

The Complete Guide to # Hashtag Marketing



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What are hashtags, and why are they so successful

Hashtags are powerful tools that make content related to a specific topic easily accessible and searchable. Whether created by companies, social causes, or individual users, they serve as beacons, guiding conversations and information about specific topics. This accessibility empowers users to stay informed and engaged, enhancing their social media experience.

Hashtags play a pivotal role in digital marketing strategies, serving as a tool for marketers striving to amplify the visibility and reach of their hashtag campaign.

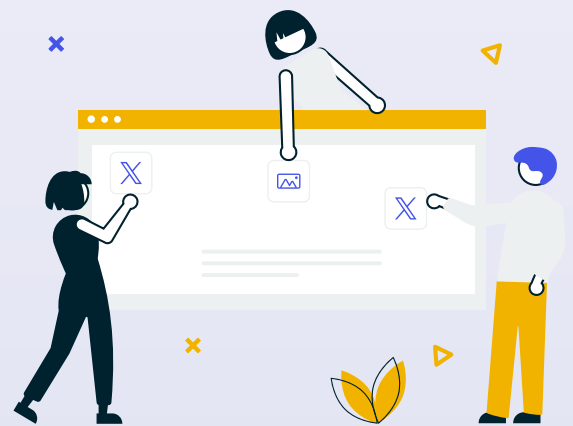
A hashtag campaign is a marketing initiative meant to gain social media attention, create engagement, or drive traffic for a specific topic, product, or idea.

Similarly, for event organizers, hashtags help engage participants, facilitate feedback collection, and track conversations across diverse platforms. This enables a holistic understanding of audience sentiment and interaction dynamics.

Hashtags drive user-generated content

Hashtags are powerful tools for encouraging user-generated content by creating easy-to-follow threads around specific topics, events, or campaigns. Brands can effectively mobilize their audience to share personal stories, photos, and experiences, enhancing visibility and engagement.

"A hashtag campaign is a marketing initiative meant to gain social media attention, create engagement, or drive traffic for a specific topic, product, or idea."



#

[REELZ uses embedded social walls](#) on the live stream site of their show On Patrol: Live to collect authentic content from viewers and boost the show's impact. With over 80,000 brand and user-generated posts, these social walls build community, drive online conversations, and enhance the show's visibility and reach.

Hashtags make events more social

Hashtags can connect the attendees of an event, allowing the audience to interact with each other, discuss relevant topics on social media, and share their thoughts so that others can see them.



Hashtags are a great addition to all kinds of events. They can let attendees discuss talks they see at a conference, create a live and collaborative photo album at a wedding, or drive communication at a trade show. There are many more ways to use hashtags at events, especially in combination with a [social media wall](#) that displays the conversation centered around a hashtag.

#

[BMW Group Germany](#) used a hashtag campaign to enhance a 500-person event they organized. They created the hashtag #BMWOLCon for the BMW Working Out Loud Conference. The organizers collected all posts on a social wall and showed them on screen after each moderation, during the break, and the workshops.

Hashtags amplify marketing campaigns

When a brand creates a unique hashtag for a campaign, it categorizes content and encourages user engagement and participation. Users can click on or search for a hashtag to access a collection of posts from diverse users, fostering a sense of community and shared experience. This expands the campaign's reach beyond the brand's immediate followers to a broader audience.



"By providing valuable insights, hashtags enable businesses to optimize their strategies and make data-driven decisions. "

Hashtags are about more than just visibility and engagement. They also are powerful tools for tracking and analyzing a campaign's reach and engagement. By providing valuable insights, hashtags enable businesses to optimize their strategies and make data-driven decisions. Hashtags often spark viral trends, significantly elevating brand visibility when users share content within their networks.

How to use hashtags on different social platforms

How hashtags are used—their placement, the recommended number of hashtags per post, and whether they are tied to search functions—varies from network to network.

X How to use hashtags on X (Twitter)

Should you use hashtags: yes

The recommended number of hashtags per x (tweet): 1–2

Are hashtags hyperlinked: yes

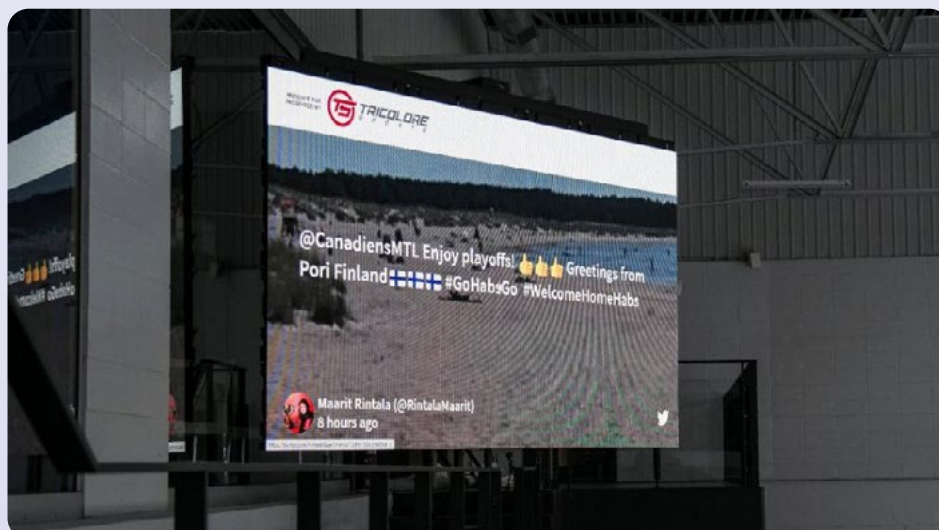
Hashtags on X (Twitter) are hyperlinked and are a popular tool for bundling conversations around trending topics, Twitter chats, marketing campaigns, breaking news, etc.

