

using facebook hashtags to promote Rotary

What Are Hashtags?

hash-tag: A word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it.

Whenever a user adds a hashtag to their post, it's able to be indexed by the social network and becomes searchable/discoverable by other users. Once someone clicks on that hashtag, they'll be brought to a page that aggregates all of the posts with the same hashtags, in real-time.



Tips for Using Hashtags



Do not over do hashtags - use them sparingly and not in every post

1 #
WORD

Hashtags must be all one word

Aa

Capitalization doesn't matter

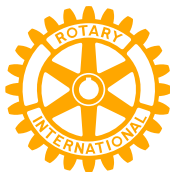


Research your hashtag before you use it



Encourage users to make their posts public to increase reach

Rotary



Popular Rotary Hashtags:

#MyRotaryMoment	#Volunteer
#EndPolio	#Volunteerism
#WorldPolioDay	#Community
#Activism	#RotaryAwareness
#Causes	#WeAreRotary
#Fundraising	#ProudRotarian
#SocialGood	#RotaryDistrict5280

Here Are A Few Quick Rules for How to Use Hashtags:

- If you're using hashtags for their intended purpose (categorization and discovery), don't string too many words together with a single hashtag.
- On most networks, if you use a hashtag on a public account, anyone who does a search for that hashtag can find your post.
- Don't #spam #with #hashtags. Avoid over-tagging a single post or adding them to every word.
- Use hashtags only on posts relevant to the topic. Trying to get attention by using a mismatch between the content of your post and hashtag use won't do you any favors if people are annoyed.
- Be creative and make your own #hashtag: #RotaryVolunteer or #RotaryClubFundrasier for example.