



#Hashtags



What are #Hashtags?

- The # symbol, called a hashtag, it's used to mark a keyword or topic.
- They are used to categorize or follow a topic, kind of like a folder.



Search Hashtag via Social Media

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8 ways Businesses are Using Social Media
There are some really great **hashtags** out there and you can search for them at the top of twitter to find relevant customers. One example is a company called #foodiechats and they use their **hashtag** every Monday for live tweet meetups.

Social Media Marketing To Do List
1. Post at least 3 -4 times a week, pictures with **hashtags** # that save the picture into categories on Instagram.

Google Plus tips
6. **#hashtags** put you into categories on google. Create your own unique **#hashtag** and use it everywhere.

① <http://www.jenstarmedia.com/apps/search?q=hashtags>



Using #Hashtags on Social Media



- Facebook - Create a Company Name or Event #celebratesparkle, #bwcnaples, #jenstarmedia
- Twitter -Twitter is a quick newsfeed that connects 140 characters or less of information about your company or yourself. #HASHTAGs are important and many companies use them to tag their topic of interest.
- Instagram is a useful tool for those who want to join a world of photographers, some are professional but most are amateur. Instagram is a way for businesses to share visually what their company is all about. You can use #hashtags to categorize your picture, like #pottery, #art, #heartbeatmag, #media, etc.



Successful Companies using Hashtags



- <http://www.nacweb.org/s08072013/social-media-hashtags-job-listings.aspx>
- www.jenstarmedia.com