



#Hashtags

What are hashtags? Why are they important?

Hashtags consist of a pound sign (#) followed by words or numbers with no spaces between. They connect your post to a larger online conversation. When your followers click on a hashtag you posted, they are able to see more content on the same topic. Specific hashtags, like #EverythingsPossibleBSD, allow people to see all the wonderful posts that are involved in our campaign and become more engaged. Taking advantage of timely, trending industry hashtags, like #TeacherAppreciationWeek, can help your posts reach a wider audience.

Here are some helpful hashtags dos and don'ts:

- **DO** stick to hashtags that are relevant to the topic of your post.
- **DON'T** string too many words together in one hashtag. Hashtags end when you type a space, which means many hashtags are a multi-word, run-on phrase. These are okay, but the key is to keep it simple. Also, using capitalization can help provide clarity. Something like #Back2School is much easier to read than #2020backtoschoolweek.
- **DON'T** over-tag your posts. Using too many hashtags actually harms your post, so using 2-5 is ideal. Again, quality through relevancy is key, not quantity.
- Lastly, **DO** take advantage of the following hashtags already in use throughout the *Everything's Possible* campaign.

| General (always appropriate) | Passionate Teachers | High-quality Education |
|---|--|---|
| #EverythingsPossibleBSD #BoiseSchoolDistrict #PublicSchools #education #DreamsAndPossibilities #PublicSchoolProud #BSDPride | #Educators #BoiseTeachers #IdahoTeachers #AboveBeyond #TeacherAppreciation | #APClasses #kindergarten #CriticalThinkers #StudentSuccess |
| Comprehensive, Liberal Arts | College & Career Prep | Inclusive, For All |
| #ArtEducation #language #STEM #TeamSports #ExtraCurriculars #music | #careers #CollegePrep #graduation #HighSchool #CareerReady #FutureLeaders | #Back2School #BeKind #BoiseKind #community #friendship #welcoming |