

WE ARE SOCIAL

THE POWER OF THE #HASHTAG!



A WORD OR PHRASE PRECEDED BY A HASH MARK (#), USED WITHIN A MESSAGE TO IDENTIFY A KEYWORD OR TOPIC OF INTEREST AND FACILITATE A SEARCH FOR IT.

When a user adds a hashtag to their post, it is immediately indexed by the social network and becomes searchable by other users. Once someone clicks on that hashtag, they'll be brought to a page that aggregates all of the posts with the same hashtagged keyword in real-time.

HASHTAG ETIQUETTE & #FAUXPAS

- 1** **#donotstringtomanywordstogether**
Keep it short and capitalize the first letter of each new word to make it easier on the eye.
- 2** **Don't jump on a trend** without relating your post to the topic. Be authentic to your brand and research topics before posting.



- 3** **#DO #NOT #TAG every word!** It clutters your post and loses the audience.
- 4** **Avoid overusing descriptive synonymy** tags at the end of a post. Example: #idea #my2cents #thought. It's messy and doesn't add value.

GET YOUR MESSAGE TO #STANDOUT AND REACH YOUR AUDIENCE

HASHTAGS WORK. HERE'S HOW...CHECK WHEN COMPLETED!

CREATE YOUR OWN DISCUSSION AND HOST A CHAT

Start a conversation and create a #CHATNAME
Examples: #ROCSocialMedia, #ROC2017, #ROCManagedCare, and offer valuable information to start a dialogue with your audience.

JUMP IN ON AN ACTIVE CONVERSATION

Start by posting on a trending topic. Just be sure you are clear on what the #trendingtopic really is and how it relates to your business. Do research on it and always provide value!

ALIGN YOURSELF WITH YOUR INDUSTRY

Search the social sites (*Facebook, Instagram, Twitter*) for #keywords and see what's already being said in your industry. Then use those keywords in your post to increase exposure!



PROMOTE YOUR EVENTS

Promote the event with a customized hashtag (*ie: #ROC2017*), tag (*short for hashtag*) real-time live posts and add photos!



USE PROPER SPELLING

Typos are common, so remember to proof before posting. A misspelled hashtag may loose your audience.



INJECT SOME HUMOR

Have some fun and keep hashtags simple.



TRACKING IS A MUST!

Analyzing your social media platforms offers critical information as to how you are engaging with your audience. It is essential to target correct demographics for your business and ensure that your content is relevant.

USE THESE TOOLS TO MEASURE YOUR SUCCESS...

FACEBOOK INSIGHTS: Allows you to track interaction on and measure post engagement. [A Beginners Guide to Facebook Insights Click HERE!](#)

INSTAGRAM ALGORITHM: Prioritizes what is shown in users' feeds based on content interests, engagements, and hashtags.

TWITTER ANALYTICS: An all-in-one user-friendly way to navigate through data and audience engagement. [Click HERE!](#)

