



# Introduction to Social & Online Media

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Thursday, May 21, 2020



## HS Intro to Social & Online Media

Overall Lesson: **Social Media Posts**

Sub lesson for Thursday, May 21: Using #hashtags

### Objective/Learning Target:

Students will learn how hashtags can be effective in creating engaging posts and increasing followers.



## Warm Up/Bellringer

#TBT

Do you know what that means? Almost everyone knows that #TBT means ThrowBackThursday.

Throwback Thursday is a popular internet trend used among social media platforms such as Instagram, Twitter and Facebook. Users will often post nostalgic pictures of their past accompanied by the hashtag #TBT or ThrowbackThursday.

[Wikipedia](#)



# Background Information

## How to Use Days of the Week Hashtags

- Before using hashtags, research them. Hashtag meanings can change over time. And some hashtags don't mean what you think they mean. Some hashtags include some wild stuff being posted on them. Just make sure you want your posts to live in that “neighborhood” - er, hashtag feed.
- Depending on your time zone and your followers', you may want to make your *days of the week posts* either early in the day, or perhaps the evening before. Don't post so early that it doesn't make sense, but also don't post #TGIF on Friday night in Pacific time, as most people will be seeing it on Saturday.



## Background Information (cont.)

### How to Use Days of the Week Hashtags (cont.)

- You don't *always* have to produce the content yourself to participate in these fun hashtag days. Search the hashtag, find a post you like, and retweet, share, or re-gram it (I recommend getting permission to regram, as sharing isn't part of the Instagram platform).
- For Instagram, keep a note on your phone with groups of hashtags that you can copy and paste quickly.
- Use no more than three hashtags on Twitter, and up to 30 on Instagram. Yes, you can use that many. They work!

# Background Information (cont.)

 **INSTAGRAM TIP**

Studies show posts with 11 or more hashtags get the highest engagement. To grow your account, use **20 to 30** hashtags per post.

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HOW MANY  
**HASHTAGS**  
 SHOULD YOU USE ON  
 SOCIAL MEDIA?

**FACEBOOK**

# **1 hashtag**  
 Dramatically increase engagement on Facebook.

**INSTAGRAM**

##### **9 to 10 hashtags**  
 Create the highest potential for engagement per post.

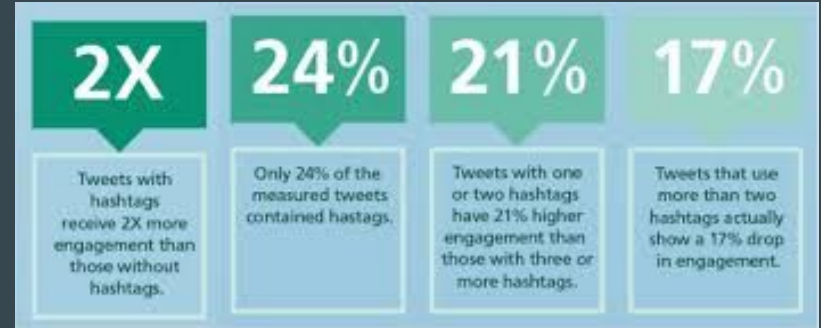
**PINTEREST**


## **2 to 4 hashtags**  
 Make sure they are at the END of your pin description.

**TWITTER**

## **1 to 2 hashtags**  
 Similar to FB, you'll have higher engagement with just 1 or 2!

building**better**agents



  
**INSTAGRAM**

SHOULD YOU HASHTAG?  
**YES ✓**

IDEAL NO. OF HASHTAGS  
**1-30 #**

- Hashtags are the KEY to being discovered on Instagram (especially for new users)
- Add your hashtags at the same time as you publish your post
- Focus on specific hashtags that describe your topic or industry - Aim for hashtags with 10,000 to 300,000 posts vs highly popular hashtag



## Lesson/Activity #1

1. Create a plan for a week's worth of social media posts using hashtags. Use the ideas on the following slides to help you.



## #Monday Ideas

- **#MotivationMonday** or **#MondayMotivation** Start the week on an upbeat note with a motivational picture quote.
- **#MCM** or **#ManCrushMonday** Why not feature a male client, employee, or influencer in your niche? On a more personal note, you could feature your spouse, significant other, or BFF (but do keep it within the realm of professionalism).
- **#MondayFunday** Share something fun about you or your business!
- **#MusicMonday** People love to know what kind of music you (or your team) favor, and to share theirs. Or you could feature an upcoming concert, or one you attended over the weekend.
- **#MondayMemories** Your first day of the week to go retro.
- **#MountainMonday** Climb any mountains this weekend? Post a pic!
- **#MindfulMonday** Perfect for an inspirational quote
- **#MeowMonday** Here's your first chance this week to post an adorable cat photo. Do your followers have photos of their favorite felines they'd love for you to share? Ask!
- **#MarketingMonday** Share a tip that's worked for your business. Maybe even send folks to this article!
- **#ManicMonday** What's on your plate this week? Be sure to ask your followers about their week ahead, too.
- **#ManicureMonday** If manicures are your thing, show 'em off!
- **#MondayBlues** How do you beat them? Be positive!





