

# Project Report

## 1. INTRODUCTION

### 1.1 overview

When it comes to promoting your brand on social media, hashtagging is a great way to drive views, likes, and shares. Previously known as the pound sign (#), the hashtag is a way to make your content discoverable to a captive audience.

Hashtags were first widely used on Twitter, but they have become commonplace on other social media platforms including Facebook, Instagram, LinkedIn, Pinterest, and TikTok. Mastering the hashtag gives you a powerful way to engage your audience and increase your social impact at no cost other than the time it takes to do some research and pay attention to trends.

Used correctly, hashtags help people interested in your topic to find you and help expand your influence and followers.

What is a Hashtagging?

A Hashtagging is a word or keyword phrase preceded by a hash symbol (#). It's used within a post on social media to help those who may be interested in your topic to be able to find it when they search for a keyword or particular hashtag. It helps to draw attention to your posts and encourage interaction.

What Do You Do with Hashtags?

When using a phrase as a hashtag, you spell it out without spaces, such as #usinghashtags. It can include numbers but not symbols or punctuation. The hashtag can be placed at the beginning, middle or end of your social media post or comment, and it allows what you have written to be indexed by the social media network. With this strategy, people who are not your fans or followers can still find your content.

If you need some guidance on how to research keywords to feed into your hashtags, check out our infographic for five easy steps.

What Does a Hashtag Mean on Social Media?

While it sounds simple to place a hashtag in front of your keyword, there's some other basic information that's important to know when you are trying to be found by using hashtags.

Using them only makes a difference in your social media strategy when done the right way. Here are some general tips:

Don't get carried away using a hashtag every couple of words. The number of hashtags that can be used depends on which platform you are using. But in most cases, one to three hashtags can have more impact than a lot of them.

Keep hashtags short and memorable rather than trying to use a lot of words in one tag. Remember #BlackOutTuesday being used successfully as part of the Black Lives Matter movement in America in 2020?

Don't try to choose hashtags that are too clever or obscure. If you choose a tag that no one is going to search for, it won't benefit your marketing as it won't be found!

1.2 Purpose

'#Digital Marketing via Hashtagging'

2.Problem Definition & Design Thinking

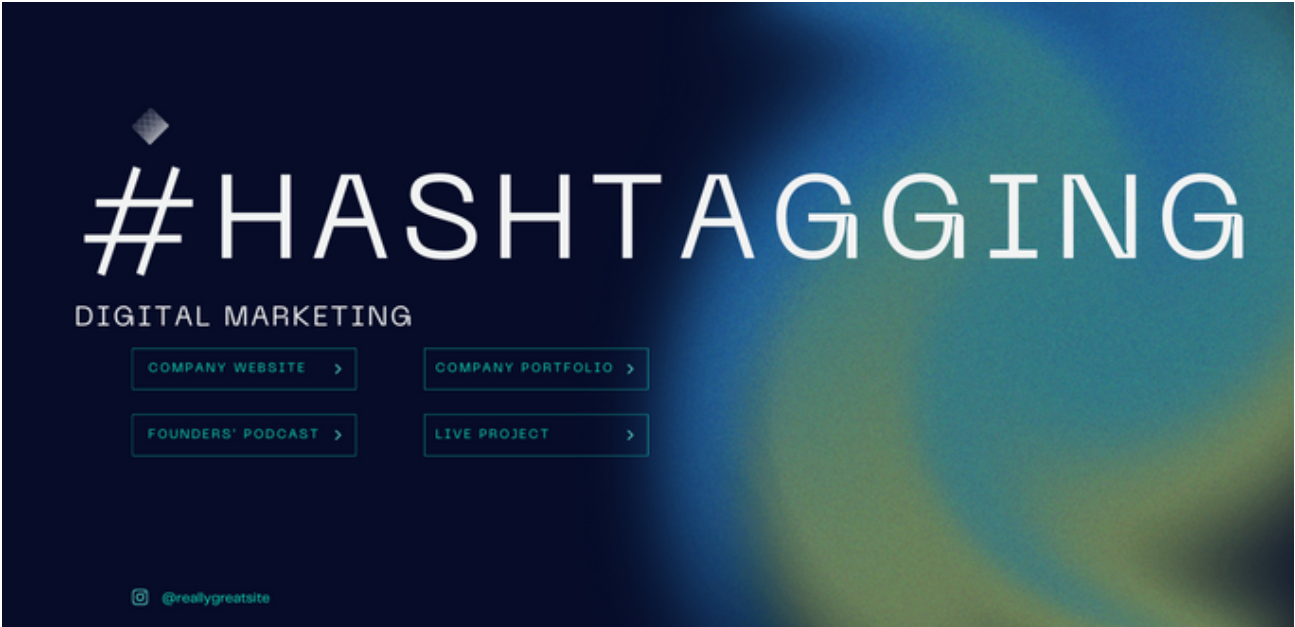
2.1 Empathy map



2.2 Ideation & brainstorming map



3.RESULT





**4.Advantages & Disadvantages**

**Advantage:**

- 1.To reach social influencing

**Disadvantage:**

1. Reused Hastags

**5.Applications**

- 1.Social Markets
- 2.Social Influencers

**6.Conclusion**

"In conclusion, Hastagging to meet the social influencing and marketing in digital platforms"