



# *What the Hashtag*

**Grass Roots Media**



Hashtags aggregate content via a keyword, topic, phrase, theme or event. A hashtag puts all of the content with the same hashtag in the same place, making it easy to connect like-minded accounts and people together, allowing them to engage on appropriate content, and boost the eyes and engagement on your content.

## **What makes a good hashtag?**

- A hashtag always starts with #. It has no spaces, punctuation or special characters although you can use capital letters to define words within it.
- Ensure your account is public, otherwise hashtagged content won't be seen by people who don't follow you.
- Go for hashtags that are short and simple #toomanwordsgetstootricky
- It is a good idea to regularly search the hashtags that you are using to ensure that they are relevant and appropriate.
- Be platform specific

## **What hashtags should I use in my content?**

- Do a search and see the types of content that comes up attached to a hashtag – does this match your brand and messaging?
- Think about your audience, who are they and what hashtags would you find them under?
- Keep your hashtags specific to your audience eg: #supportlocal v #supportlocalnz

## **You can also use hashtags as a search tool -**

- Content creation – allows you to keep an eye on what others are doing, keeps you fresh and relevant when creating content
- Community management – a place to search for and engage with content from an audience that is similar to your own and it gives you a platform to find other accounts to follow and build your audience.

Use the below tables to record five hashtags that you could use in your content and then five hashtags that you could use as a search to engage with others content.

### **Five hashtags to use on my content**

Keep track of hashtags that you like to use in your content. It is always a good idea to regularly do a search of any hashtags that you use to check what other content is being attached to that particular hashtag.

<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	

### **Five hashtags to search for content**

Use hashtags to search for content and new accounts to follow. This is key when doing community management to find content to interact and engage with!

<b>1</b>	
<b>2</b>	
<b>3</b>	
<b>4</b>	
<b>5</b>	