



Hashtag Creation Guide

DISCOVER THE HASHTAGS!

On many social media platforms, you can see how many times a hashtag is used. The frequent use of popular hashtags will create more engagement.

You can speed up your Hashtag research using Twitter Search and Tagboard.

Twitter Search: The filter allows you to find popular contacts and news.

Tagboard: You can find trending hashtags other than Twitter with this application.



BE CLEAR

Make sure that the hashtags you use are clear.

The abbreviated and mixed hashtags such as #BizEVnt4u2k will not get you any engagement.

You can create hashtags by combining your company name with #Turkeybuild2019 exhibition hashtags.
#COMPANYTurkeybuild2019

USE THE HASHTAGS THAT FIT IMAGES

When creating Hashtag, make sure that your hashtags are compatible with the content you share.



SHARE SHORT AND EFFECTIVE POSTS.

- On platforms where there is a character limit such as Twitter, you need to use hastags consisting of at most 10 characters.

- Separating your hashtags into goal-oriented titles will make your job easier.

Regional Hashtags:

- #TURKEY2019

Sectoral Hashtags:

- #build

Hashtags for the Event:

- #conferencestation



MAKE SURE THAT HASHTAGS REFLECT YOUR COMPANY PROFILE

Make sure that you use the right hashtag in case of the misinterpretation of the hashtag in a way that doesn't reflect your company's vision.



Contact Us:
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