

#101 A VeinDirectory.org Course on How To Use the #Hashtag

ONE

What is a Hashtag?

Think of hashtags as creating a search term or keyword directly in social media platforms.



TWO

Using Different Social Media Platforms

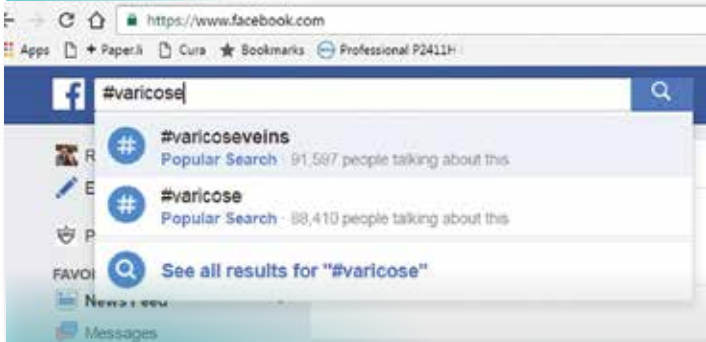


Facebook

Clicking on Facebook hashtags takes you to a list of posts containing the same hashtag.

Example Search:

#Varicose



Twitter

Denote a trending topic on Twitter!

Use the trending topics and hashtags (can be located on the left-side of your twitter feed) and join the conversation by including a trending hashtag in your tweet. Just make sure the topic is relevant to your audience; do not tweet about a trending topic just for the sake of trending as it could alienate your audience if it's not relevant to their interests.



Google+

Clicking on a Google+ hashtag brings up posts containing that specific hashtag, as well as related hashtags and posts in your stream.



Instagram

Allows brands to connect with their users and share unique experiences with a hashtag search.

THREE

In Case You Were Wondering...

Spaces are an absolute NO.

#Hashtag101 = **Correct**

#Hashtag 101 = **Incorrect**

Uppercase letters will not alter your results

- BE CAUTIOUS. Test your hashtag with both uppercase and lowercase.
- Don't let this be you: A well-known #Fail: #NowThatchersDead, which read #nowthatcherisdead as in the singer Cher had passed - which was debunked.

Numbers are supported, punctuation marks are not.

#Hashtag101 = **Correct**

#Hashtag.101 = **Incorrect**

The @ symbol and the # produce different results.

For example:

We love @VeinDirectory-VeinDirectory.org will get a "mention" notification

Versus:

We love #VeinDirectory - VeinDirectory.org is the topic but not mentioned

FOUR

Live Tweeting from the Conference

Social media provides one of the simplest opportunities to network and find fellow attendees before, during, and after a live event.

Example:

I'm attending @Vein_Health #ACP2016 this fall in Anaheim! Join me?

Want in on the action? Follow #FOMOACP and #ACP2016 to join the conversation.

Visit **VEIN Magazine/VeinDirectory.org** at **Booth 404**
Contact us: askus@veindirectory.org or (866)-661-7835
www.veindirectory.org/join Twitter: @VeinDirectory



Do You Suffer From #FOMO*?

***FOMO, or Fear of Missing Out, is a form of anxiety.**

- Do you have a nagging feeling there's more you can do to grow your practice?**
- Do you worry that you're missing out on game-changing marketing and PR tools?**
- Do you suspect your peers are marketing better than you?**

If you answered yes to these questions, you may be suffering from FOMO: *Fear of Missing Out.*

The strong desire to be connected to everything can be overwhelming. Luckily there's help. eDoctors relieves FOMO with end-to-end social media marketing tools and services.

Three plans available: starting at \$209/month

Attending ACP 2016? Stop by the VeinDirectory.org booth #404!

- Receive a FREE copy of VeinDirectory's *Hashtag Basics Guide!*
- Ask our marketing experts your most pressing social media questions.
- PLUS, join us in our #FOMOACP Twitter contest for a chance to win a FREE upgrade to your service package!

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