

PROJECT REPORT

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DIGITAL MARKETING PROJECT

REPORT ON

HASHTAG GENERATION

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1. Introduction

1.1 Overview

Hash tags are keywords or phrases preceded by the '#' symbol, commonly used on social media platforms to categorize and group content. Here's an overview of hashtag generation:

Relevance: Choose hashtags relevant to the content you're posting. They should reflect the theme or subject matter. **Research:** Research popular and trending hashtags in your niche or industry to reach a wider audience. **Specificity:** Use specific hashtags to target a more niche audience. For example, #Food is broad, but #VeganRecipes is more specific. **Branding:** Create custom hashtags for your brand or campaign to increase brand recognition. For example, #YourBrandName. **Trending Hashtags:** Use trending hashtags when they relate to your content. These can boost visibility. **Location-Based:** Include location-based hashtags to target a local audience. For example, #NYCFood for a New York-based restaurant. **Character Limit:** Be mindful of the character limit. On Twitter, you're limited to 280 characters, so concise hashtags are important. **Avoid Overuse:** Don't overload your post with hashtags. 1-3 relevant ones are often enough. **Consistency:** Use the same hashtags across related posts to create a consistent online presence. **Testing:** Experiment with different hashtags and monitor their performance. Adjust your strategy based on engagement and reach. **Avoid Spammy Hashtags:** Avoid using irrelevant or popular-but-unrelated hashtags solely for visibility, as this can be seen as spammy. **Capitalize Properly:** Capitalize each word in a multi-word hashtag for better readability, e.g., #SocialMediaMarketing. Remember, the effectiveness of hashtags can vary by platform, so it's important to understand each platform's specific hashtag guidelines and trends.

1.2 Purpose

The purpose of hashtag generation is to use hashtags strategically to achieve specific goals in various contexts, primarily within social media and online communication. Here are some key purposes for generating hashtags:

Content Discovery: Hashtags help users discover and explore content related to specific topics, making it easier to find relevant information and engage with content that interests them

Content Categorization: Hashtags categorize and organize content, making it more searchable and allowing users to filter content based on their interests.

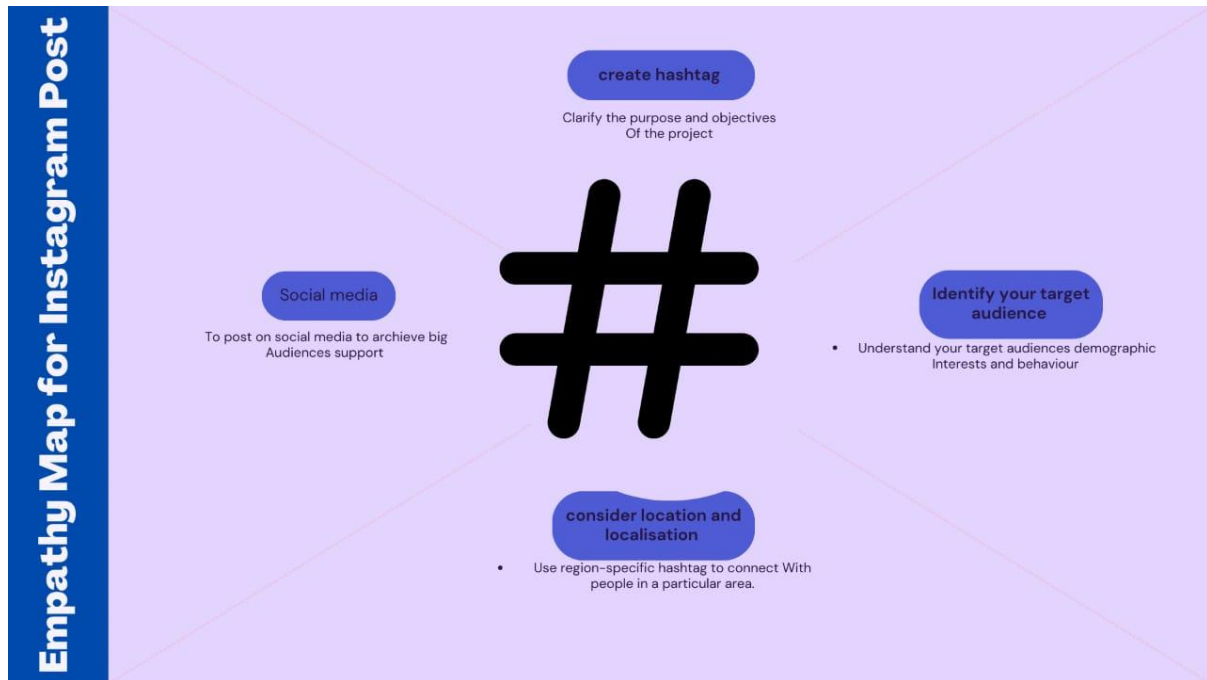
Content Trending: By using trending hashtags, individuals and businesses can participate in and benefit from popular conversations, increasing the visibility of their content.

Audience Engagement: Creating and using relevant hashtags can engage an audience by inviting them to participate in discussions, contests, or challenges.