On X, hashtags are a great discovery tool for new content. Hashtags automatically turn into links, which leads to a search results page for other tweets using the same hashtag. This also includes suggestions for related searches, allowing you to discover new content more easily.

Research shows that using some hashtags (as opposed to none) will get you seen more on Twitter. However, hashtag overuse will be frowned upon, and hashtag-laden tweets are easily dismissed as spam messages.

#

The Montréal Canadien [launched a Twitter campaign](#) called #WelcomeHomeHabs to bridge communication between the team and the fans. All tweets were collected on social walls and displayed on a massive 10-foot screen in the Habs' home stadium.



How to use hashtags on Instagram

Should you use hashtags: yes

The recommended number of hashtags per x (tweet): 3-5

Are hashtags hyperlinked: yes

Instagram is an excellent place to raise brand awareness and engage your existing community. Hashtags on Instagram serve as a widely used content discovery tool.

Like on X, hashtags turn into links, showing search results for posts that also use the hashtag.

Instagrammers like to use hashtags to discover more content from people with similar interests, often leading to likes and even new followers. You can also follow hashtags on Instagram, much like you would follow a profile, and they'll show up in your feed. Plus, you can add clickable hashtags to your profile bio, Stories, and Reels.

Instagram lets you add up to 30 hashtags per post, but using them all isn't always a good idea. Overloading your post with hashtags can lower engagement. Instead, aim for 3-5 relevant hashtags, mixing general and specific ones for the best results.

#

Raiffeisen Bank Romania celebrated Romania's National Day by organizing an [Instagram hashtag contest](#). The contest helped boost brand awareness and engage existing and potential new customers.

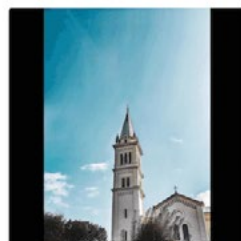
Concurs foto #ZiDeRomania

28 noiembrie – 2 decembrie 2020



Biserica mănăstirii Bărsana. #zideromania
#cronicaidigitali raiffeisenbankro
cronicaidigitali

Instagram User
a day ago

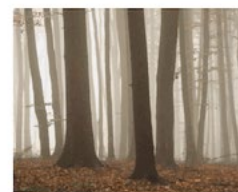


Instagram User
a day ago



România pe 30 Noiembrie
#cronicaidigitali #zideromania . . . #Iarna
#winter #hills #zapada #trees #smog
#promovezromania #romaniaiwow
#magicromania #experienteromania
#visualromania #ig_romani...

Instagram User
a day ago



Foggy forest #ZiDeRomania #cronicaidigitali
#ig_romania #igtransylvania
#pemeleaguriromânești #forestvibes
#forestview #loveforest #mistywoods
#fairytale #amazing #amazingview #bestshot
#beautifulshot #trees #...

Instagram User
a day ago



Sarichioi, România.. #ZiDeRomania
#CronicarIDigitali #dobrogea
#exploreromania #exploredobrogea
#pictureoftheday #sarichioi raiffeisenbankro
cronicaidigitali

Instagram User
a day ago



România pe 1 Decembrie 2020
#cronicaidigitali #zideromania . . . #autumn
#hills #village #church #trees #smog
#promovezromania #romaniaiwow
#magicromania #experienteromania
#visualromania #...

Instagram User
a day ago

How to use hashtags on Facebook

Should you use hashtags: It depends

The recommended number of hashtags per x (tweet): 1-2

Are hashtags hyperlinked: sort of

Hashtags are less effective on Facebook than on other platforms. The network's stringent privacy settings prevent hashtagged posts from appearing in searches unless their visibility is "public."

Of course, everything posted publicly can still be found via search, so you can still use hashtags and encourage your fans to post on your page using hashtags.

Facebook also creates unique URLs for hashtags, where all posts with that hashtag are collected, e.g., facebook.com/hashtag/socialmedia for #SocialMedia. It can be worthwhile for your brand to create a unique hashtag and drive traffic to that page specifically.

But if you want to find content with your hashtag posted by anyone else on their profiles, you can only do so when it's public content. Furthermore, public or not, hashtags used in comments don't appear in searches either.

So, when running a marketing campaign with hashtags on Facebook, you'll need to inform your fans that they need to make their posts with your hashtag public so you can see them. Overall, this can take a lot of effort and can hamper participation.

Many brands now run hashtag campaigns and competitions on their Facebook page, asking people to post entries there using the hashtag or simply commenting on the brand's post.

#

The Dallas Mavs implemented a social hub on their homepage and App, which collects all relevant posts from Facebook, X, Instagram, TikTok, YouTube, and Twitch.

[See it in action!](#)

in How to use hashtags on LinkedIn

Should you use hashtags: yes

The recommended number of hashtags per x (tweet): 2-3

Are hashtags hyperlinked: yes

Hashtags on LinkedIn are hyperlinked, and you can follow hashtags as you would with people or groups. However, as with Facebook, LinkedIn's complicated privacy settings impact whether content using hashtags can be seen and found via search.

