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 IG, 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 (#RISKWORLD #DFWRIMS #RiskLeaders)

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

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

RIMS Hashtags:
These are frequently used by RIMS. Use these or make up one for your chapter (ie #DFWRIMS)
#RISKWORLD #riskmanagement #RiskLeaders #RIMSChapter #friendariskmanager #ERM #riskmanagers

RIMS
the risk management society