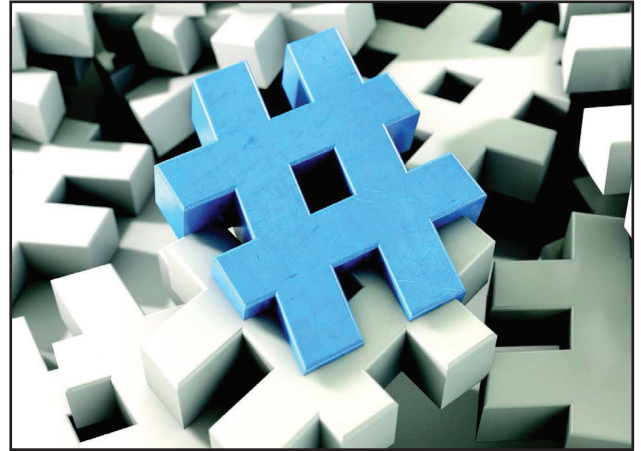


# 5 Tips for Choosing a Conference Hashtag

Hashtags are an important event marketing tool. They help you gain traction on social media (e.g. Twitter, Facebook and Instagram), while increasing sharing, engagement and attendance for your event. Hashtags are searchable and clickable, allowing users to organize, track, discover and spread your event information. Here are five tips to help!

## 1. Be unique.

Your conference hashtag should be unique and not already in use for another company or event. You don't want your social conversation jumbled with others using the same hashtag for unrelated purposes. Brainstorm a list of unique, yet relevant, hashtags and search Twitter, Facebook and Instagram to see if they already exist. Keep in mind that hashtags are not case sensitive.



## 2. Make it memorable.

The words or letters you use for your hashtag must make sense and be relevant to your event. You don't want your attendees using the wrong tag and if your attendees can't remember it, it's useless. Another good tip here is to make sure it's easy to spell.

## 3. Be concise.

Keep your hashtag short and sweet. Remember that a tweet is 140 characters maximum. You don't want to use one that takes up too much of that limit. Try to keep it to less than 10 characters. By keeping it short, your attendees will have more character space available to share their thoughts and retweet event content. Using initials or numbers can help keep your tag short, yet still relevant.

## 4. Make it consistent.

Choose a hashtag that doesn't change from year to year. Using one hashtag each year is a great way to make your conference more visible and keep your conversation going year round. The other benefit to keeping it the same is that banners and signs promoting the hashtag could be reused for the following year.

## 5. Use it everywhere.

Communicating your event hashtag is a key success factor. Spread the word about it before, during and after the event. Include it on your website, registration site, event marketing materials, agendas, emails, your mobile event app, your social media accounts, signage and displays at the event, and any other medium you use for communication.