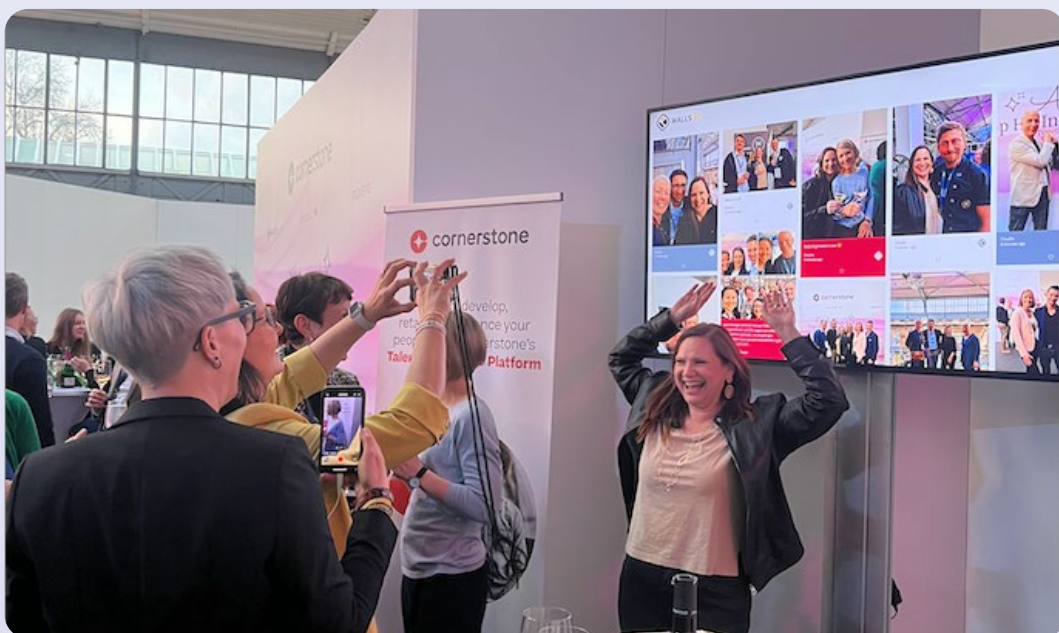
Interestingly, hashtags on LinkedIn are connected not only to status updates but also to LinkedIn's built-in publishing platform, where you can add hashtags to your articles before publishing.

When you click on a hashtag or search for one, articles tagged with that hashtag will show up in the search results next to regular public posts using the hashtag. Whether you post a status update or a LinkedIn article, you must make your whole profile publicly visible so that any of it can be found via hashtag search.

You can also use hashtags in your comments when engaging with others on the platform. Keep them natural to avoid looking like spam, and only use them if they're highly relevant to the conversation.

#

PEMA 24, an HR Expo Festival in Austria, featured [a social wall at the HR influencers stage](#) to create a memorable experience. Attendees uploaded photos to the wall via LinkedIn hashtags and Direct Posts.



How to use hashtags on YouTube

Should you use hashtags: yes

The recommended number of hashtags per x (tweet): 2-3

Are hashtags hyperlinked: yes

On YouTube, hashtags are mostly a search and discovery tool. You can find content for specific hashtags using the search function. Furthermore, they are hyperlinked, so you can also click on hashtags in videos to see other content tagged similarly.

Google has released clear guidelines on YouTube hashtag use. Hashtags on a video can be shown:

- in the title
- in the description
- below the title

You can also head to the Explore tab and pick a trending hashtag. Clicking on a hashtag will bring up a results page with videos that feature it in their title or description.

How to use hashtags on TikTok

Should you use hashtags: yes

The recommended number of hashtags per x (tweet): 3-5











Are hashtags hyperlinked: yes

To make the most of TikTok content with hashtags, marketers have come up with the "3×3 Hashtag Rule," a great strategy that focuses on three key hashtag categories: industry-specific, problem-solving, and target audience tags. By including three hashtags that are directly related to their niche, creators can make it easier for people to understand what they do. Problem-solving hashtags address the issues that their audience is facing, while target audience hashtags resonate with the people they want to reach. If you're not sure what the best hashtags for your content are, you can always check TikTok's Creative Center, which always lists the most trending hashtags.

Hashtag marketing benefits and real-world examples

Understanding the benefits of hashtag marketing is crucial for leveraging its full potential in your digital strategy. From increasing brand visibility and engagement to driving user-generated content and community building, the right hashtags can amplify your message and connect you with a broader audience.

Here are some of the benefits of integrating hashtags into your marketing strategy:

-  **Increased visibility:** Reach a larger audience beyond your followers.
-  **Better engagement:** Encourage users to interact and share content.
-  **Improved discoverability:** Make it easier for users to find your content.
-  **More user-generated content:** Inspire followers to create and share content.
-  **Community building:** Create a sense of belonging around shared interests.
-  **Higher campaign impact:** Make campaigns more memorable with trending hashtags.
-  **Join trends:** Leverage trending topics for relevance and visibility.
-  **Cost-effective:** Boost visibility and engagement with minimal cost.
-  **Valuable insights:** Get data on audience behavior and engagement.
-  **Cross-platform use:** Maintain consistent messaging across platforms.

When hashtags go viral, they can reach millions worldwide. Marketers use this power to boost their campaigns and expand their reach. When brands first consider creating a hashtag campaign, they are often held back by certain fears that come with every new territory.

- What if no one takes part?
- What if users post the wrong kind of content?
- What if someone hijacks my campaign, and it hurts my brand?

These are all completely understandable fears and are not irrational, either. All of this can happen and has happened to brands before. But the good news is that these mishaps are avoidable if you follow simple rules. Next, we'll explore how brands effectively use hashtags to achieve these benefits, showcasing real-life examples of successful hashtag campaigns and strategies.

