#WTF is a Hashtag?! 

Delve deep into Twitter and discover the ever-changing world of hashtags!
Today’s Workshop

- A deeper look at Twitter
- What is a #hashtag and how they work
- Hashtags on Facebook and Instagram
- Hashtag field trip!
An online social networking service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets."
Twitter Statistics

- 170 billion Tweets sent
- 200 million active monthly users
- 80% of users access their accounts from a mobile device
Creating a Twitter Account

- Visit twitter.com.
- Enter your full name and email.
- Click “Sign Up.”
- On the following screen, choose your username/handle (@steelworkers) and complete the sign-up process.
Creating a Twitter Account

twitter.com/steelworkers

- Brand yourself with a header and profile photo.
- Link your Twitter account to your other networks and websites.
- Provide a brief description for your followers.
1. A call to action, message or info. (Limit to 125-130 characters to allow for easy retweeting.)

2. 1-3 hashtags to join relevant conversations.

3. Mention or give a shout out to an influential person to help spread your message.
United Steelworkers @steelworkers 16 Aug
Support Hyatt workers being subcontracted and overworked. It takes 2 seconds, vote Hyatt worst! #HyattHurts #p2 ow.ly/cZUm9

United Steelworkers @steelworkers 11 Aug
In Philly for the @workers4america rally? Don't forget to mention @steelworkers & use #ws4a in your tweets to tell us what's happening!

United Steelworkers @SteelworkersCA · 18 May 2015
Happy Victoria Day! Take our solidarity pledge to cheers with bottles, not cans. ow.ly/N0SrR #canlab
What is a Retweet?

The act of forwarding another user's Tweet to all of your followers.
USW Local 7687
@USWLocal7687

All packed, ready to head to Pittsburgh for @steelworkers USPA Triennial Conference 50th Anniversary #USPA50

Doug Foote @FooteSteppes
RT @WorkingAmerica: SHARE this
Why are you voting on November 6, #1u
Expand

Usd District 6 Retweeted
OFL @OFLabour · May 17

Celebrate May 17 by fighting for #LGBTQ rights in your workplace, school & neighbourhood! ow.ly/zCpP300gsk2 #CanQueer #IDAHOT
What is a Hashtag?

hash·tag

/ˈhaSHtag/

noun
noun: hashtag; plural noun: hashtags

1. (on social media sites such as Twitter) a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.
   "spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"
   • the hash or pound sign (#).
   "Hunt mistook an @ for a hashtag while tweeting derogatory thoughts about him"
Why Do We Use #Hashtags?

- Makes your post easier to find
- Helps you join an online conversation
- Promotes your campaign or message to new audiences
Twitter Hashtags

Results for #HSE2013

**United Steelworkers**
@steelworkers

Great things are happening. Check out photos from the #USW’s Flickr account.
@uswtmc

**USW TMC**
@USWTMC

It's the last day of the HSE Conference here in Pittsburgh! We've all had a great time. See you all next time around. #HSE2013

**USW Local 105**
@USWLocal105

Last day at #HSE2013. It has been a great week. Learned a lot, will miss my brothers and sisters but it's time to go.
@steelworkers @CWAUnion

**Mollie C. Relihan**
@MollieRelihan

From the moment it started on Sunday to my last session today, I've met some amazing @steelworkers at #HSE2013! Great week everyone!

**PABGAlliance**
@PABGAlliance

More and more pics from our #RepairAmerica workshop at @steelworkers #HSE2013 pic.twitter.com/Bw7QYo1FWr

**PABGAlliance**
@PABGAlliance

More pics from our workshop today at @steelworkers #hse2013 #RepairAmerica pic.twitter.com/lysVRyfh1V
Good Tweets:

Great article on Rapid Response Conference: www.website.com/article

She loves helping members explore New Media

The TPP is a secret deal!

Better Tweets:

You have to see the political momentum @steelworkers Rapid Response Conference: http://bit.ly/z9e1ju

@ConnieMabin loves helping usw members explore New Media! #USPA50

.@JustinTrudeau promised #realchange - then why is Harper's secret deal being pushed through? #PMJ TinDC #cdnpoli #StopTPP
Why are posts shared

1. It has an image.
2. It is relevant, timely.
3. Unique perspective or information.
4. People can relate to the experience.
5. Users identify with the account.
6. People saw it on a hashtag or you were RT by someone big.
7. It was posted when many people were on Twitter.
8. Often because it is funny.
Venture outdoors or around the conference Tweet using #USPA50! We will regroup to review.
Connect with the USW

Facebook: facebook.com/steelworkers
Twitter: twitter.com/steelworkers
YouTube: youtube.com/steelworkers
Pinterest: pinterest.com/steelworkers
Flickr: flickr.com/unitedsteelworkers
Instagram: @steelworkers
Online: usw.org/socialmedia
Connect with the USW (Canada)

Facebook:  facebook.com/uswmetallos
            facebook.com/metallosCA

Twitter:    twitter.com/SteelworkersCA
            twitter.com/MetallosCA

YouTube:   youtube.com/uswmetallos

Flickr:     flickr.com/usw-metallos

Instagram: @uswmetallos
Have Questions?

For additional information and assistance, email NewMedia@usw.org or NewMedia@usw.ca.