## #Tuesday Ideas

- **#TransformationTuesday** or **#tt** Show how your product or service has transformed customers or businesses. A great day for a testimonial!
- **#TipTuesday** Perfect for any business! Share your expertise with your followers in a tip graphic.
- **#TravelTuesday** When it fits, show where your business (or pleasure) has sent you lately.
- **#GoodNewsTues** Everyone can use more positivity. Share a short feel-good story or video.
- **#TrendyTuesday** Works for fashion niches, but also a way to show how your business is keeping up with the latest.
- **#TopicTuesday** Share your thoughts on a popular topic in your industry.
- **#TuesdayShoesday** Spotlight on fun or interesting shoes in your office!
- **#TuesdayTreat** Everyone likes to drool over a little **#foodporn**! Or, offer your followers a freebie as a treat.
- **#TuneTuesday** or **#TuesdayTunesDay** See **#MusicMonday** for ideas
- **#TongueOutTuesday** or **#TOT** Show your pet, or your own silly side!
- **#TakeMeBackTuesday** or **#TimehopTuesday** Your next nostalgia tag of the week. Share a vintage photo of your business or industry.



## #Wednesday Ideas

- **#WellnessWednesday** or **#HealthyHumpDay** or **#WednesdayWorkout** If relevant to your business or personal brand, share a health-related tip. Perhaps your team members could take turns sharing their favorite exercise or health food.
- **#WomanCrushWeds** Spotlight a female team member, client, or industry leader. (NOTE: Don't use **#WomanCrushWednesday** anymore, it's been banned).
- **#HumpDay** Celebrate what you've accomplished already this week, and ask your followers to join in so you can cheer them on.
- **#WisdomWednesday** (or **#WednesdayWisdom**) An opportunity to share a smart business tip.
- **#WayBackWednesday** Another trip down memory lane!
- **#WoofWednesday** It's the dogs' day! Share a cute puppy picture.



## #Thursday Ideas

- **#ThankfulThursday** Show gratitude to a client, customer, employee, or supporter of your business. Or, get your followers thinking positively by asking them to name something they're thankful for.
- **#TBT or #ThrowbackThursday** The most popular day of the week hashtag! Show something you or your company did in years past, your company's growth, products or services you offered years ago.
- **#Thursdate** Not just for midweek dates, you can post your business meetings and events.
- **#ThursdayThoughts** Share your thoughts on a trending topic in your niche.
- **#ThinkPositiveThursday** Got a positive thought for Thursday? Share it in a picture quote.
- **#ThirstyThursday** In the food or health niche? Post a decadent or healthy beverage!
- **#ThursdayVibes** How are your followers feeling this Thursday?



## #Friday Ideas

- **#FF or #FollowFriday or #FeatureFriday** Spotlight another user on the social media platform. They may return the favor later!
- **#FBF or #FlashbackFriday** Yes, yet another chance to dig into your archives for a look back.
- **#FridayFunday** Post a meme, or something fun, as people slide into weekend mode.
- **#FreebieFriday** Your followers will love Fridays even more if you tip them off to a freebie they'd love.
- **#FunnyFriday** Share something funny about your business, customers, or employees.
- **#FearlessFriday** Tell a story about overcoming challenges in your business.
- **#FridayReads** Share a blog post, or business-related book you're reading.
- **#FoodieFriday** Great for food bloggers, restaurants, and fitness businesses - or an awesome opportunity to post a pic of a fabulous meal!
- **#FridayNight** Ask followers about their plans.
- **#FeelGoodFriday** Post feel-good photos or quotes that your audience would love.
- **#Friyay #FridayVibes #FridayFeeling #TGIF** Celebrate that the weekend is here!



## #Saturday Ideas

- **#Caturday** Did you miss **#MeowMonday**? Here's your second chance!
- **#SaturdaySwag** Perfect to tag products you sell, or are giving away in a contest.
- **#SocialSaturday** Ask your followers a question so you can get to know each other!
- **#ShoutoutSaturday** Give a shout out to one of your star employees or best customers.
- **#SalesSaturday #SaturdaySpecial #SaturdaySale** Offer a Saturday-only discount on your product or services.
- **#SaturdayStyle** Fashion mavens, this one's for you.
- **#SaturdaySweat** Share your fitness routine or sweaty chores today!
- **#SaturdaySweets** Candy stores, bakeries, restaurants, and nutrition experts can share their special treats or a recipe with this tag.
- **#SaturdayNight** Feel free to post a photo of your fun evening - as long as it doesn't cross the line into looking unprofessional.



## #Sunday Ideas

- **#SS or #SelfieSunday** Where does your Sunday take you? Post a pic, if appropriate.
- **#SundayFunday** As above, but you don't have to be in this shot!
- **#SundayRead** Share one of your recent blog posts, or a favorite book your fans would enjoy.
- **#StartupSunday** Tell a tale of how you started your business.
- **#SpotlightSunday** Spotlight a loyal customer or evangelist.
- **#SelfcareSunday** Perfect for health and beauty niches!
- **#SundaySweets #SundaySweat #SundaySpecial #SundaySale** See ideas above.



## Lesson/Activity #2

Use your plan to start posting on social media daily. Do you notice an increase in engagement (likes, retweets, comments, shares, new followers, etc.) with using hashtags? Write out a reflection on your experience using hashtags on social media. (What was difficult? What did you like? What did you notice?)



## Additional Resources

- [The Ultimate Guide to Using Hashtags](#)
- [How To Use Hashtags: This Complete Guide Will Make You A Pro](#)