How brands use hashtag campaigns

Companies, nonprofits, and individuals use hashtag campaigns for various purposes. They help launch products, raise awareness, create community, etc. Everyday use cases for hashtag campaigns are:

Awareness or fundraising campaigns run by nonprofits



[UN Decade on Restoration](#) is an ambitious 10-year project seeking to halt the climate crisis. Their goal is to create awareness and educate the public, which they're doing with the help of a social wall.

Internal campaigns to motivate and connect employees




[Sandvik Coromant implemented Walls.io](#) to create a digital space for employees to share and celebrate. They used a social wall for the new brand launch. They continued to use it for other events, such as International Women's Day, World Health Day, and even an Ugly Christmas Sweater competition, achieving year-round employee engagement.

Sandvik Coromant employees for the Ugly Christmas sweater competition. In the back, a social wall displayed on the screen. Source: [LinkedIn](#)


Promotional campaigns for product launches

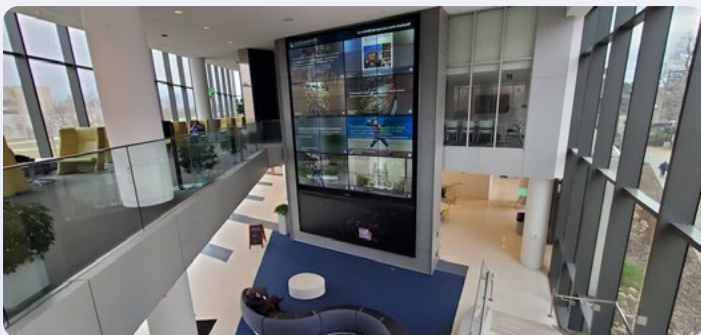
[YT Industries set up a teaser campaign](#) using a microsite with a countdown timer, some hashtags, and print and online advertising. The center of the campaign was a social wall collecting hashtag entries.

 To connect attendees and create conversations at conferences or other events



[The NAMM Show](#) is a major music industry event that brings together over 46,000 attendees to explore new products and trends. Throughout the event, NAMM used social walls to display live social media posts from attendees and brands, creating a dynamic and interactive experience.

 To connect students and alumni in academia



The [Tinkham Veale University Center](#) has a [two-story multimedia wall](#) on campus. This multi-touch video wall is a communication hub that connects students, staff, and faculty.

 To collect and show off user-generated content



Cadbury SA launched the [#CadburyFestive campaign](#), encouraging customers to share festive messages on social media. The best posts were featured on billboards. This campaign boosted engagement by using UGC and giving participants public recognition.

How to find the perfect hashtag for your campaign

One important factor for a successful hashtag marketing campaign is choosing a new, memorable, and unambiguous hashtag. This requires creativity and clear goals for the campaign.

A lot of brands do this quite successfully. Of course, things can also go wrong, like when fast-food giant McDonald's wanted to collect people's heartfelt #McDStories, but the hashtag got hijacked and aggregated a flood of horror stories about their brand. Whoops!

So, what can you do to avoid being like McDonald's? How do you find the perfect hashtag for your campaign?

Pick something emotive

Based on your campaign's name, find a hashtag that triggers emotions. It might not be your brand name, so take some time to find the perfect claim.

#

Everybody loves Ben & Jerry's, but it's not exactly an emotive brand name. However, their #CaptureEuphoria campaign is crystal clear on the extreme joy of eating ice cream. And what's more emotional: #Nike or #WinningIsntForEveryone, the hashtag for the Paralympics 2024?

Pick something unique

Find a hashtag that is not widely in use already. To figure this out, you must check social media extensively and internationally. Simply search X and Instagram. You can also create a wall on [Walls.io](https://walls.io) to test the hashtag across multiple platforms. Walls.io collects all posts for a hashtag automatically, so you get an overview of what's out there.





KISS: The good old Keep-It-Short-and-Simple rule

Try to keep it below ten characters, but when in doubt, go for a longer but more understandable hashtag rather than an acronym no one will get. Decide on only one hashtag for your campaign. A combination of different hashtags will only confuse people. It rarely makes sense to use more than one hashtag. For example, when running a localized campaign, hashtags must be translated.

Show it to a dirty mind

I mean it. Tell your most ambiguously thinking friend about your hashtag idea to ensure that it does not contain unintended suggestive meanings.

#

A prime example of a hashtag campaign gone wrong is British singer Susan Boyle’s album launch party, for which her team created the hashtag #susanalbumparty. The “Britain’s Got Talent” contestant was heavily ridiculed for the hashtag.






So, how do you find a unique, catchy, and unambiguous hashtag?

The 4-Step process of creating a new hashtag

Step 1: Define your goals

Your first step will be to determine what you want to achieve with your campaign and what kind of campaign makes sense.

Are you running a campaign to:

-  Raise awareness for a cause?
-  Sell a product?
-  Create buzz around your brand and drive engagement?
-  Collect user-generated content?
-  Promote an event?



