HASHTAGS AND ACCOUNTS TO TAG

Hashtags

Often social media posts will use a series of hashtags alongside the copy that they write. Hashtags are used so that a user's post can be seen easily from anybody searching for that particular search term. Even if somebody doesn't follow your account, they might search for a hashtag and will still be able to see your post.

Hashtags are not suitable for individuals creating content from personal accounts but can be very useful for organisations and businesses. Essentially, hashtags aggregate all social media posts around a particular topic.

Hashtags are especially useful when talking about an event.

Ada Lovelace Day is on 13 October and we have identified a number of hashtags that will help to enhance the content that your organisation produces. Content should be centred around the following themes:

- Ada Lovelace – the world's first computer programmer
- Women in STEMM related careers
- Women in the construction industry
- Building Greater Exeter

To accompany these content themes, we recommend the use of the following hashtags (we recommend choosing just three to four, depending on the content of a post).

#ALD20	#womeninconstruction	#womenintech
#adalovelace	#womeninstem	#womeninscience
#adalovelaceday	#womeninstemm	#womensupportingwomen
#girlsinstem	#womeninbusiness	

There are many other hashtags that you could use. We have found the following websites to be useful when searching for suitable hashtags to accompany your posts.

www.tagsfinder.com
www.best-hashtags.com

Accounts to Tag

To ensure that your post is seen by as many people as possible, it is a good idea to tag other individuals and organisations in the post itself. This will ensure that the individual or organisation will receive an alert and are more likely to share your content.

Useful accounts to follow if you aren't already could be:

@FindingAda	@GoConstructUK	@Stemettes
@STEMLearning	@STEMWomen	@ExeterSciencePk
@STEM_Gender	@STEMWomenUK	@WIConstruction
@WomenInSTEM	@SWWIC	@BuildingGreaterExeter