



# ***HASHTAG THIS!***

Presented by  
Keystone Computer Concepts



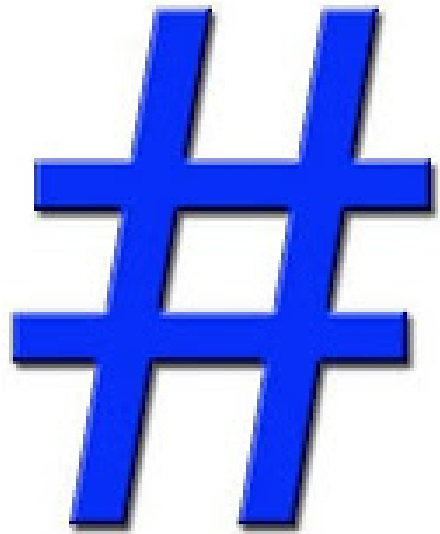
Before we get started:

Just a reminder that when you view the PowerPoint presentation from any of our webinars, you'll be able to read our notes for each slide that has a small note icon in the upper left-hand corner.

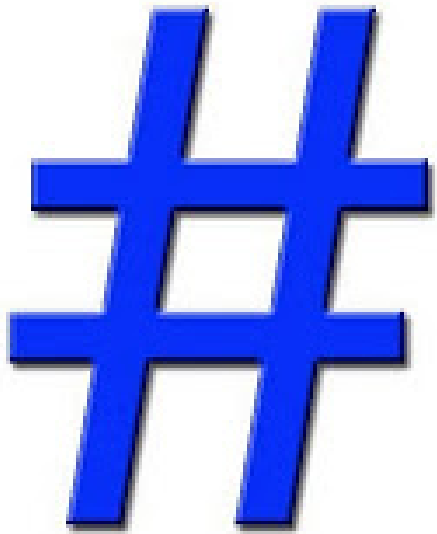


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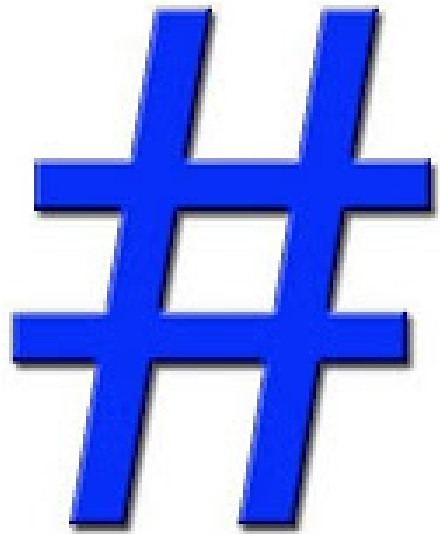
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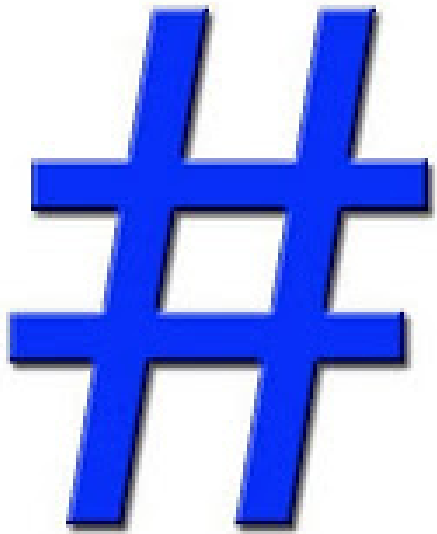
Symbol  
which starts  
a hashtag  
(aka  
"pound key"  
on a  
telephone)



A hashtag is a word or phrase which is preceded by the pound symbol. It is used to group messages together so that all messages on the same subject can be found together.



Hashtags are used primarily on social media sites including Twitter (where they gained their massive popularity), Facebook, Instagram, Flickr, LinkedIn and Google+.



You can use hashtags  
you know are already in  
use or you can create  
your own.



# Hashtags examples:

#IntelDC

#Autism

#jobs

#notanoption

#4KCCwebinars

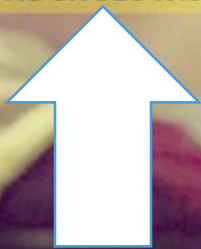


# Hashtags examples in advertising:

**SRK's jersey.  
Now yours.**

Participate with #SRKLovesFrooti  
and tell us why you deserve to  
win the jersey he wore in the ad.

The tweet with the most number of retweets wins.



# Hashtags examples in advertising:



in the box®



MARRYBACON.COM

#marrybacon

# Hashtags for discussions:



**Maria Shriver** @mariashriver

Hosting a live Twitter chat on Alzheimer's starting at 9am ET tomorrow. Join in by using the hashtag [#AgeofAlz](#).



# Hashtags rules:

- 1) No spaces
- 2) Keep them as short as possible
- 3) Don't overuse – no more than two hashtags per entry is a good suggestion



# Hashtags rules:



1



[alexisdelchiaro](#)

1h

Day 3 of #moveyoasana! A little revolved side angle to unwind after a long day. Any one else doin the challenge with me? #yoga2013 #yoga #yogi #moveyoasana #asana #pose #balance #strength #fitness #instafit #instagood #instamood





Hashtags live examples.



# Our Next Webinar

Our next webinar is Friday,  
September 13, 2013  
at 2:00 p.m.

The subject is

*Facebook Safety.*

Sign up today, if you haven't  
already.

[www.4kcc.com/webinars](http://www.4kcc.com/webinars)



# Our September Seminar

Saturday, September 14, 2013

10:00 a.m.-12 Noon

*10 Computer Tasks Everyone  
Should Know*