

#HASHTAG CREATION WORKSHEET

#timetobrainstorm

Put down all your ideas for possible hashtags for your brand, product promotion or even promotion. Use specific and descriptive words.

#runthetest

Now that you've come up with your list, take your favorites and test them against these questions:

- Does it connect with your target audience?
- Does it accurately represent your core values and brand?
- Is it descriptive enough?
- Is it unique?
- Is it easy to read and understand?
- Is it relatable?
- Is it short?
- Is it already associated with a different meaning? (remember the #wtff Burger King mishap?!!)
- Did you search it online, both in search engines and social media platforms?
- Could there be any bad associations tied to it?
- Did you check it in Urban Dictionary?
- Did you check it in all lowercase to make sure it doesn't make other words?
- Is it memorable?

#useyourhashtag

Now you've tested your ideas and narrowed it down. So what's next?

Use your hashtag in all print collateral. In fact, create a unique design for your hashtag to use across all printed materials, corporate swag, and digital PDF or images.



Use your hashtag on all social media platforms.

Use your hashtag on your website.

Monitor social conversations around your hashtag and keep them going.

Like, comment, and share any user-generated posts that use your hashtag.

