PULL UPS

- Hootsuite
- Google alerts
- Bit.ly
- Unsplash

#Hashtags

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File at www.geekymarketer.com on Monday

What is a Hashtag?

- Using the pound (#) symbol you can create a hashtag that is followable on most social media
- This means that those that are interested can then find other content with the same hashtag
- #marketing on twitter for example
- Often used at events to track fast moving conversations #tedxdetroit – this past week and years ago with Rich Sheridan
- Seasonal or trending or newsworthy

History of the Hashtag

- Been around for about 10 years in daily use.
- If you really like the nuts and bolts background check out the wiki - https://en.wikipedia.org/wiki/Hashtag
- #liveyourdream

How do I make a Hashtag?

- 1st check and see if someone is using the hashtag already
  - You can still use it but this way you have a reference for how they are using it.
- Double check with others if it is a new hashtag that it might not mean something odd or creepy.
- #mcdstories
- Test and watch…if it goes sideways pull yours down
  - Hootsuite and Google Alerts

#dayofthedead

How do I make a Hashtag?

- 2nd – avoid single words unless a specific topic like #marketing – try to string together words for a specific hashtag - [#writingapaper](#)

- 3rd – make sure anything you string together or a single cute word doesn't mean anything awful in another language. #fizzle – in some countries this means "silent fart"
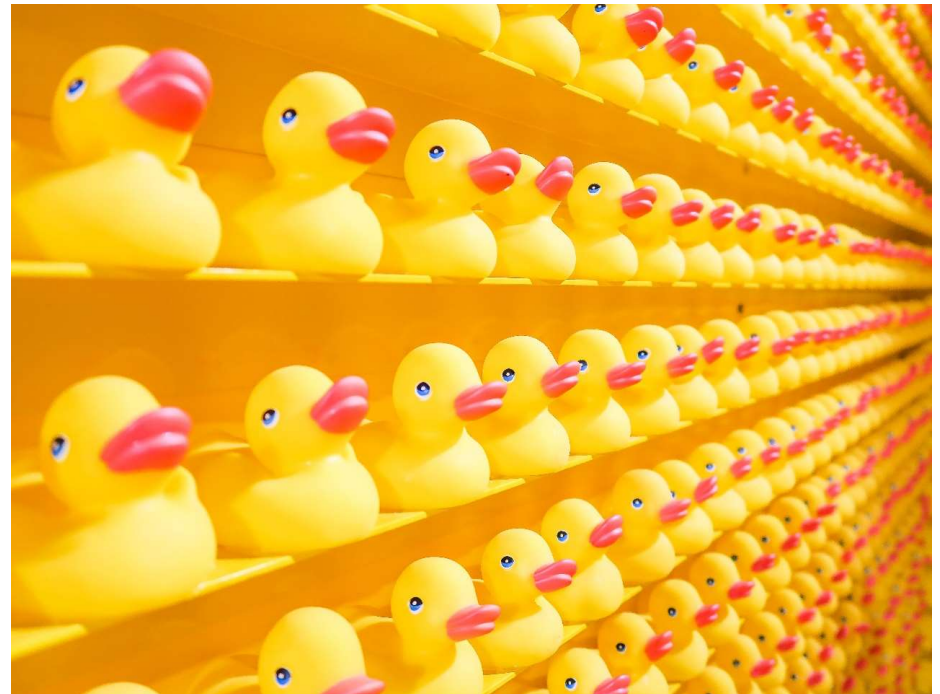
Research on Hashtags?

- Research shows that hashtags have real value. When a social media post has a hashtag it significantly increases the chances of the item being shared. Tweets with a hashtag, for instance, are retweeted at twice the rate of Tweets without them.

- Highest shared Instagram posts are those with nine or more hashtags.

- Images help with reuse as well.

OK I made a Hashtag now what?

- Once you start using a hashtag, you are no longer in control of what is associated with it.
- Trolls using your branded hashtags to make fun of your business - #QantasLuxury
- The real "echo chamber" effect of social networks - #resist or #MAGA

- When you start using hashtags, you open yourself up to receiving spam – and that's one reason why many people dislike hashtags.
- By looking at those using a hashtag you may want to then follow or not follow them.

Hashtags for images

- #crazycatlady
- #feedme
- #colorfullife

Hashtags for images

- #foodies
- #citruspunch
- #citrus
- #bloodorange

Hashtags for images

- #foodies
- #fruitoatmeal
- #masonjarmeals
- #vegan

Hashtags for industries

Photo by rawpixel on Unsplash

- **Law Firm hashtags:** #foreclosurelaw #taxplanning #attorney #lawsuit #legal #familylaw #personalinjury #miamiattorney #litigation #insuranceclaim #legaltips

- **Fitness hashtags**: #health #workout #healthy #fitness #getfit #healthylifestyle #noexcuses #motivation #fitspo #fitfluential #wod #fitnessgoals #fitnessmotivation #paleo #cleaneating #instagramfitness #wellnesswednesday

- **Spa / Beauty hashtags**: #facial #treatyourself #spaday #relax #spasesh #spasession #skincare #spalife #luxuryspa #zen #massage #makeup

- **Wedding Planner hashtags**: #weddingplanner #sayyes #bridesofinstagram #weddingbouquet #bouquets #vows #doc #engaged #weddingplanning

- **Contractor hashtags**: #homeimprovement #remodel #builder #renovation #renovationideas #beforeandafter #polishedgranite #contractorsofinsta #kitchenremodel #granitecountertops

- **Landscape hashtags**: #gardening #gardendesign #backyardmakeover #landscapelovers #porchlife #outdoorliving #homeandgarden #outdoorspace #flowerdesign #landscapedesign #landscapearchitecture #gardeninginspiration

Tools

Tool Name	Link	Notes
Hashtagify.me	https://hashtagify.me/	Look at a hashtag to see how it is trending
Unsplash	https://unsplash.com/	For creative commons images
Hootsuite	https://hootsuite.com/ https://hootsuite.com/plans/free# - free plan	To manage up to 3 accounts for free and to follow hashtags
Bit.ly	https://bitly.com/	To create small links – track analytics – brand links
Twitter	https://twitter.com/	To post images, create stories Crowd is usually 25+
Instagram	https://www.instagram.com/	To post images, create stories Crowd is usually 15+ If you have a FB account you have an Instagram account
Facebook	https://www.facebook.com	To post images, create stories Crowd is usually 25+

Tools

Tool Name	Link / Location	Notes
Photoshop/Illustrator	WCC Library on PCs and Macs	
Canva	https://www.canva.com/	Free option – templates and options to add photos
Hashtagify	https://hashtagify.me/	Use the front free tool – get a lot of information
Ritetag	https://ritetag.com/	Good free info with just the search
Warble	https://warble.co/	For twitter – follow hashtags – free
Keyhole	https://keyhole.co/	Free search tool
Pocket	https://getpocket.com/explore/?src=top_navbar	Finding trending articles