Get going on...

Social Media - Hashtags

Do hashtags on Facebook and Instagram work? The short answer is yes!!

What are Hashtags?

Hashtags are clickable links created by adding the # symbol to words and phrases that are added to your Facebook and Instagram posts. If someone clicks on a certain hashtag or searches for it, they'll see more posts containing the hashtag. This helps them to learn more about the topic and discover more content related to it.

This means if you use a relevant hashtag then non-followers can discover your post and engage with it.

When using Hashtags – Do...

Do Use Consistency: Hashtag formatting is important to ensure your social media feed does not look messy. Use capitalisation in hashtags, for example, #Gliding.

Do Use Relevant Hashtags: Hashtags can increase your reach when they are relevant. We want like-minded people to find our content if they are looking up a particular hashtag. For example, #Airworthiness #Extraordinaryfun.

Do Use Hashtags to tag others: If you post a photo that has a member, visitor, or business you can tag that person or business with their username and hashtag. For example, #DDSC #JohnSmith.

Do what works: While it can be different for each platform, it is recommended you use three to five hashtags across socials to get the best results. Less is more.... don't overdo it. Make sure you check the reaction to your hashtags by seeing if you have more video views, comments, and likes.

Do use hashtags in sentences: Use hashtags naturally in your sentences where you can. This helps repeat two versions of the same word: one hashtagged and one not. For example: *Join us at our Come and Fly day for a chance to win #Airexperienceflight* rather than *Join us at our Come and Fly day for a chance to win an air experience flight. #Airexperienceflight.*

When using Hashtags – Don't...

Don't Forget Spacing: For your hashtag to actually tag, you need a space between each Hashtag. If you #Weekend#Fun#Gliding unfortunately not all the tags will be recognised by the platform. But make sure there are no spaces that are supposed to contain more than one word, for example, #Extraordinaryfun won't work if you put a space between the two words.

Don't Waste Hashtags: If you only want to use a couple of hashtags in each post, don't waste them unnecessarily. Social media is quite advanced so just focus on specifics rather than being less generic.

Don't Underestimate the importance of timing: Push your post during an event or soon before and after to gain traction for the event. Rather than posting at midnight (when they are asleep) or midday (when they are at work) send out your content when they are online.

Don't Use Punctuation or Wrong Special Characters in Hashtags: Avoid using anything outside of basic characters, letters, or numbers in your hashtags. Similar to spacing issues, your hashtag won't appear properly if you use any unrecognisable characters. Don't complicate hashtags as they can be confusing and misspelled. For example: #Extraordinaryfun and not #Extra_Ordinary_Fun or #Extraordinary&Fun.

Don't overdo it: You do not want your post to be weighed down with a bunch of hashtags that aren't relevant or worth reading. Use a few relevant tags, especially a few popular ones, as well as some unique ones for your club.

Don't Hashtag for the sake of it: Use meaningful and relevant tags, don't just slot them in to fill the blank space. Jump on trending topics and conversations such as National and international recognition days For example: On National Women's day, you might use #girlsglidetoo.

Look out for...

Get Going On... *Social Media Platforms*
Get Going On... *Social Media Posts*