PROJECT REPORT

INTRODUCTION

A **hashtag** is a metadata tag that is prefaced by the hash symbol, #. On social media, hashtags are used on microblogging and photo-sharing services such as X (formerly Twitter) or Tumblr as a form of user-generated tagging that enables cross-referencing of content by topic or theme.[1] For example, a search within Instagram for the hashtag *#bluesky* returns all posts that have been tagged with that term. After the initial hash symbol, a hashtag may include letters, numerals, or underscores.[2]

The use of hashtags was first proposed by American blogger and product consultant Chris Messina in a 2007 tweet.[3][4] Messina made no attempt to patent the use because he felt that "they were born of the internet, and owned by no one".[5][6] Hashtags became entrenched in the culture of Twitter[7] and soon emerged across Instagram, Facebook, and YouTube.[8][9] In June 2014, *hashtag* was added to the *Oxford English Dictionary* as "a word or phrase with the symbol # in front of it, used on social media websites and apps

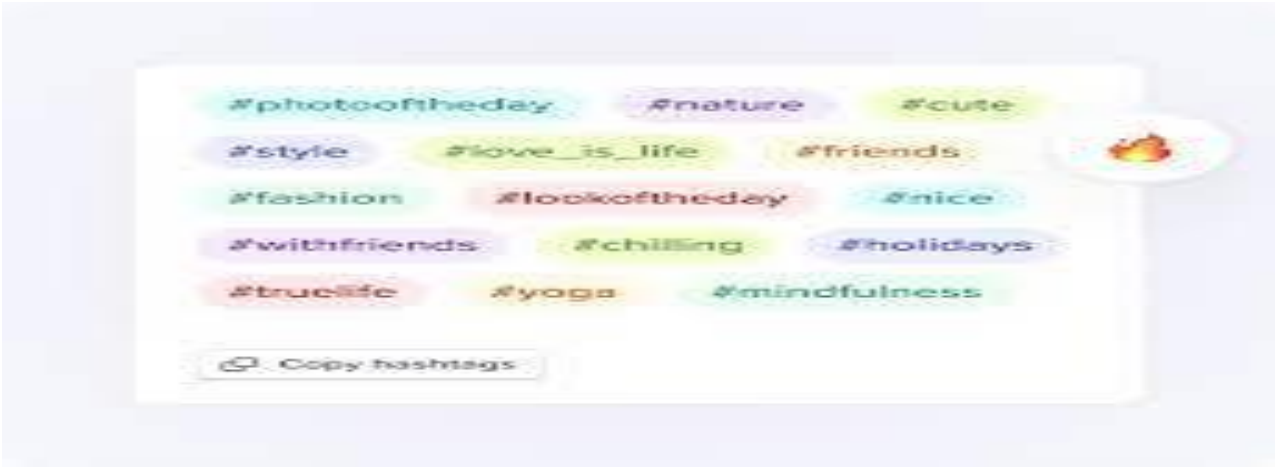
model performance metrics hashtag generator

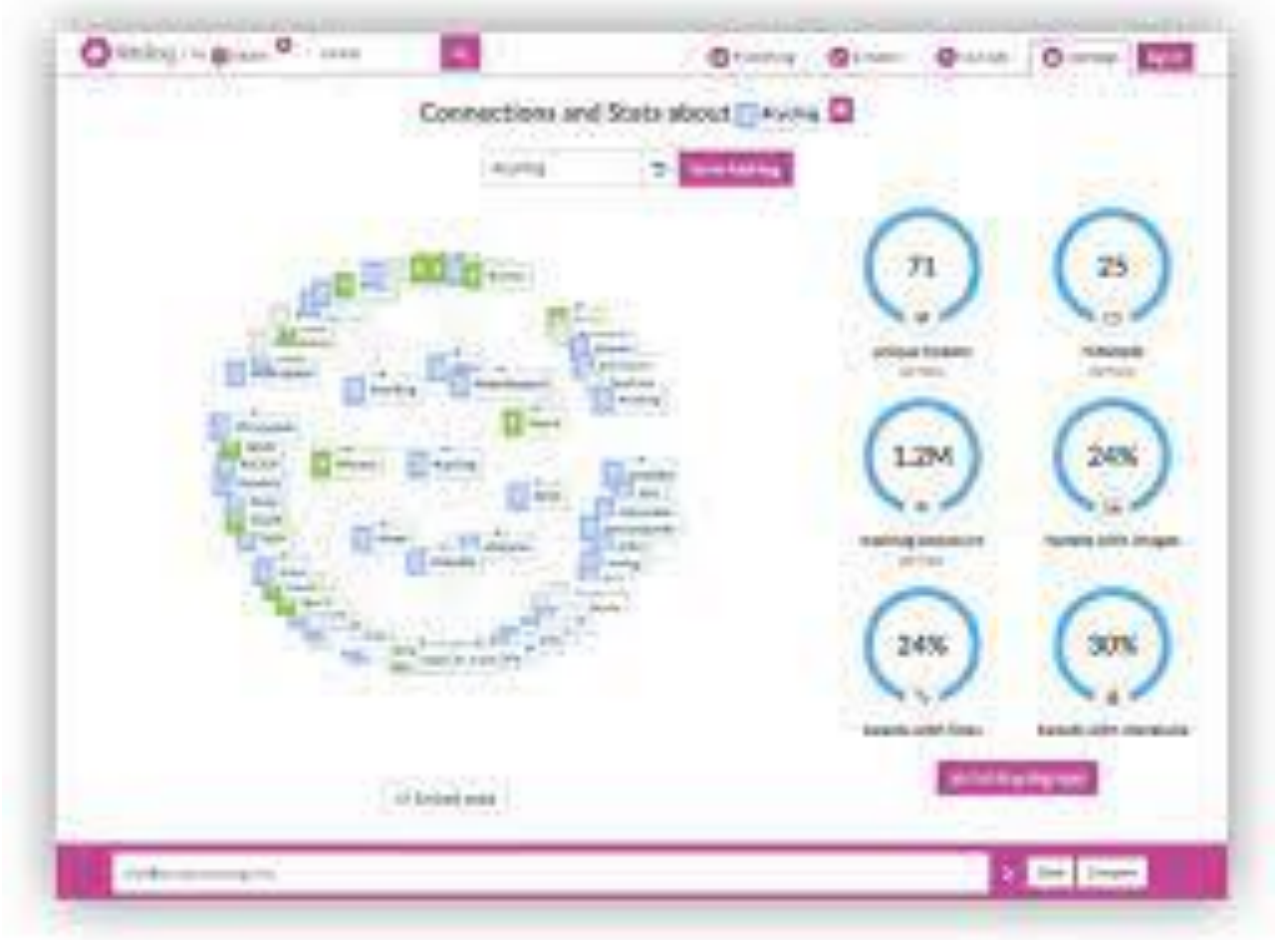
Hashtags started as a way to search for things on Twitter. They're now cross-platform and multi-purpose, used by companies and individuals alike for pretty much everything. From major global events like The #WorldCup Final and #SuperBowl, to expressions of solidarity like #MeToo and #BlackLivesMatter.

