



HASHTAG ETIQUETTE

Hash • tag [hash-tag] *noun* 1. A keyword preceded by the hash symbol (#) and linked to a dynamic feed within the social network where it is posted.

Hashtags started on Twitter, then spread to Instagram, Google+, Pinterest, LinkedIn, and Vine – and now Facebook supports them. Tag your posts with the best of ‘em by understanding the purpose of hashtags – and the social etiquette for using them – with Gremlin.

BE CAREFUL TO **AVOID** THESE SOCIAL #FAUXPAS:

#DoNotStringTooManyWordsTogether

You can put multiple words together (be sure to omit spaces if you do), but keep it short and capitalize the first letter of each new word to make it easier on the eyes.

Don't jump on a trend without actually relating your post to the topic.

Just because you want to spread brand awareness doesn't mean you should include a tag surrounding the latest celebrity gossip.



#Do #not #tag #every #word

People will lose track of what you're saying, and quickly move on to a less cluttered post.

Avoid overusing descriptive synonym tags at the end of a post

i.e. #my2cents #idea #thought. Adding a hash will make the keyword that follows it a link. If there's not a valid reason for further describing your post and aligning it with a topic, it seems messy and unnecessary.

2.5 BILLION +
facebook posts
(*Business Week*)



400 MILLION +
tweets
(*Washington Post*)



45 MILLION +
instagram posts
(*instagram.com*)



posted per day

WITH ALL THAT NOISE, HOW CAN YOU GET YOUR MESSAGE TO STAND OUT & **REACH YOUR AUDIENCE?**

HASHTAGS CAN CERTAINLY HELP, AND HERE'S HOW:



Create your own discussion and host a chat

Keep the #ChatName short so people can include it in each post and view the whole conversation as it's happening by clicking on the #ChatName.

Jump in on a conversation already happening

You can increase exposure by posting about a trending topic. Just be sure you're clear on what the #trend really is – do some research on the topic before associating your post with it.

Align yourself with your industry and products

Search the social networks for a #keyword and see what's already being said about it. Then use that #keyword in your post or ad to increase your exposure.

Promote your events

An event-specific hashtag can work wonders for your marketing efforts. Promote the event, tag real-time posts, and crowd source photos.



Inject some humor

Hashtags can be used as punch lines from time to time, but doing it too often (or stringing too many words together) can be overwhelming on the eyes. Have fun, but keep it simple.

Use proper spelling

Not many people are talking about the #sociameida, but quite a few are interested in #SocialMedia.

