

LESSON 24: LINKS & HASHTAGS

#BestLesson. Hashtags tend to confuse people, so let's set the record straight. The Hashtag was started on Twitter and used to help categorize Tweets into topics. Like SEO for social media.

Now they are used on virtually every social platform. Sometimes it's to find social content pertaining to a topic, and other times it's used for fun. When you post a Hashtag the social platform automatically makes it clickable so you can see anyone else who uses the Hashtag.

Examples of How Hashtags are Used:

1. FinCon, one of the largest live events for financial bloggers, uses the Hashtag #FinCon2015 (or which ever year it's in), so that all attendees and speakers can follow the event easily.
2. FitFluential hosts a Tweet chats each week on different fitness topics. One of their recent ones was called #ProteinPantry about ways to eat and get protein in your diet. Anyone who wanted to participate could tweet out a question and add the tag #ProteinPantry and others would see it and could reply.
3. You can also use Hashtags to make a point or be funny. This [video of Jimmy Fallon and Justin Timberlake](#) made Hashtags more popular in mainstream conversation while also allowing people the creative freedom to experiment with using hashtags.
4. Tips are a great way to use Hashtags. E.g.:
 - #LifeTip: Start your day with gratitude and a smile. #behappy.

Create a list of several hashtags you could use in your business.

NOTE: You don't need to turn this "homework" in, but if you have questions or are stalled out of ideas, then feel free to post in the [Facebook Group](#) so we can help you out