



socialmosaic

The Complete Guide to #HASHTAGS



#SOCIALBOARD

Hashtags allow brands to curate and filter content across all major social media networks; from Facebook to Tumblr to Instagram, hashtags turn content into one compact stream. Instagram has over 200 million active users each month. Without the use of hashtags, it would be impossible to browse through every user's pictures to find all of the images related to, "style," for example.

While discovery is a benefit for brands, hashtags can also be used to connect users to marketing campaigns and digital contests. Learning how to effectively utilize a hashtag is a crucial skill all online marketers must learn.



What are HASHTAGS?

Hashtags allow social media users to curate and filter content into a useable stream on all major social media networks. Anyone searching for a certain topic, news story, or event can use a hashtag to find relevant and useful social media posts on that subject. Using hashtags effectively is a powerful tool to connect brands to their consumers. Marketers can use hashtags to connect with users on trending topics, social media campaigns as well as contests.

For example, the 2014 Response Magazine Expo created their own hashtag: #ResponseExpo to connect with attendees and vendors during the event. The content that was curated from the hashtag was then put on displays throughout the exhibit halls and networking parties. This encouraged attendees to use the hashtag so that their tweets and posts could be put on display while also connecting with the Expo!



1 MILLION
selfies
are taken each day

A brand can create their own hashtag that can connect users directly to a product, event, or topic. For example, users looking to comment, post or tweet about the product, Social Mosaic, can use the hashtag: #StyleMosaic, which is a branded hashtag created by Social Mosaic. One of the biggest benefits of the hashtag trend is the ability to connect audiences from around the world. An image, article, or post can go beyond cultural and language barriers to connect users on any different topic like never before.



Dancers around the world can use the hashtag: #WorldOfDance to connect with one another. This hashtag was created by World of Dance, a top urban dance network. By creating a branded hashtag, they are able to connect with dancers and fans around the world as they post videos, articles, and other dancing content.

You may be wondering how difficult it may be to jump on the hashtag bandwagon, but have no fear! Our simple 5 step guide breaks down all the essentials of this powerful tool!

01

LISTS OR

BRAIN

STORMING

Before you can create the perfect hashtag it's important to know what you want to gain from the campaign. Are you looking to attract fan photos? Create a discussion with your audience? Or simply get feedback on a product or service? By taking the time to brainstorm a list of buzzwords, you can choose the best hashtag for your campaign.

