# Hashtag Strategy Development

This playbook outlines the sequential steps to create and implement an effective hashtag strategy for enhancing event branding and audience engagement on social media platforms.

### Step 1: Brainstorming

Gather your marketing team to brainstorm potential hashtags. Consider the event's branding, unique characteristics, and keywords that resonate with the target audience. Aim for a balance between being memorable and searchable.

### Step 2: Research

Research existing hashtags by checking their usage and relevance on various social media platforms. Ensure the hashtag is not overly used, could be associated negatively, or hijacked by another brand or group.

### Step 3: Refinement

Refine the list of potential hashtags by considering the length, ease of spelling, and pronounceability. Avoid complex hashtags to reduce the chance of typos when the audience uses it.

### Step 4: Testing

Conduct tests within your team or focus groups to gauge the reception of the hashtags. Check for intuitive understanding and the potential reach by analyzing how likely attendees are to use and share it.

### Step 5: Selection

Select the final hashtag for the event. Make sure it aligns well with your brand, event theme, and is likely to be adopted by the audience. Confirm that the selected hashtag is not already in popular use for a different purpose.

### Step 6: Integration

Integrate the hashtag into all event-related promotions. Include it in digital graphics, social media posts, event website, and even printed materials. Use the hashtag consistently and encourage partners and influencers to do the same.

### Step 7: Monitoring

Monitor the use of the hashtag before, during, and after the event to engage with the audience, curate content, and measure impact. Utilize social media tools to track usage, sentiment, and reach.

### Step 8: Evaluation

Evaluate the effectiveness of the hashtag post-event by analyzing metrics such as reach, user engagement, and contribution to event goals. Use these insights for improvements in future hashtag strategies.

## General Notes

### Trademark Check

Before finalizing a hashtag, check for trademarks to avoid potential legal issues.

### Cross-Platform

Ensure that the hashtag is versatile across different social media platforms for broader reach.