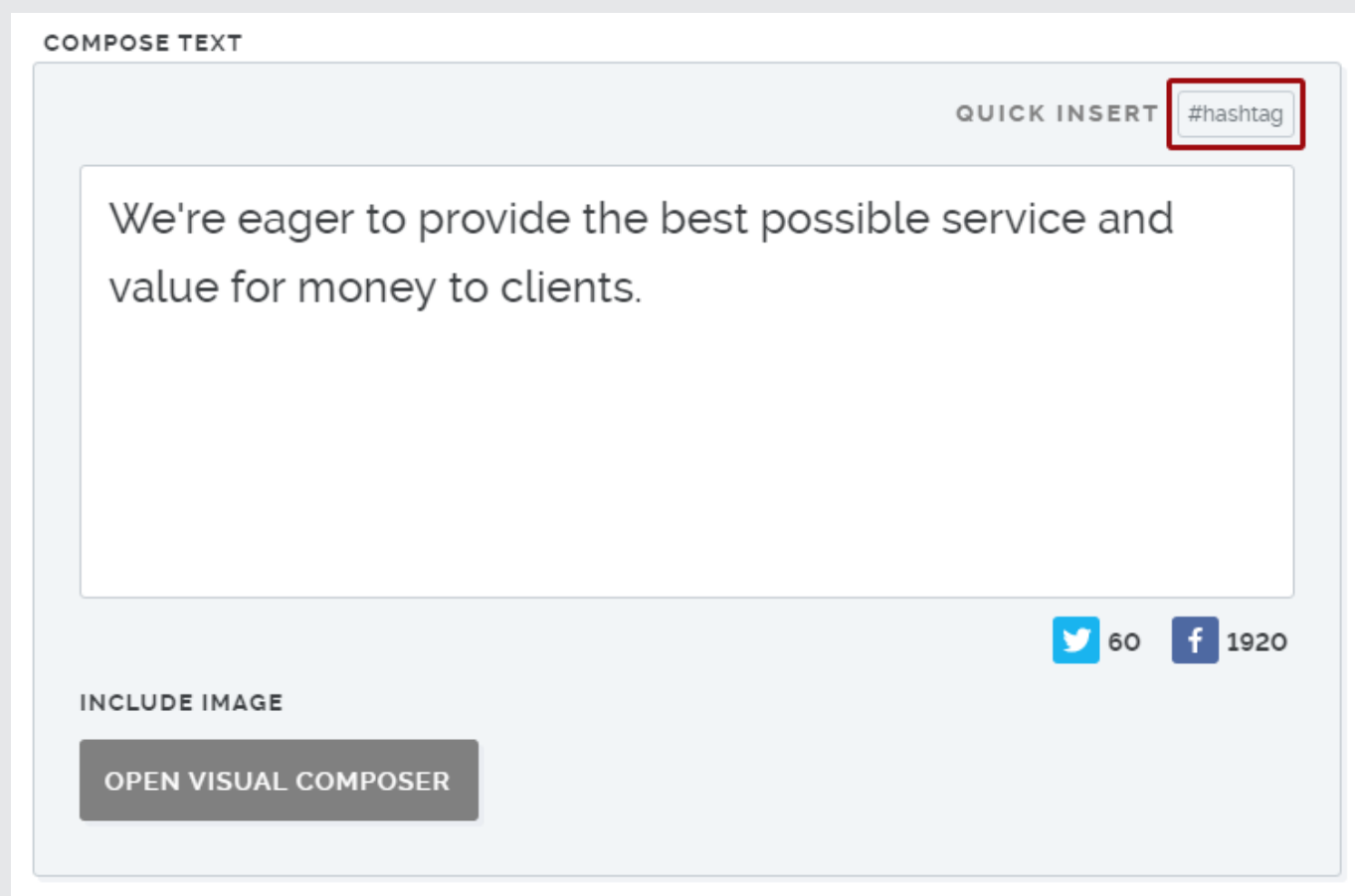
The hashtag tool

Anybody can use any hashtag they want in their posts, that's why it's vital to ensure you research a tag before using it to make sure it fits your message and your goal.

Luckily the dashboard makes it easy for you.

There's a handy tool built right into the dashboard to make the most of hashtags.

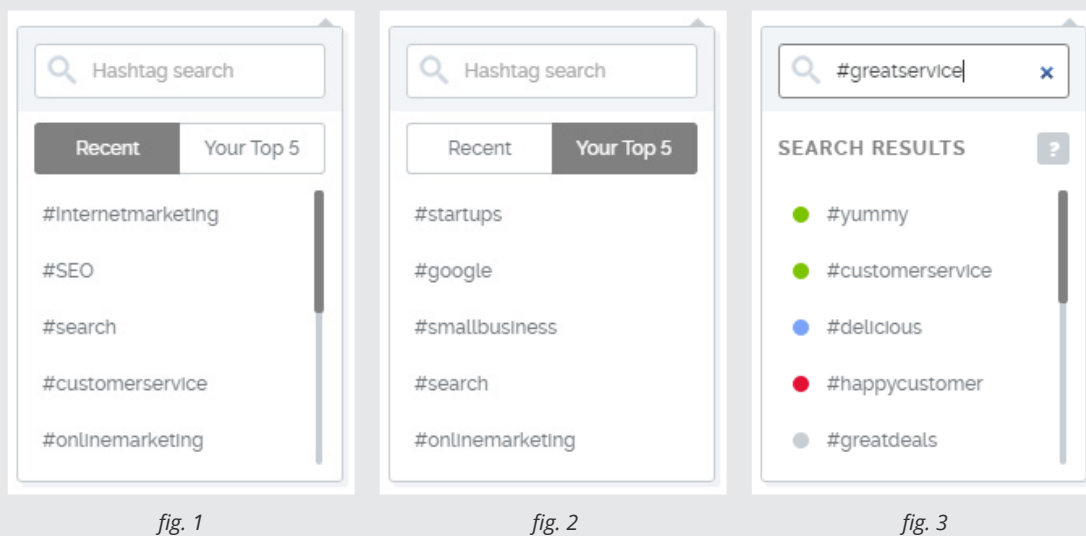
You can find it at the top right of the composer when creating a message.



Using the hashtag tool

When clicked a simple dropdown appears allowing you to see recent hashtags (*fig. 1*) and your top 5 (*fig. 2*), making it easy to use great hashtags that have worked for you before.

The tool also features a search that allows you to find and analyse those tags that would be perfect for your posts.



The tool takes the hard work out of hashtag research

When searching (*fig. 3*), the results display a list of similar tags with a simple visual key to help you find those phrases that help you to get noticed. The search tool will help you to find the best hashtags that have a balance of popularity and engagement.

Green and blue phrases best help you to increase your impressions and interactions, with green having the quickest effect.

Red phrases could be very popular but have hundreds of thousands of messages posted daily, so your message is easily drowned out within minutes or even seconds leading to a low level of engagement.

Grey phrases will be those that are too obscure or unpopular and in a vast majority of cases should be avoided.

Note

Social media research shows that Twitter posts perform best when high-quality content is supported by 2 or 3 hashtags.

A post with more becomes over-hashtagged and can really put followers off and damage your image online.

By putting a few green and blue hashtags into your posts you could significantly boost the value of your posts, increase your following and boost your social media exposure.

Whether you want to increase sales, grow your following or become an authority figure in your industry hashtags can help you to accomplish your social media goals.