

Hello OIGP!

“Hashtags” can seem confusing at first. In fact, they are actually very simple to use and can quickly improve your social media activity.

Did you know?

Hashtags make it easier to find posts on Twitter by turning keywords within a post into clickable links that display content grouped together. Social media platforms that utilize hashtags include Facebook, Google+, Twitter, YouTube and many more. Please note that LinkedIn **does not** currently support the use of hashtags.

What can I do?

Add one or two hashtags to your posts on Twitter or Facebook and use them to source for other posts. Consider the following example:

You post the following on Twitter and/or Facebook:

“Vision and values are essential to building an effective team <http://bit.ly/1ndOlh5> #leadership.

By spelling out a word or phrase within your post, preceded by a “hashtag” (a pound sign), you instantly turn that word into a clickable link. (Remember, this is only effective in select social media platforms such as Twitter or Facebook...this does NOT include LinkedIn!)

To continue with our example, when it is posted in Twitter or Facebook, the hashtag ***#leadership*** will become clickable. Any user who clicks on that link will be taken to another webpage featuring all posts that contain that link. This is a great way to spread your post to more users, as well as search for other content that you may like to re-post.

When looking for great content to post on Twitter, it’s a good idea to conduct a search for a specific hashtag — #leadership in this case. You do this by typing “#leadership” into the search bar on Twitter. You can scan the posts that appear on the page in order to look for a good article about leadership and then quickly re-post that tweet to your network.

This is a great way to stay active on Twitter without having to create your own content (written blogs, etc.) in order to post something.

Why?

Tweets with hashtags receive 2X more engagement than those without hashtags. Based on this statistic, it’s important to include them with all of your posts.

Do you have any questions about how to use hashtags when posting on social media networks?

Socially yours,

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