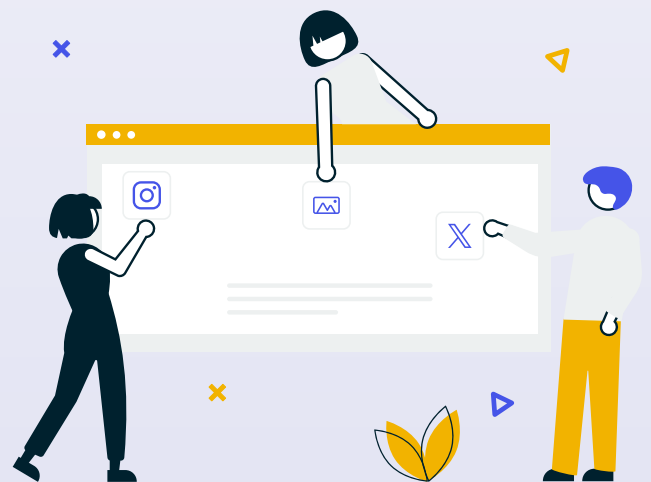
Good. Now, write it down. This will be your guide for the rest of this process.

Step 2: Brainstorming

Gather a small group of people who know their way around social media. Ideally, this could be your team or department. If you work alone, you can always pull in people from other departments or ask a partner or friends to help you.

Introduce your campaign to your focus group and tell them what you want to achieve. Then, brainstorm ideas as a group and write them all down.

When you've come up with many ideas, start selecting the best ones and research them. Google if someone is already using the hashtag you just "invented." Check on social media if similar hashtags are circulating. Immediately cross out the ones that aren't unique.



Step 3: Make an informed decision

Have a good night's sleep. No, seriously, let the hashtag ideas you've ended up with sit overnight and sleep on them. Only then make your choice.

If you have difficulty deciding independently, you can always run your top contenders by someone you trust. Ideally, someone who wasn't involved in the initial brainstorming session. You want fresh minds on this.

Is your hashtag clear and concise? Will fans of your brand immediately understand what it is about? Will newcomers to your brand get it? If it takes you longer than a few sentences to explain your hashtag and campaign to someone new, it's probably still too convoluted.



Step 4: Fireproof your hashtag

Once you've chosen a hashtag you're happy with, give it one last test run and approach that one person who will always see a double entendre if there is one. You know, that friend who always chuckles in the background at seemingly innocuous remarks? The aunt with the inappropriate comments at the dinner table? Those are the people you need for this.



Running your campaign: the PEPE Formula

At first, running a hashtag campaign can feel like a gigantic task. You might worry about messing up, the campaign not taking off, or simply getting overwhelmed.

"If you take the time to plan out your campaign and prepare the materials you'll need, you'll have a much easier time running it day-to-day."

The secret to a successful, seemingly effortless campaign lies in a solid planning phase. If you take the time to plan out your campaign and prepare the materials you'll need, you'll have a much easier time running it day-to-day. You can react faster to

unforeseen circumstances and focus on engaging with your audience.

Planning is also the first part of our PEPE Formula for Hashtag Campaigns: Plan, Execute, Promote, Engage.

Plan

Planning your hashtag campaign should cover multiple areas. You must know what you want to achieve with the campaign and prepare the individual steps.

Define a clear, measurable goal and then work towards that. Do your research and find out where your target group is. Find the right network and the correct hashtag.




Take the time to plan your campaign:

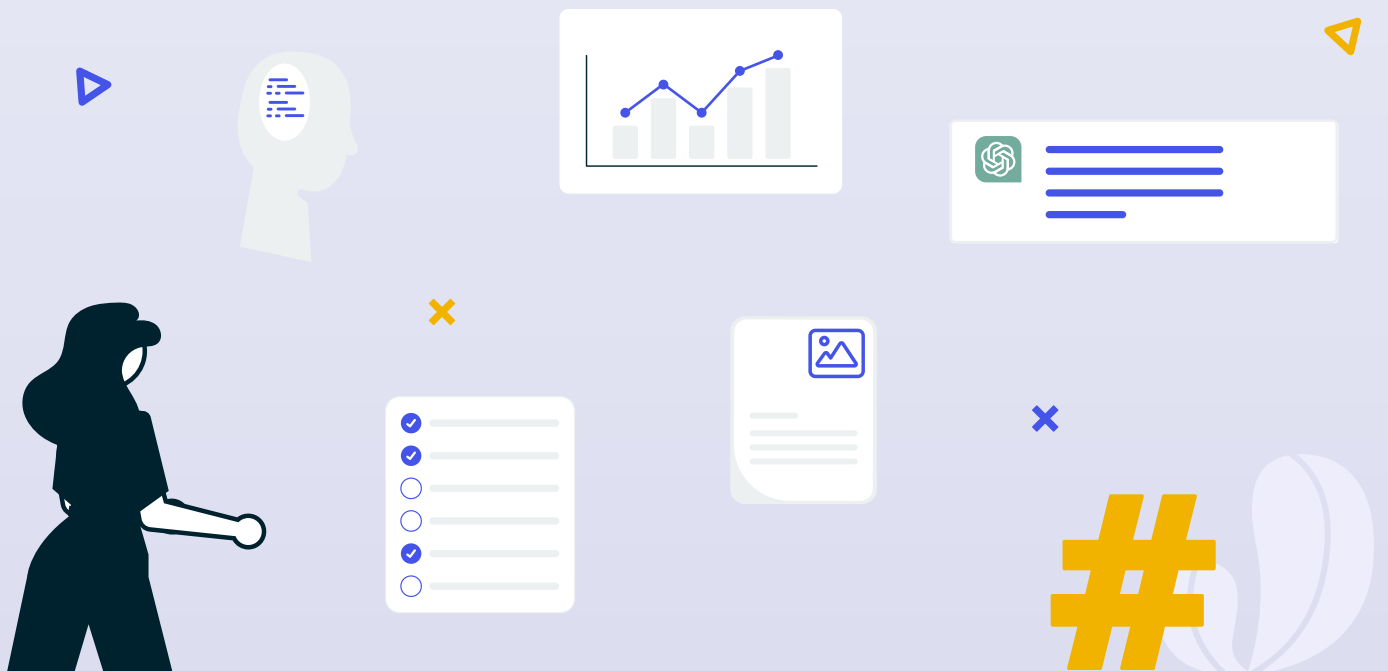
- What is your main goal?
- How long will the campaign run?
- Who are you targeting?
- Which channels are you going to use?
- How are you going to motivate people to post and use your hashtag?
- How are you going to make your campaign interesting?
- Are you going to ask for UGC?
- What incentives are you going to offer in return?
- How are you going to utilize content posted throughout the campaign?
- How are you going to reward people who create and share content?

