# HOW TO USE HASHTAGS

Hashtags are one of the most important ways to encourage engagement across a number of platforms. Hashtags are designed to help people find content that fits their interests. Using hashtags can also help increase a campaign's presence online.

Effective hashtags are short, easy to remember, easy to spell and cannot contain spaces or punctuation. Hashtags are not case-sensitive, but adding capital letters make them easier to read.

There are a few simple rules for hashtags, but they are a bit different depending on the social media platform you use.

For Fall Prevention Month, the primary hashtags are *#PreventFallsCA and #FallPreventionMonthCA.*

## Facebook

While Facebook does not rely on hashtags, they can still work to share a post with a wider audience. Facebook has no recommended limit to hashtags. However, the hashtags used should be relevant and popular. For Fall Prevention Month, it is recommended to use the primary two hashtags together or in specific situations. For example, a post geared towards older adults that provides advice on how to Be Ready to avoid falls should use *#PreventFallsCA* and *#FallPreventionMonthCA.*

## Twitter

Every Tweet should have at least one hashtag and no more than two. Depending on the Tweet, select from the primary hashtags. For example, when posting a Tweet with a statistic about preventing child falls in your province, use the hashtags *#PreventFallsCA* and *#FallPreventionMonthCA*

## Instagram

Instagram posts can have several hashtags, but not more than 30. If the post has more than six, it is common to "reply" to the post and add the hashtags in the reply. Hashtags can be related to fall prevention, geographic location (when relevant), a relevant activity and more. For example, a post about a virtual exercise event for older adults in Calgary could include all these hashtags: *#PreventFallsCA #stayhealthy #beactive #yyc #calgary #playinside.*

To find more relevant hashtags, reference these online sources:

Daily Hashtags from HootSuite

Tags Finder