

# Hashtag (#IEEE) Strategy Document

A guide how to best utilize #IEEE in your social media posts

## Strategic Opportunity:

IEEE has the opportunity to use its hashtag more frequently throughout the organization in order to showcase the brand further on social media platforms. The Public Visibility team has already embraced the usage of the IEEE hashtag and we encourage the organization to do the same. Below you will find an overview of hashtags and a guide for your individual usage.

## Hashtag Overview:

A hashtag is a word or keyword phrase preceded by a hash symbol (#). It's used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag. It helps to draw attention to your post.

A [successful social media marketing strategy](#) requires careful hashtag promotion and engagement with users and encourages interaction. However, the usage of a hashtag is important to watch and to follow best practices. A hashtag can also differ from platform to platform. You should ask the questions:

- Is it relevant?
- How recent is the content within the hashtag? How much engagement does content within it have?
- Is the hashtag used by our target audience?
- Is the hashtag intuitive?

## Hashtag Best Practices:

Different hashtags are often used by particular demographics, giving online businesses the ability to target their tweets and other Twitter communications to a targeted audience. Hashtags are an excellent tool for market segmentation - the trick is knowing the right hashtags to use and how to use them. Here are a few tips:

- Research popular hashtags that apply to your products or services as part of a wider social media strategy
- Don't overuse or spam hashtags - two hashtags per post is more than enough if the hashtags are well selected. Too many hashtags people won't want to read and will look cluttered. Cluttering your social media will make the content hard to read.
- Use # for hashtags with multiple words or a phrase, which makes each word stand out and aids legibility. For accessibility, each word should be capitalized, i.e. #StandardsAssociation.
- Use relevant hashtags that relate to the tweet and any linked content, or it will be very tough to generate traction.

Given the sophistication of today's social media algorithms, it might be difficult to remember the chaotic social feeds of the early 2000s. Users had limited control over what content they saw and were frustrated by too many uninteresting or irrelevant posts. *Continued on reverse >>>*

## Examples of Hashtags in Use



Hashtags were invented to help bring order to the social media user experience. Hashtags group together similar conversations to help people find content that matters to them. Once a hashtag is published, it becomes a clickable, searchable link.

### What is a hashtag used for?

While organizing feeds was the original purpose of hashtags, their use case has evolved. Now, they empower users to amplify their message. Hashtags have become so powerful they can be the spark to ignite your social media engagement.

### Use #relevant hashtags in your social content

Once you identify which hashtags you're going to use, it's time to start adding them to your content. With hashtags, the general rule of thumb is less is more. Avoid stuffing your posts full of hashtags. Not only could this deter people from reading your message, but it could also lead the social platform to categorize your posts as spam.

In general, stick to a few hashtags that are relevant to or describe your post. To determine exactly how many hashtags you should use, follow the best practices of each social platform. Keep reading to learn more about platform-specific best practices in the next section of this article.

When you write your copy, customize your hashtag placement according to each platform's guidelines. Keep in mind that hashtags are hyperlinks. Adding them to your captions, descriptions or posts works best to prevent people from clicking away.

### IEEE's Hashtag Opportunities:

Being mindful of using IEEE hashtag/content appropriately is important within a hashtag community. For Public Visibility, we are currently using the IEEE hashtag approximately 90–95% of the time.

There are however instances when the IEEE hashtag should not be used. Examples include:

- Content isn't relevant to IEEE. (For example, "Pi Day" (March 14))
- Connecting to content outside of IEEE—you want to ensure your hashtag is tied back to the brand and its content otherwise do not use an IEEE hashtag
- Content is very targeted to a specific topic such as AI and there is other content relevant to this topic and more timely
- If there are already more specific hashtags for a post then the IEEE hashtag would not be advised since it will be more confusing to the end user and not part of best practices

### Resources

Each hashtag has its own usage on social media platforms which should be followed, below are some articles as a reference for this document and for further information:

- [Sprout Social: What is hashtagging?](#)
- [Big Commerce: What is social media marketing for online businesses?](#)
- [Digital Marketing Institute: How to use hashtags in social media](#)

