

## Making Sense of Social Media Conversations...Hashtags are your New Best Friend.

Are you using #Hashtags? Like a hidden search engine, the whole world of web conversation is connected in a single symbol.

If you answered no, then you are missing out. You are not hearing the conversations that are relevant to you, plus your audience are missing you.

The biggest reason for not using hashtags (#) is not knowing how to or which ones to use. Here is a quick guide to start you off.

### Why?

The world wide web is deeply engaged in a giant, global, general conversation about everything. Like sitting in a bar with several groups of friends you can only follow one or two conversations at a time. The hashtag helps everyone sort out which conversation to listen to.

It will help you to find useful partners and potential guests for meetings by following hashtags.

By using hashtags in your posts, you can increase your reach, and as a result your engagement.

### How?

Simply put the symbol in front of your chosen word, or phrase. Commonly at the bottom of a post, so not to look too spammy and make sure there are no spaces or punctuation marks. That's it. The rest is making it more efficient.

To follow a hashtag in LinkedIn click on it and click follow and it will appear in your followed hashtags section on your homepage. Click on a hashtag in Instagram and follow it then those posts will appear in your feed.

### Which Hashtags Do I Use?

Some experts recommend you use a mixture of 3 types of hashtag....and only 2 to 5 in total per post.

The types are:

**Popular** for example #personaldevelopment. These can be found by monitoring your social media idols and looking at what works for them or by using [ritetag](#) Some experts recommend you use a mixture of 3 types of hashtag....and only 2 to 5 in total per post.

The types are:

**Popular** for example #personaldevelopment. These can be found by monitoring your social media idols and looking at what works for them or by using [ritetag](#), a tool for finding out which ones are trending.

**Relevant** for example #leadership. These can be found from similar posters and conversations you monitor. You can use a tool like Hootsuite to create streams to follow. You can also follow

**Brand** for example #Toastmasters. These can be found by following our activity on Facebook and LinkedIn and a list at the bottom of this section.

## The Next Step.

Analyse your own data. Look at what conversations (hashtags) are popular among the people you need to speak to. Which hashtags do they use? Look at the ones you use to find which ones worked best. Social media is always a process of trying it out to see what works.

**Bonus tip**.....use a hashtag generator like the ones in [Hootsuite](#), Linked in and all [hashtag](#).

If you need any help please feel free to reach out [jewels.c@hotmail.co.uk](mailto:jewels.c@hotmail.co.uk)

## Here are the most common hashtags for your D95 social media postings.

[#d95](#) [#toastmasters](#) [#toastmastersinternational](#)

[#toastmastersclub](#) [#whereleadersaremade](#) [#communication](#)

[#publicspeaking](#) [#publicspeaker](#) [#leadership](#)

**\*\* Reminder to use this hashtag for the Toastmaster term [#drivenbyyou](#)**

## Resources

Don't forget the [D95 web site](#) and the [D95 PR facebook group](#).

Here are some templates for Canva, that may just make it easier for you.

[https://www.canva.com/design/DAFCruOc2HY/O\\_vMAC2N01gOOIsXz5VZHA/edit?](https://www.canva.com/design/DAFCruOc2HY/O_vMAC2N01gOOIsXz5VZHA/edit?)

<https://www.canva.com/design/DAFCratXTNw/59xzMtMHXnkYf8YCYOm9fw/edit?>

[https://www.canva.com/design/DAFCrnkz6iU/dLLGd\\_XcL8DL-JSYDQ00eA/edit?](https://www.canva.com/design/DAFCrnkz6iU/dLLGd_XcL8DL-JSYDQ00eA/edit?)

[https://www.canva.com/design/DAFCru489uw/Oh\\_112yQ7KqXC2xY2avhug/edit?](https://www.canva.com/design/DAFCru489uw/Oh_112yQ7KqXC2xY2avhug/edit?)

[https://www.canva.com/design/DAFCrrh6\\_8I/c6QpSUFesCaDM4V81iztFA/edit?](https://www.canva.com/design/DAFCrrh6_8I/c6QpSUFesCaDM4V81iztFA/edit?)

We mentioned the moonlit project previously....a great resource for all things TM PR

[Public Relations Resources - District 95 \(toastmasters-95.org\)](#)

A great resource for all things Toastmasters is the YouTube channel video playlist.

[It is right here for you.](#)

## Talk to us

Any feedback or questions then please email us.... Especially if there is anything you would like us to cover.....

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