

HASHTAG STRATEGY FAQ

What are hashtags?

- A keyword or phrase preceded by the hash symbol (#) written within a post or comment to highlight it and facilitate a search for it.
- Makes your content accessible to other users interested in similar topics who search for your hashtag.
- All social networks use hashtags, but they're most popular on Twitter and Instagram.

Why use hashtags?

- They allow your content to be found
- Increases engagement. On LinkedIn, one hashtag on a post gets 29% more interactions. More than 11 hashtags on a post produces 79% more interactions.
- Mix often-used content hashtags with other hashtags that are more specific to break through the noise.

Types of hashtags:

There are three types of hashtags you can use in your posts. Use a mix of hashtags to be included in conversations and to be found.

Content: directly relate to your product, service, market or area of expertise.
(#riskmanagement #cyberrisk #supplychain)

Brand/campaign specific: These can be used for general branding, promotions, events, contests or other marketing campaigns. Must be unique and memorable (#ChapterName #EventName #RiskLeaders)

Trending: range from holidays to random spur of the moment games (#EngineeringMonth #ThingsIWontApologizeFor #firesafety)

How to use hashtags?

- Use hashtags strategically to be searchable (both professional and fun hashtags).
- Use the search/explore bar and enter a #hashtag. Save the hashtags you'd like to follow
#riskmanagement #RISKWORLD
- Optimal number of hashtags to use:
LinkedIn: 1-5, Twitter: 1-2, Instagram: 3-5, Facebook: 2-3

SFPE Hashtags:

These are frequently used by SFPE. Use these or make up one for your chapter

#ChapterAppreciationMonth, #rAnnualConference #RiskLeaders #SFPEChapters #SFPEAwards