Plan out the phases of your campaign. Create a schedule for your most important posts in each phase and assign responsibilities within the team.

Execute







Once you've planned your campaign, you can start working on the details. This means preparing everything you expect you'll need throughout the campaign in advance. This will make the launch and the rest of your campaign go more smoothly.

-  **Set up a social wall:** Create a social media wall where you collect and showcase all your content, including your own posts and all public posts with your hashtag.
-  **Build a microsite:** Consider creating a dedicated microsite that houses all the info about your campaign and embeds your social media wall. This will allow you to have everything related to your campaign in one place.
-  **Prepare copy and visuals:** Produce visuals and text in advance for various formats and channels. You'll probably have enough to do on the fly during the campaign and don't want to magic content into something that you could have easily prepared beforehand.
-  **Schedule social media posts:** Prepare and schedule posts ahead of time. If you have your most important promotional posts done before the campaign, you can focus more on interacting and engaging during the campaign.
-  **Set up competition and giveaways:** If you're using them, remember to allow enough time to plan and prepare them in detail before you launch.



Promote

It's time to tell people about your campaign. Promoting your hashtag is essential if you want users to notice and use it. You can incorporate offline and online, paid and unpaid promotion methods to create buzz for your campaign.

-  **Use online promotion:** Online banners and well-targeted social ads help you reach people who already care about your brand.
-  **Use your channels:** Of course, always use your hashtag on your channels: on your website, in your newsletter, your tweets and Facebook posts, etc.
-  **Use influencers:** Influencer marketing is a great way to expand your reach. Find relevant influencers relevant to your market—or influencers who can help you expand your reach beyond your already established fan base—and ask them to participate in your campaign. Convince them to promote your hashtag, tweet, retweet, and create content for your campaign.
-  **Promote offline:** Don't assume promotion for a social media campaign can only happen online. If you have the budget, offline ads can be a great way to promote your hashtag: billboard ads, print ads in magazines and newspapers, or even stickers on the street will lead fans to your campaign. Just make sure your hashtag is always present in promotional materials.
-  **Set up competitions and giveaways:** Part of promoting your campaign is finding ways to make people want to use your hashtag, for example, by asking them to contribute content and incentivizing them accordingly. Competitions and giveaways are a great way to make it worth their while. Just keep in mind that contribution and incentive should always be in balance. If you ask people to create a video for your hashtag campaign, you better offer them something amazing for their effort.
-  **Collect user-generated content:** To get good user-generated content from users, they need to understand your campaign immediately. Be concise about what you would like them to do or create. Be clear in all your writing and visuals when planning and promoting your campaign.

Engage

An essential part of everything brands do on social media—albeit one that is easily forgotten—is that brands need to engage instead of just yelling into the void and tooting their own horn. There's no better opportunity for this than a hashtag campaign.

Interact with the people who are picking up your hashtag. Reply to them, and start a conversation. You will be much more likely to retain them as fans of your brand and perhaps turn them into brand ambassadors.

"... brands need to engage instead of just yelling into the void and tooting their own horn. There's no better opportunity for this than a hashtag campaign."

Show appreciation when someone creates content for your campaign. Thank them and reshare their UGC. Recognition from a brand can often make someone's day.

When you organize an event, make sure to cover it live on social media to give people more insight and reward them for their loyalty.



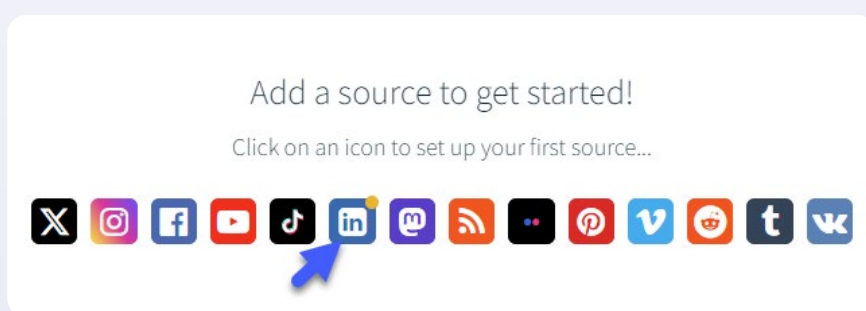
How to create a hashtag feed step-by-step

Hashtag feeds by Walls.io are commonly used for various purposes, such as following events, discussions, or marketing campaigns. They help you collect content from hashtags, keywords, and mentions in a centralized user-generated content feed.

