

Creating Your Own Hashtag

BE UNIQUE

When choosing your hashtag, you first need to make sure it isn't being used by a competitor of yours. The last thing you want is a lot of noise being created around your hashtag of choice for another company in your sector exhibiting at the same event.

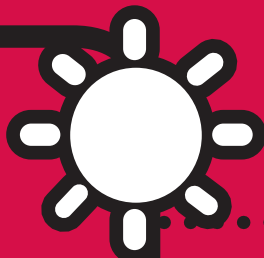
You can use Twitter Search, and Tagboard to do your research around this.



BE CLEAR

The hashtag you choose must be clear and easy to understand. Using something like #BizEvt4u2k16 is not going to work.

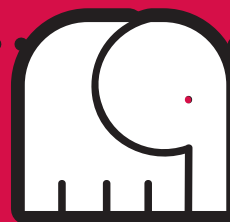
If event attendees even remember that, chances are they will spell it wrong, and this opens a whole new can of worms.



BE MEMORABLE

If an event attendee is going to use a new hashtag when talking about an event they are attending, it must be memorable.

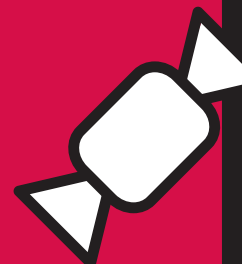
Avoid using hashtag abbreviations that aren't instantly recognisable, even if you don't make a mistake your intended audience may well do.



KEEP IT SHORT AND SWEET

With social networks like Twitter where character limits are extremely limited, you need to think about creating a hashtag that is a maximum of 10 characters.

The longer your hashtag is, the fewer characters Twitter users have to talk about your event.



CAN YOUR HASHTAG BE INTERPRETED IN ANOTHER WAY?



For example, the PR team behind X Factor winner, Susan Boyle came up with the "genius" hashtag of #susanalbumparty to promote her new album. Be careful, getting it wrong can make you famous for the wrong reasons!

Check, and check again to make sure your hashtag cannot be interpreted in another way, and is not associated to something you do not want to promote as a business.

Visit our website if you want more in-depth guides and helpful tips to make your exhibiting activity a great success: www.facetime.org.uk

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