A good hashtag will capture the imagination of the online public. It helps companies, organizations and individuals dramatically increase their social media presence.

Yet tracking hashtags effectively can be a challenge given the number of times they are mentioned.

Especially as they're used in different countries, different languages, and different contexts.





Project documentation

In the recent past, Online Marketing applications have been a focus of research. But still there are enormous challenges on the accuracy and authenticity of the content posted through social media. And if the social media business platforms are considered, majority of the users who try to add a market value to their own product face the problem of not getting enough attention from their target audience. The purpose of this research is to develop a safe and efficient trending hashtag generating application solution for social media business users which generates trending and relevant hashtags for user content in order to get a broad reach of target audience, automatically generates a meaningful caption to their relevant posts and guarantees the authenticity of the product at the same time. The user content is analyzed and filters the important keywords, generates a

meaningful caption, suggest related trending keywords and generates trending hashtags to get the required reach for online marketers. Additionally, the marketing products' content authentication is ensured. The application uses Natural Language Processing, Machine Learning, API technologies, Java and Python technologies. A unique database is assigned to users which contains rankings for each user. The target audience who engages in buying products get to know about the status of the sellers with respect to authenticity of the content. It is believed that the application provides a promising solution to existing audience reach problems of online marketers and buyers. The significance of this system is to help marketers and buyers to engage in online buying and selling with much effective, reliable and safer ways. This mitigate the vulnerability of bad social media marketing influences and helps to establish a safe and reliable online marketing practice to make both sellers and buyers happy. This paper provides a brief description on how to perform an organized online marketing discipline via the Trending Hashtag Generator &

Image Authenticator application. © 2018 International Journal of Advanced Computer Science and Applications.

Project demonstration

It costs a significant amount of your valuable time and effort to find 20-30 new and quality hashtags for each and every Instagram post but there are methods to make the process more effective.

One method is to create lists of 20-30 hashtags that correspond to your primary content topics and that you can rapidly change and add to each post.

The ladder strategy is the most efficient way to use Instagram hashtags for both beginners and professionals.

The technique's name is a reasonably accurate depiction of how it works. Ladder Strategy is all about finding the right type of hashtags that will help you rank. You need to find:

1. 8-10 Smaller hashtags that are easy to rank. These are hashtags with typically around 50k-100k posts. This makes sure you have a fair and easy shot at reaching at least some number of accounts.

2. 8-10 Medium Sized hashtags that are Average to rank. These are hashtags with between 100k and 500k Posts. Hopefully, Once you start gaining momentum from the first set of hashtags, you start to rank on some of these hashtags. This momentum will be beneficial in ranking for the next harder hashtags.

3. 3-4 Large size hashtags that are Hard to rank. These are hashtags that have between 500k and a million posts in them. These are the larger hashtags, and there may be a lot of posts already fighting for the top slots. You need to displace a few of those to be able to rank here!

4. 3-4 Mega hashtags that are very difficult to rank. These are hashtags with over a million posts in them. These hashtags will decide if you are going Viral. Your chances of ranking here are slim, so it is recommended to use only a few of these! This way you have a shot at each step.