



## Friends Guide to Hashtags

### What are Hashtags?

Hashtags are like word association for digital media. They group together conversations and content around a designated topic, making it easier for people to find content that interests them.

### Why use Hashtags?

There are a great number of benefits to using hashtags in your organization's social media posts:

- Make your organization part of the conversation *#nonprofit*
- Increase engagement with your followers, which extends your reach *#climatecrisis*
- Build brand awareness that encompasses your organization's mission and values *#wildlife*
- Show support for social issues *#CITES #conservation*
- Connect with your partners *#LeaveNoTrace #USFWS #RecreateResponsibly*
- Help your target audience find you *#Thisisoklahoma #OptOutside*
- Increases organic (unpaid) reach *#nature* = 16M people posting about this in FB

If you're using social media to market your brand, then you should use hashtags, as they can help boost both reach and engagement.

### How do we Use Hashtags?

A strong strategy mixes popular, relevant, and branded hashtags. Consequently, utilizing two or three is a good rule of thumb. Relevant and branded are fairly easy. Meta has also made it easy to determine what's popular in both their Facebook and Instagram platforms with a hashtag search and placement feature located in the lower righthand corner of a scheduled text block in the business suite content planner.



Practice with this photo of a discarded single use plastic bottle by jotting down possible hashtags in the space provided. Print this page and take it to your next board meeting to ask all board members to do the same.

- Relevant \_\_\_\_\_
- Branded \_\_\_\_\_
- Popular \_\_\_\_\_

According to Hootsuite's "[How to Use Hashtags Guide](#)"

- Hashtags always start with # but they won't work if you use spaces, punctuation, or symbols.
- Make sure your accounts are public. Otherwise, the hashtagged content you write won't be seen by any non-followers.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.