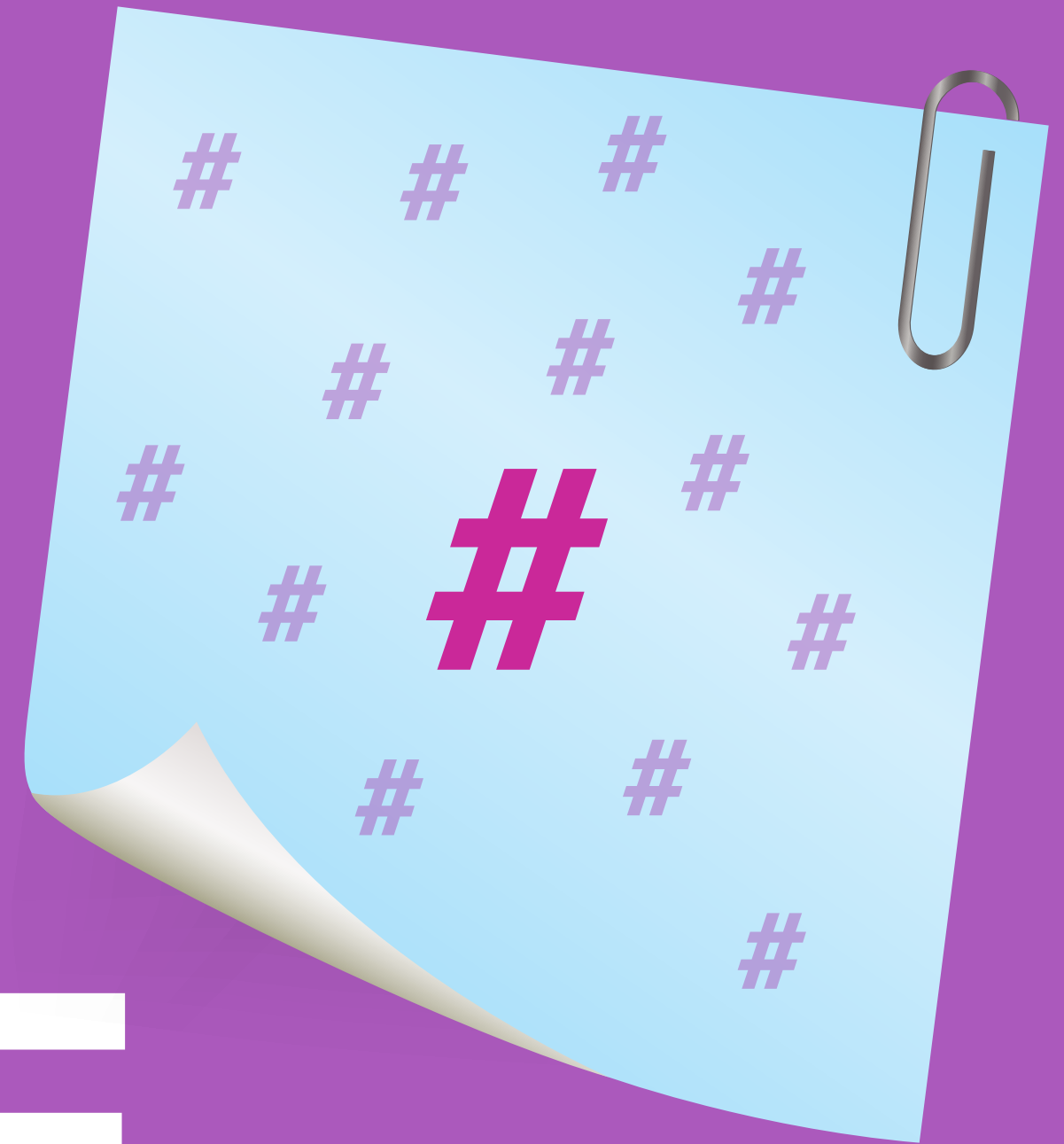
#WEMOVE #YOUFORWARD

Not only can hashtags help you cultivate content, but they can also inspire social media users! The National Association of Latino Independent Producers created an inspiring hashtag #WeMoveYouForward to help tell their story to users. The goal of the campaign is to curate user-generated content and help promote networking. Using the hashtag, young producers can now promote their content and connect to other professionals in the industry!



02

DIFFER ENTIATE



Once you have compiled a list of creative buzzwords, the next step is to hone in on the best phrasing for each hashtag. How you word a hashtag can determine the success of your campaign. Your list of words is a great starting point, but one word hashtags are frequently overused.

#LOSTPETS

You may also want to consider creating several different branded hashtags. For example, Pet Assistant, a non-profit for animals, has several hashtags to help humans connect to save animals around the world using social media. Hashtags like: **#LostPets**, **#FoundPets**, **#Rescues**, **#PetAssistant** all help social media users connect with each other. Owners who have lost a pet can use the hashtag to connect with others users in the area to help find their pet.

There are two different types of hashtags that a marketer can use, a branded hashtag or a universal hashtag. Branding a hashtag for your campaign is the equivalent to using your company's logo. It also allows companies to directly connect and engage with users talking about their campaign.

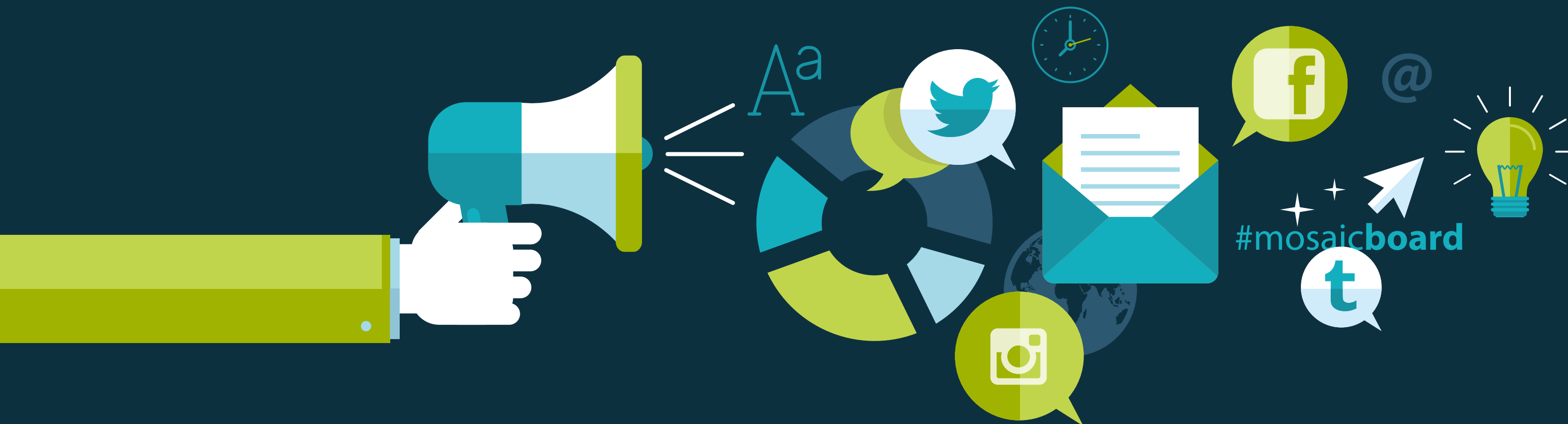
For example, **#ThrowBackThursday** is a universal hashtag that many different users and brands use on Thursdays to post content that is older and evokes fond memories. Whereas **#StyleMosaic** is a branded hashtag for the product Social Mosaic.



03



RESEARCH



Before you can choose the best branded hashtag for your campaign, it's important to search each potential phrase. An Instagram or Twitter search of the phrase will determine if the hashtag is already in use by another company. The goal is to have your particular hashtag lead back to your brand, not another company, so it's important to choose a phrase that isn't already in use.

04



PROMOTE



05

ENGAGGE!



Interacting with users is an essential aspect to creating a successful hashtag. To keep fans using the hashtag, it's important to engage and make them feel heard. A few ways to generate fan excitement is to:

- ★ Like / Favorite their posts, comments, and tweets.
- ★ Comment and Retweet on their posts.
- ★ Share the best posts on your pages!



Users want to engage with brands that listen. By actively participating and interacting with fans, you're ensuring the success of your campaign!

CONCLUSION

Discover why brands use Social Mosaic to engage conversation with their fans and followers on social media, visit www.socialmosaic.me

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