

SOCIAL MEDIA HASHTAG GUIDE



WHAT ARE HASHTAGS?

A hashtag is a word or phrase, with a pound symbol in front. Hashtags organize posts on social media, and increase the reach and visibility of the posts. Make sure your hashtags are specific and relevant. There are no spaces, punctuation or symbols in hashtags.

BEST PRACTICES

Facebook: Use 1–2 hashtags. They can be clicked on to see all related posts using the hashtag, and you can search for hashtags using the search bar.

Instagram: Use a combination of 10 hashtags. You can search for them using the Explore section. You can also follow a hashtag to see relevant posts in your feed.

Pinterest: Use 10 or less hashtags

BEST HASHTAGS FOR AGI-RELATED POSTS

#Philanthropy #alternativegiving #alternativegifts #humanitarian #publicservant
#communityservice #volunteer #crowdfundingcampaign #giftsforfriends #giftideas
#uniquegifts #hungerrelief #genderequality #povertyalleviation #educationforall #healthcare
#saveourplanet #sustainability #christmasgifts #uniquechristmasgifts #holidaygifts
#happyholidays #Charity #DoGood #Fundraising #Activism #Donate #alternativegiving
#alternativegifts #bethechangeyouwanttosee #changemaker #kindnessisfree #positiveimpact

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