

Everything you wanted to know about #Hashtags

Less than 5 minutes of read time

Curated by

WHITE RIVERS MEDIA

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“What makes for a viral hashtag?”

“Why won’t my
hashtag work?”

“What’s even a
hashtag strategy?”

“Why do I need
hashtags?”

If you've wondered any
of these questions, you
are flipping through the
right pages.

#Handbook

Everything you need to know about hashtags to make them work for you and your brand.

If you are a marketer, a student of digital marketing, or simply fascinated by the prospect of getting paid to browse, you've got to read this.

If you intend to be associated with social media anywhere across the world, then you need to know about hashtag, and you've got to read this.

Don't forget to pass it on.

Enjoy.

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So, what's a
hashtag?

A Hashtag is a Clickable Search Term



Hashtags: A combination of letters, numbers, and emojis preceded by the # symbol (e.g. #NoFilter, #WorldCup)—categorize content and make it more discoverable. Anyone who clicks on a hashtag or searches for it will see a page with all the posts tagged with it.

How to Hashtag: Things To Note

Rule 1

#neverlikethis

Capitalize each important letter of
the word in your hashtag for
better readability

#expertsexchange

What do you read this as?

Making the first letter of every new word capital will not only make the hashtag legible but will also bid a goodbye to any misunderstandings!

A well written hashtag will read
#ExpertsExchange

Rule 2

Call a spade, a
spade

The only thing better than
irrelevant hashtags is no hashtags.

Ensure that it is trending, relevant and specific to your topic.

Incorporating your keyword into a hashtag will boost your search engine rankings and optimize your content for the most relevant audience.

For example, #ChristmasShopping is more contextual than just #Shopping especially in the month of December.

Rule 3

#ItIsIllegible

Hashtags like these are illegible.

Keep the hashtag easy on your eyes! A hashtag like **#ItIsIllegible** is harder to read and even harder to use.

Rule 4

#Th!\$WontWork

Special characters like @ \$ % & do not get recognized as a part of hashtag.

Your brand wants to communicate its sale offer?

Instead of using #Flat50%Off, you can simply make use of two or more hashtags like #Sale #50off on #Jewellery

Rule 5

#ILoveBagelWithCheeseAndCream

NOT

Even though people like Bagels with Cream and Cheese, they wouldn't type out such a long hashtag. Hence, your brand can make use of a simpler, cuter and a tastier hashtag like

#BagelLovers

Pro Tip: Ideal Hashtag Length should be not more than 12 characters

Rule 6

Double Check

Even if you apply all the 5 rules stated above, then too double check for any double meaning. A double meaning can lead to a brand being bashed across social media and beyond

For Example:

#PowerGenitalia

Powergen Italia is the name of the company. THAT there is their branded hashtag.



Congratulations! You are halfway through

Here's how you can take your hashtags to the world.

Pro Tips for Pros



Discover Hashtags

Type a keyword that's relevant to your brand into Instagram's search bar (a.k.a the Explore feature) then select the **Tags** tab. This will help you discover new hashtags with the keywords you wish to target, and give you a fair idea of the number of posts that are tagged with it.

Similar tricks works on Facebook and Twitter, too.



Follow Hashtags

That means if a user is interested in the topic or the subject of your content, it will end up in their newsfeed even if they aren't following you and on twitter, you can follow a hashtag by 'save the search' feature.

Relevant Hashtags Only

Just as easily as they can follow a hashtag, they can unfollow it, too. Keep your content relevant to your hashtags, and vice versa.

Example: If you tag a post with #wanderlust, your content must appeal to globetrotters.

Hashtag those stories!

- Each hashtag has an Instagram story dedicated to it, and if your post gets picked up, it would be delivered to and discovered by people who are interested in the topic.
- If you really want to increase engagement and gain quality followers, **include more specific hashtags.**
- Hashtag on facebook stories don't work. Adding it might get the user to the next story, even if he was interested to know more about your brand. Similarly, swipe up stories don't work on facebook. Don't put an Instagram story on facebook stories. Customize it for facebook.

The Golden Number (of Hashtags)

- Instagram Posts with 9 hashtags receive the most engagement.
- The same number is as less as 2 on facebook and twitter each.
- But once again, relevance is of the most importance even here.
- The more the merrier doesn't apply for hashtags 😊

Hide Your Hashtags

A cloud of hashtags takes the attention away from your captions. To avoid that, you can post all your hashtags as a comment on your post. Alternately, you can also:

- Once you are done composing the caption, key in a punctuation (whether a period, bullet, or dash)
- Then tap **Return**
- Enter a piece of punctuation again, then hit **Return** again
- Repeat steps 1 to 3 at least five times
- Instagram hides captions after three lines, so your hashtags won't be viewable unless your followers tap the 'more' option on your post

Don't Hijack

Some Brands at times love to make social media salesy.

Even if you love to do that, never ever, I repeat, never ever, plug in your hashtag or your social media communication on someone else's misery or a topic of distress.

Users will not spare a second to make sure the brand faces a LOT of flak.

Eg: A leading apparel 'brand' tweeted this a couple of years back:

All affected by Hurricane #Sandy stay Safe.
We will be doing lots of **brand website** shopping today, how about you?

#Dont
#Hashtag
#Everything

Hashtag only the topics you want to be discovered for or the ones people are talking about.

Having a hashtag for everything doesn't make sense and might get your update being found for text you don't want your brand to be found on

Its time to create your own

You can create hashtags for a specific campaign -

**#MeToo/#ShutTheFakeUp
/#WomenInGreen**

You can also create a single hashtag for your brand that acts like a placeholder for all branded posts.

Make sure that your branded hashtags are short, catchy and easy to remember.

What works where?

- Ever wondered which hashtag to use on facebook, which on twitter, which one on Instagram & which one for LinkedIn?
- Here's a quick fix:

# Type/Platform	Facebook	Twitter	Instagram	LinkedIn
Branded	Hell Yes	Yes	Yes	Yes
Call to Action Driven	Yes. Why Not	Yes. Absolutely.	Wont be seen in clutter of hashtags.	Yes. But wont matter much.
Call to Action and Web Link	Yes	Yes	NO	Yes
Immediate Topical and conversational	Not Really	Yes	Can be Added	Yes
Idea Number	1-2	1-2	9	7-9
# in Comments Discoverable?	No	Yes (Replies to tweets)	No	No



#EpicFails

Here are some people who
wished they had read this ebook
before these tragedies struck
them!

#susanalbumparty

British Singer Susan Boyle was launching her new album and one of her teams came up with this gem to promote it on social media.

Sus-Anal-Bum party surely cracked everyone up. Pun intended.

#RIMjobs

Research In Motion, the creators of BlackBerry, used this to announce that they were hiring. Quite crappy, if you ask us.

#nowthatchersdead

When Margaret Thatcher died, fans of the pop icon Cher were quite distraught because of the ambiguous hashtag. Now Thatcher's Dead became Now That Cher's Dead.

#therapist

There's no therapy for bad
hashtags.

#BlackHateBook

Product name: Black Hat eBook.

This one hits close to home

#TheEnd

From the origins, safe practices to knowing how to enable your content for optimum discovery, now you know it all. Now that you've got your hashtag essentials in place, pass this ebook on.

With this by your side, you can go ahead and create the next trending hashtag for your viral campaign or start a new movement.

Feel free to share your hashtag stories,
learnings & feedback on
ebook@whiteriversmedia.com

We will be launching another ebook on
one of the disciplines of digital
marketing real soon.

Stay tuned. Thank you.

