

## What is a hashtag??

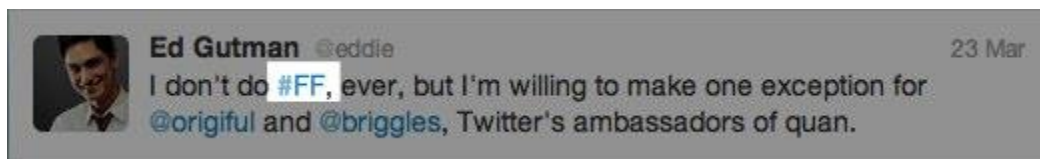
### The #411 on Hashtags (source: [Twitter](#))

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Using Hashtags to Categorize Tweets by Keyword:

- People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.
- Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.
- Hashtagged words that become very popular are often Trending Topics.

**Example:** In the Tweet below, @eddie included the hashtag #FF. Users created this as shorthand for "Follow Friday," a weekly tradition where users recommend people that others should follow on Twitter. You'll see this on Fridays.



The Correct Use of Hashtags:

- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet
- Don't #spam #with #hashtags. Don't over-tag a single Tweet. (Best practices recommend using no more than 2 hashtags per Tweet.)
- Use hashtags only on Tweets relevant to the topic.

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### Hashtags & The Down Syndrome Community

Hashtags are a great way for the Down syndrome community to promote awareness on certain topics like Down Syndrome Awareness Month (#DSAM), World Down Syndrome Day (#WDSD), and other key advocacy opportunities.



On a local level, a great use for a hashtag is for your Down syndrome walk event. Hashtags don't always have to be national conversations. Having a hashtag unique to your walk event and encouraging volunteers, participants, and sponsors to use it, is a great way to monitor and share conversations being had about your event (increasing your event's exposure in the social space). Examples include: #ColumbusBuddyWalk, #StepUpMN, #RGVDSASStepUp.