When running a hashtag campaign, you can easily track content from Instagram, LinkedIn, Twitter, Facebook, and YouTube hashtags using a social wall. Here is an example of how it works using LinkedIn:

1. [Create your Walls.io account](#) (you can try it for free)

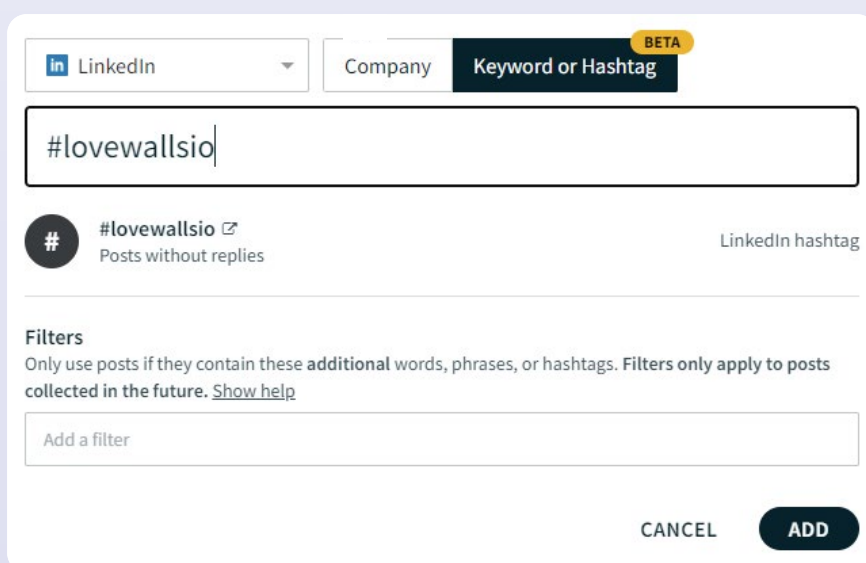
2. Choose LinkedIn as a “Source.”



3. Define the content you want to collect

With Walls.io, you can collect content from LinkedIn keywords, hashtags, or company pages.

To aggregate content for specific LinkedIn hashtags or keywords, navigate to the sources and Keyword of Hashtag tab and add the ones you want to collect content for.

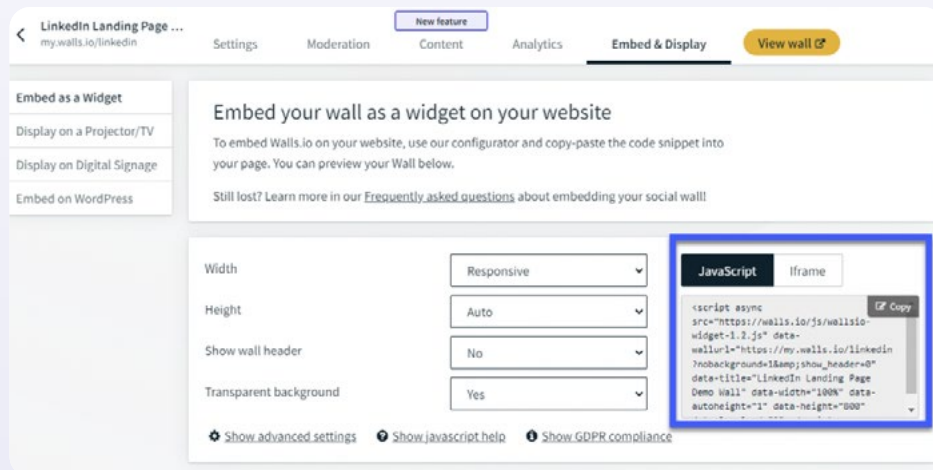


Finally, click Add. And that's it. Walls.io will automatically collect hashtag content from LinkedIn and add it to your wall.

4. Copy and paste your LinkedIn content feed code snippet.

Navigate to the Embed & Display section of your Walls.io dashboard and grab the embed code. JavaScript is generally the preferred method as it gives you more features. However, iframe is a great option, especially as not all website builders or apps allow you to use JavaScript.

Then, go to your website and paste the snippet where you want the social feed to appear. It will automatically fetch all the content you defined in the previous steps. You can also show this content on any screen, big or small.



Are you looking to create a hashtag feed for other social media platforms?
Here's a list of guides:

- [Embed a Facebook Feed](#)
- [Embed an X / Twitter Feed](#)
- [Embed an Instagram Feed](#)
- [Embed YouTube Shorts](#)
- [Embed Instagram Reels](#)

Analytics: Determining if your campaign was successful

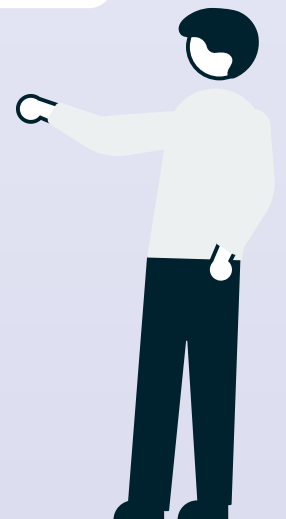
As with most things marketing, it's important to analyze your hashtag campaign. The parameters by which you measure the success of your campaign depend entirely on your campaign goal.

The number of submissions will be important if you run a giveaway or ask for user-generated content.

If your goal is to engage as many people as possible with your campaign, you need to look closely at the numbers of your mentions, tweets, unique users, and reach. Frequency, the number of times you have reached one unique user, can also be an important factor.

If you're using Walls.io for your campaign, look closely at your Walls.io Analytics tab. Once your campaign has been running for a while, you will see results for some basic parameters: the number of mentions for your keywords, the number of mentions sorted by source, and the number of unique users per source. This should give you a first impression of how your campaign is doing.

