

Enter the Gateway to Twitter Connection:

#HASHTAGS

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Hashtags are the way to expand your digital reach and influence. The more you interact through hashtags, the more people view your posts, retweet your contributions, communicate with you, and follow you to see future posts.

What Hashtags do...

Digital Forum for Events

You can see what's going on at conferences and seminars without being there. Live tweeters at events provide an outline of key points.

Information Storage

People searching for hashtags are directed to past and present tweets, which means posts using hashtags can be found with an easy inquiry.

Seminar Interaction

Presenters often use hashtags during seminars so audience members can get in on the conversation without having to be vocal.

How to Hashtag Effectively...

Expand your scope

Look for hashtags that complement your post (a site like the Healthcare Hashtag Project has good examples).

Emulate others

See what similar professionals or organizations successfully use for hashtags.

Keep it simple

Avoid long or complicated hashtags so it's easy for others to find your tweets.

Hashtag Pitfalls...

Research:

Take a look at the kinds of tweets a hashtag is already being used with. A seemingly innocuous tag could appear in tweets for very unrelated topics.

Limit Usage:

Using hashtags garners 2x as much engagement. Best practices show to use 2 hashtags per tweet; if you use more, engagement can drop by 17%.

Obscurity:

Using a very niche hashtag will make it harder to reach people. But that doesn't mean you have to completely generic ones, either. Instead create ones targeted to a specific audience (e.g., #HigherEdFaculty, not #faculty) for maximum engagement.