

Twitter Tips: Understanding Hashtags

Twitter is one of the most popular social media platforms in the world. Mastering some of the functions built in to Twitter can help you reach more people with your tweets and use Twitter efficiently.

If you're unsure what hashtags are and why you should be using them, read on for a quick explanation.

What is a hashtag?

The number or pound symbol - # - is known as a hash and when added to a word or phrase becomes a hashtag. Example #seniors, #boomers, #yeg, #oilers, etc.

Why should you use hashtags?

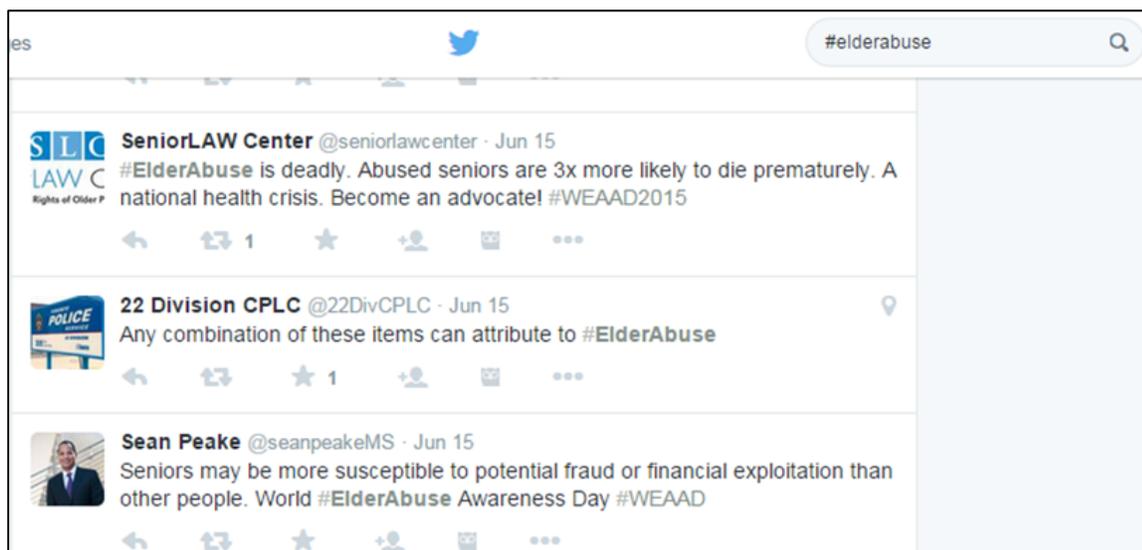
Hashtags provide a way to categorize and aggregate tweets allowing people to search for topics they are interested in.

To search for content

The volume of content on Twitter is staggering. If you're looking for content on a specific topic or theme, hashtags can help you narrow your search. Type in a hashtag in the "Search Twitter" field and the search results will show tweets that include that hashtag. This is a big time saver and helps you find content that you might not otherwise have come across.

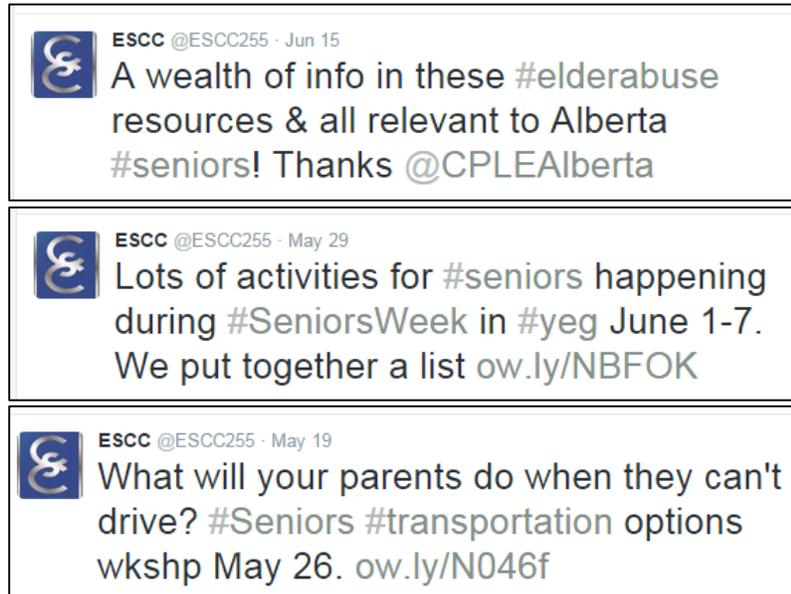
In your tweets

If you include a hashtag relevant to a certain topic, your tweet will appear in searches for that hashtag. This means that even people/organizations who don't follow you will see your tweet when they search for that hashtag and it's a good way to make others aware of your organization.



Guidelines for using hashtags

- Ensure there is no space between the # symbol and the word/phrase, e.g. #yegarts
- Don't overwhelm your tweets with hashtags. Limit your use to no more than three in one tweet.
- Incorporate hashtags into your sentence as much as possible rather than sticking them on the end of the tweet.
- Do some research to find hashtags that are relevant to your content.
- There is no need to make a hashtag out of your organization name.



If you have questions about Twitter, contact Janelle - ESCC Communications Coordinator at janelle@seniorscouncil.net. Janelle is happy to mentor any staff or volunteers of ESCC member organizations who want to start tweeting on behalf of their organization.