

### WHAT IS A HASHTAG

The internet's filing cabinet, hashtags (#), categorizes posts by keyword, making them easier to find in searches. Clicking a hashtag reveals related posts.

### WHY USE A HASHTAG

#### Strengthens Brand Identity

- Consistently using branded hashtags helps build your club or district's online presence and brand recognition
- Example: A hashtag like #1DistrictStrong helps people identify your content and increases brand awareness.

#### Track Content and Measure Impact

- Hashtags make it easy to track your content.

#### Create a Sense of Community

- A well-used hashtag builds a digital community around your cause, event, or organization.
- Example: #1DistrictStrong

### HOW TO CREATE A HASHTAG

#### Understand the Purpose

- Define what you want the hashtag to achieve.
- Example: #RotaryImpact (for showcasing service projects).

#### Keep it Simple & Memorable

- Use short, clear, and easy-to-spell words.
- Example: #EndPolioNow (easy to remember, direct message).

#### Make it Relevant

- Your hashtag should relate directly to your message, cause, or organization.
- Example: #ServiceAboveSelf

#### Check Availability

- Ensure the hashtag isn't already widely used for a different purpose.
- Example: Before using #RotaryCelebrates, check if it's already linked to unrelated events.

### BEST PRACTICES

#### Create a District/Club Hashtag & Be Consistent

- Develop a unique hashtag that represents your District or Club, and use it consistently across all your social media posts. This helps build your brand identity and makes it easier for your audience to follow your content.

#### Don't Overload with Hashtags

- Include 1-3 hashtags that are relevant to Rotary and the content you are sharing
- Example: #District5810Proud #PeopleOfAction #CommunityService

#### Capitalize Multi-Word Hashtags

- Capitalizing the first letter of each word improves readability and reduces the chance of misinterpretation
- Example: #PintsForPolio instead of #pintsforpolio

