



Checklist 3 - Coming Up With Unique Brand Hashtag

Project Name: _____

Date: _____

Yes No

Creating hashtags is essential for your brand because they increase the visibility of your brand to the world, and people get easy access to your account because of your brand's unique hashtag. This hashtag will be the major source of communication and for spreading your brand name all around the world. You have to use this hashtag everywhere, whenever you post anything on your account.

When your every post will be connected to one unique hashtag, there is a better chance that people will like it more and start following you and show interest in your brand. But to create such hashtag, you'll have to do the following things:

Brainstorming the Possibilities:

- 1
Now start by looking at different perspectives that can enhance your brand name.
- 2
You must know that this particular hashtag will be the representative of your brand, so start brainstorming.
- 3
You can use your brand name in place of the hashtag if it is unique.
- 4
And you can also choose some simple and sweet hashtag.

Notes

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5 These are all the possibilities that can help you in creating your particular hashtag.

Researching:

6 Before creating your unique hashtag and finalizing it, look if this hashtag is already in use by another brand.

7 Research again and again. Look for anew hashtag.

8 Remember that you're taking a fresh start, so your brand's hashtag has to be different from all the others, this will develop your own community around the hashtag.

Promoting:

9 After you've chosen your unique hashtag, promote it.

10 To do so, use your brand hashtag on all types of social media.

11 Now use flyers and put your hashtag on it.

12 Link your Facebook account to your Instagram account and use your hashtag with every post that you make on Facebook.

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Monitoring:

- 13 Now that you've created your hashtag and made it famous, it's time for you to control how it's used by people.
- 14 Keep a check on every post where your hashtag is used.
- 15 If something doesn't make sense and your hashtag is being misused, take immediate action.
- 16 Monitor the structure of your hashtag and make it look interesting.
- 17 Encourage people to use your hashtag so that your brand gets expressed at a wider range.
- 18 Use monitoring tools also to keep track of your process and how your hashtag is contributing to improving your social media analytics that are directly linked to your brand.

Notes