"The parameters by which you measure the success of your campaign depend entirely on your campaign goal."



Add some oomph to your hashtag campaign with a social wall

A social wall is a great way to collect all social media posts in one place. What good is it to have fantastic user-generated content when you can't show it to the world?

A social wall aggregates your and your fans' posts from Facebook, Twitter, Instagram, X, TikTok, and YouTube in a central feed, turning it into the backbone of your hashtag campaign.

With [Walls.io](https://walls.io), you can collect content from over 15 social media platforms by setting them up as sources. You can then show all posts on your social wall in real-time or filter specific types of content.

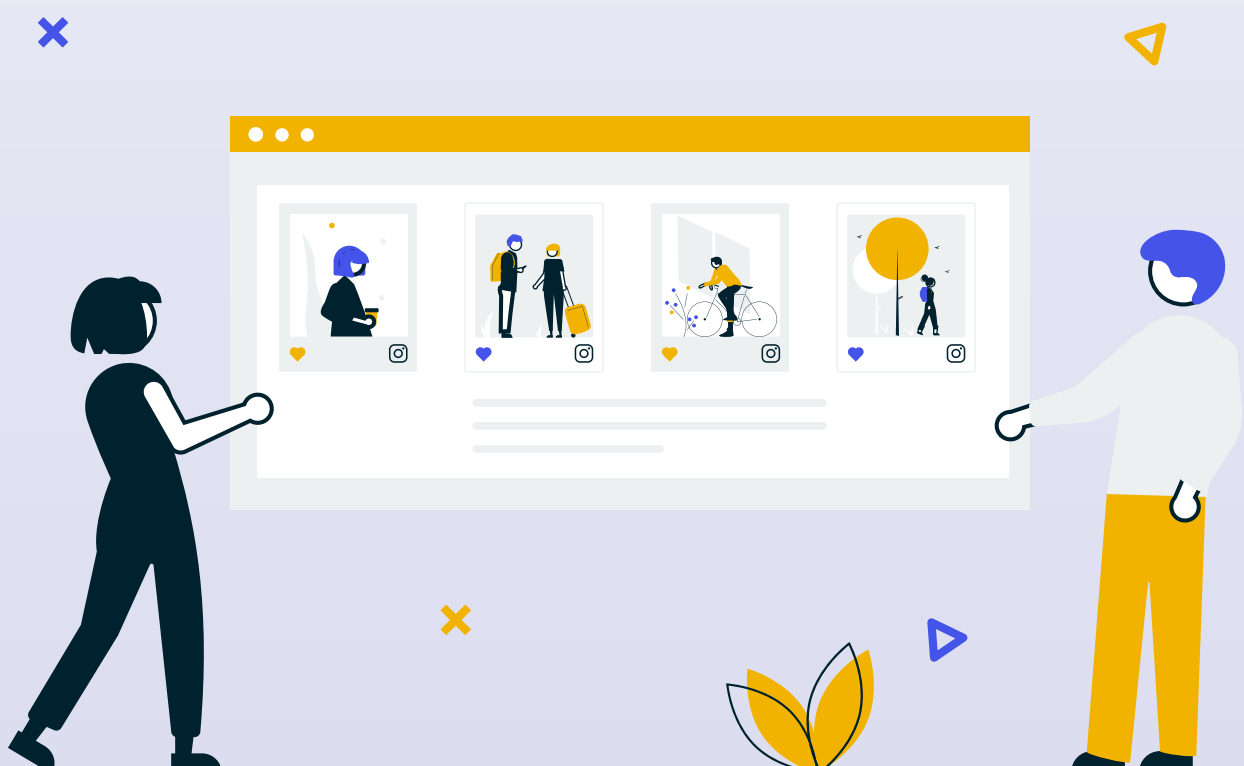
You control your social wall. Monitor incoming posts and use moderation features to hide specific posts and call attention to others.

Customize the look of your social wall. Choose from pre-configured themes, adjust colors, and more to make your social wall match the look of your brand.

There's a lot more that you can do with a social wall:

- Embed the wall on your website or your campaign microsite.
- Show the wall on a screen at an event.
- Make your social wall permanent by turning it into a permanent website embed.

CREATE A SOCIAL WALL



Your hashtag campaign checklist

Are you ready to start your hashtag campaign? Let's do a quick recap.

Plan

- Set your campaign goal
- Think about the user-generated content you want and how you'll ask for it
- Come up with a unique and catchy hashtag that can't easily be hijacked
- Research your target group and which social networks to use to reach them

Execute

- Prepare visual content and copy in advance
- Plan competitions and giveaways
- Schedule social media posts for your campaign
- Create a dedicated campaign microsite
- Create a social media wall for to collect and track hashtag content from all platforms

Promote

- Use your hashtag on your own channels — social and email
- Create social ads
- Promote cross-media in print, TV and out-of-home ads
- Incentivise user-generated content

Engage

- Interact with fans on social media instead of just blasting your promos out
- Show appreciation for posts using your hashtag
- Share and retweet to show some love
- Reward user-generated content — with awesome prizes or with 15 minutes of fame
- Be present and join the conversation on social media during live events



Planning a hashtag campaign?

Turn your hashtags into engagement
with Walls.io

[TRY IT NOW](#)



Imprint

Walls.io GmbH

Schönbrunner Straße 213/215, 3rd Floor
1120 Wien

Commercial Register No.: FN 517678 t
Commercial Court: Handelsgericht Wien
UID: ATU 74637315

Phone: +43 1 890 46 89

E-Mail: office@walls.io

Website: walls.io

