

PARADIGM'S HINTS & TIPS

AS PART OF OUR MARKETING MONTH

WHAT IS A HASHTAG?

In basic terms, a hashtag is a tag for your post that people can search for on social media to help them find relevant content. Say a first-time buyer is looking for information on Gifted Deposits via LinkedIn. If someone searches “#GiftedDeposit or #FirstTimeBuyer” they will be able to see all of the posts relating to this. It helps you target potential customers easily and at no cost to you!

USING A HASHTAG

Using a hashtag can be a great way to increase views to your social post and following and connections.

You need to tag simple words or short phrases. Don't overcomplicate your hashtags. By keeping it simple, more people are likely to search for them and therefore, give you better visibility. For example, by using the two separate hashtags we mentioned earlier you're likely to get more visibility rather than using #FirstTimeBuyersGiftedDepositSupport.

FOLLOW ALONG!

Follow the hashtags you use or are interested in! On social platforms, you are able to follow hashtags to get updates when new posts are added using them. Say you want to use the hashtag “#FinancialAdvisers” but are unsure of the typical content used, what performs well using this hashtag or even if one of your content ideas has been done before... following along gives you an insight into all of this information and more!

REMEMBER! IN OUR ACCESSIBILITY BLOG, WE MENTIONED USING CAPITAL LETTERS IN ALL HASHTAGS. IT'S SOMETHING NOT MANY PEOPLE ARE AWARE OF SO IT'S DEFINITELY WORTH THE READ!

