

#WTF is a hashtag

Hashtags are terms used in Tweets, on Facebook posts and on Instagram posts that are searchable, clickable and measurable

Though they can be overused, when it comes to campaign management, organization and branding it's hard to top the simple power of the hashtag

Ways hashtags can be used in Social Media Marketing

1. Campaigns: when conducting a specific campaign, use hashtags to help recognize engaged users, search for activity around key words and promote your product/company
2. Increased Reach: hashtags for topics are often searched and monitored by marketers and users with specific interests (ie. #ottarts)
3. Twitter Chats: users & brands host regular Twitter chats, which use specific hashtags to help users organize & participate in the conversation
4. Discovery: When doing research, hashtags can be searched to discover interests, sentiments, attitudes and demographics of the users engaging with the hashtag
5. Comparison: it's possible to measure and compare activity around different hashtags to identify trends, growth or disparity in performance. This is important for recurring campaigns & competitive analysis

Why use hashtags?

Hashtags serve as an easy way to connect with your fans, followers and users across multiple Social Media channels

How to measure a hashtag campaign?

- Set your intention
- How many times your hashtag is used: number of mentions
- Find out how many times a hashtag has been used and in what way?
 - o Gives an idea if your hashtag is going viral or going nowhere
- Look at usage numbers on a weekly basis for a long-term campaign and twice weekly for a short-term campaign

#YouAreWelcome