Hashtags 101

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A hashtag is produced by adding a number sign (#) to a word or un-spaced phrase on social media to make it a link that can be clicked, tracked and searched for. Hashtags can also be used for organization, archiving and humor.

#firstworldproblems
#firstworldproblems

I don't have enough dip for my chips.

But if I open another container, I won't have enough chips for my dip.
Hannah Hart @harto
First World Problems Read By Third World Kids buzzfeed.com/copyranter/fir... via @buzzfeed

Gracie Riordan @Disgracee_
When your timeline is consumed by a show you don't watch <
#FirstWorldProblems

Maddie Searle @zhiana
@Leannes89 "need to have a shower... But that would involve getting out of bed." #firstworldproblems

Gia Yarn @gswagg11
#firstworldproblems A school fighting about the events that will take place during spirit week. nkbrawl2012

Griffin Belzer @griffinbelzer
I'm torn between the Packers game and the Walking Dead season premier #firstworldproblems

First World Problems @firstworldme
The valet parking is taking too long. #firstworldproblems
A hashtag is a word or an un-spaced phrase prefixed with the hash character (or number sign) to form a label. It is a type of tag. Words or phrases in messages on social networking services may be tagged by entering # before them.

“New artists announced for #SXSW2015 Music Festival”
Results for #sxsw2015

Nicole Torres-Cooke @nicoleschmooze · 1m
One month away - #SXSW BABY! #SXSW2015

Dennis Hall @salesgrok · 1m
Stoked about #SXSW2015?! Join me on the social hub: social.sxsw.com

Kip Addotta @kpmccckbmbdth · 4m
Attention Austin small businesses! Want Matthew @McCounaghey & I to make your commercial? Email jkl.atx@gmail.com #SXSW2015 #Kimmel

Rbrrt @rawrbby · 5m
OMG DAFT PUNK TO PLAY THE STEPS OF THE CAPITOL BUILDING FOR #SXSW #SXSW2015

Steel Horses Ranch @horsekisser · 6m
I am dying to see #JimmyKimmel Kimmel in Austin #SXSW2015 #iota on Friday March 20th. Tickets wanted! <3 @iota
Do you know how pet friendly we are here in Southern Delaware? Check this out: visitsoutherndelaware.com/recreation/southern #petfriendlytravel #travelwithpets

Happy Friday everyone! Enjoy your weekend in Southern Delaware!

Start planning to be in town for the Rehoboth Beach Chocolate Festival. It's a chocolate lovers delight! visitsoutherndelaware.com/events/rehoboth
Win a Trip Anywhere You Wanna Go. (Seriously.)

1. Follow @RoamingGnome
2. Tell him your dream trip with #iWannAGO
3. Await victory

Using Hashtags for Contests
How are Big Businesses Using Hashtags?

Want a happier Internet?

“Sign” our Smile Petition by recreating our #MakeItHappy hashtag with your smiling face.

LEARN MORE
Thanks to everyone for helping make the Internet a happier place. Let’s continue to #MakeItHappy. Show your support for a more positive Internet by joining the Smile Petition at GoMakeItHappy.com

Michael Sam stands against online hate. Show the world that you do too by "signing" the Smile Petition with your smiling face. Tag it #MakeItHappy.
On Instagram

“Sign” our Smile Petition to pledge your support for a happier Internet. Have a friend snap a photo of you re-creating our hashtag with your smiling face. Then tag it with #MakeltHappy.

I’m supporting a happier Internet. #MakeltHappy
Kid President, YouTube Personality

Let’s give the Internet something to smile about. #MakeltHappy
Danica Patrick, NASCAR Driver

Together we can give online hate a hug. #MakeltHappy
Michael Sam, Professional Athlete
Tips for Using Hashtags

• Be genuine and funny (where appropriate)
• Take advantage of user generated content
• Interact with your followers
• Reward your influencers
• Utilize traditional media + social media
• Don’t overdo it
Be Genuine and Funny

The accidental tweet:

American Red Cross  
@RedCross

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #gettngslizzzerd

HootSuite  •  2/15/11 11:24 PM

The Red Cross acknowledges it's mistake, deletes tweet:

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via Uber/Twitter
Retweeted by 86 people

RedCross  
American Red Cross

Dogfish Head responds:

RT @Michael_Hayek: #craftbeer @dogfishbeer fans, donate to @redcross 2day. Tweet with #gettngslizzzerd. Donate here http://tinyurl.com/5s720bb

2 hours ago via TweetDeck  •  Favorite  •  Retweet  •  Reply

The tweet is accounted for:

@riaglo  
Gloria Huang

Rogue tweet frm @RedCross due to my inability to use hootsuite... I wasn't actually #gettngslizzzerd but just excited! #nowembrassing

4 hours ago via HootSuite  •  Favorite  •  Retweet  •  Reply
Take Advantage of User Generated Content
Interact with your Followers

soworthloving

it's been a while, QUICK SALE!! 💓 the first person to put their email in the comments below in the next hour will get the "love me" leather jacket from the been loved collection for $58 (originally $78) with free shipping in the US. Size: small. #swl #soworthloving

aliciajoyw

Unique piece!

aliciajoyw

Sorry, got so excited I couldn't type!

soworthloving

Hahaha we are so excited its going to the perfect home!! @aliciajoyw
Reward your Influencers

ExploreBC Gallery
Utilize Traditional Media + Social
#You #are #ridiculous #with #your #annoying #and #unnecessary #use #of #hashtags.