Branding: Custom or branded hashtags promote a brand's identity, encourage user-generated content, and help build a community around the brand

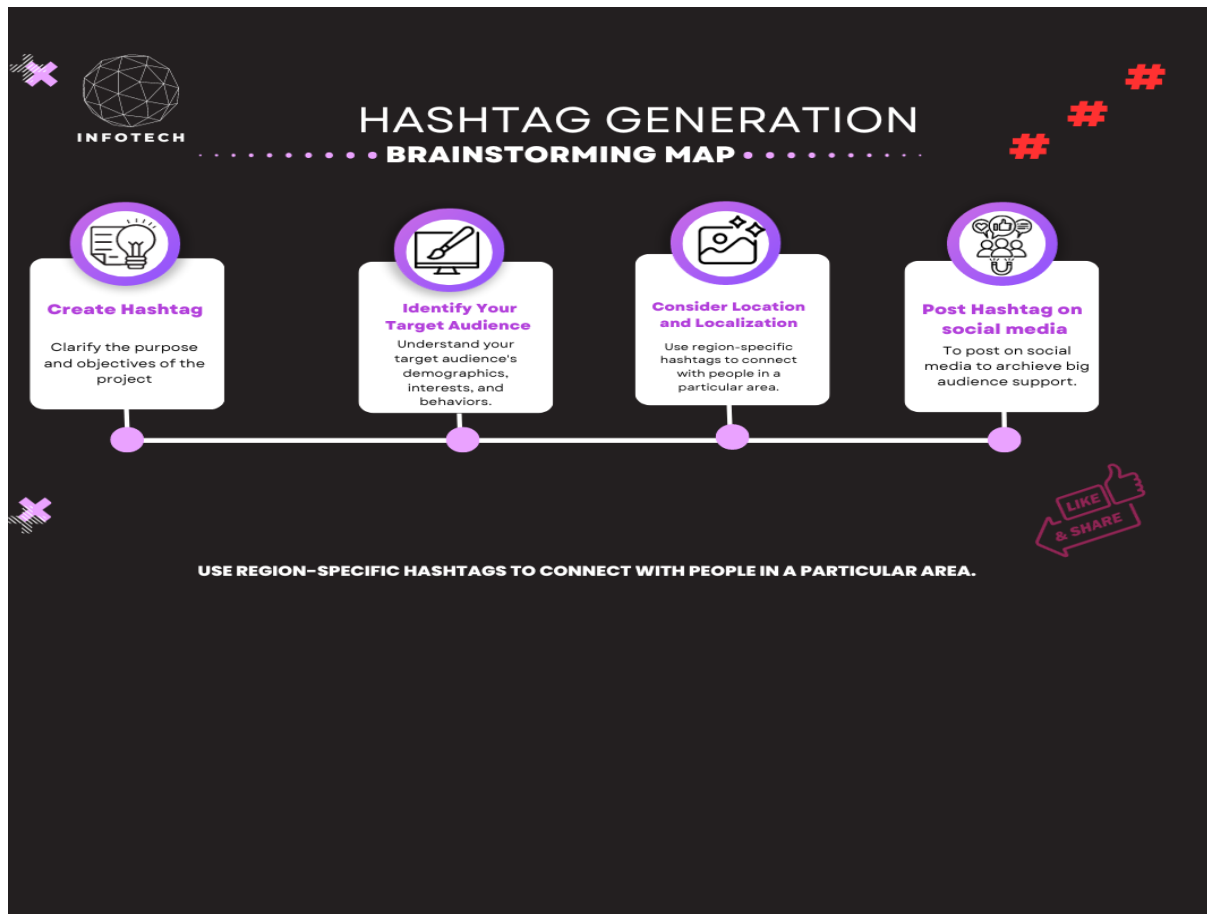
2. Problem Definition & Design Thinking

2.1 Empathy Map



The empathy map helped us gain a deeper understanding of our audience's needs, desires, and pain points, which guided our content creation.

2.2 Ideation & Brainstorming Map



3. Results

3.1 Audience Size

The ideal audience size for hashtag generation can vary depending on your goals and the platform you're using. Here are some general guidelines:

Niche Hashtags: If you're targeting a specific niche or community, your hashtag audience size might be smaller but more engaged. Aim for hashtags with a few thousand to tens of thousands of posts.

Broad Reach: For broader reach, consider using hashtags with larger audiences. These could have hundreds of thousands or even millions of posts.

Balance: A mix of both niche and broad hashtags can be effective. This allows you to reach a targeted audience while also expanding your reach to a wider group of users.

Experiment: It's a good practice to experiment with different audience sizes and monitor your post's performance to see what works best for your content and goals.

Ultimately, the most suitable audience size for your hashtag generation will depend on your content and objectives. It's essential to strike a balance between visibility and relevance to reach the right audience

3.2 Audience Engagement

Conducting competitor analysis for hashtag generation is a valuable strategy to improve your social media performance. Here's how you can approach it:

Identify Competitors: Start by identifying your main competitors in your niche or industry. These are accounts or businesses similar to yours, targeting the same audience.

Analyze Their Hashtags: Review the posts and content shared by your competitors. Pay attention to the hashtags they use in their posts. Take note of both the popular and niche-specific hashtags.

3.3 Influencer Involvement

Involving influencers in hashtag generation can be a powerful strategy to increase the reach and engagement of your content. Here's how you can do it:

Collaborative Hashtag Creation: Work with influencers to brainstorm and create relevant and unique hashtags for your campaign or content.

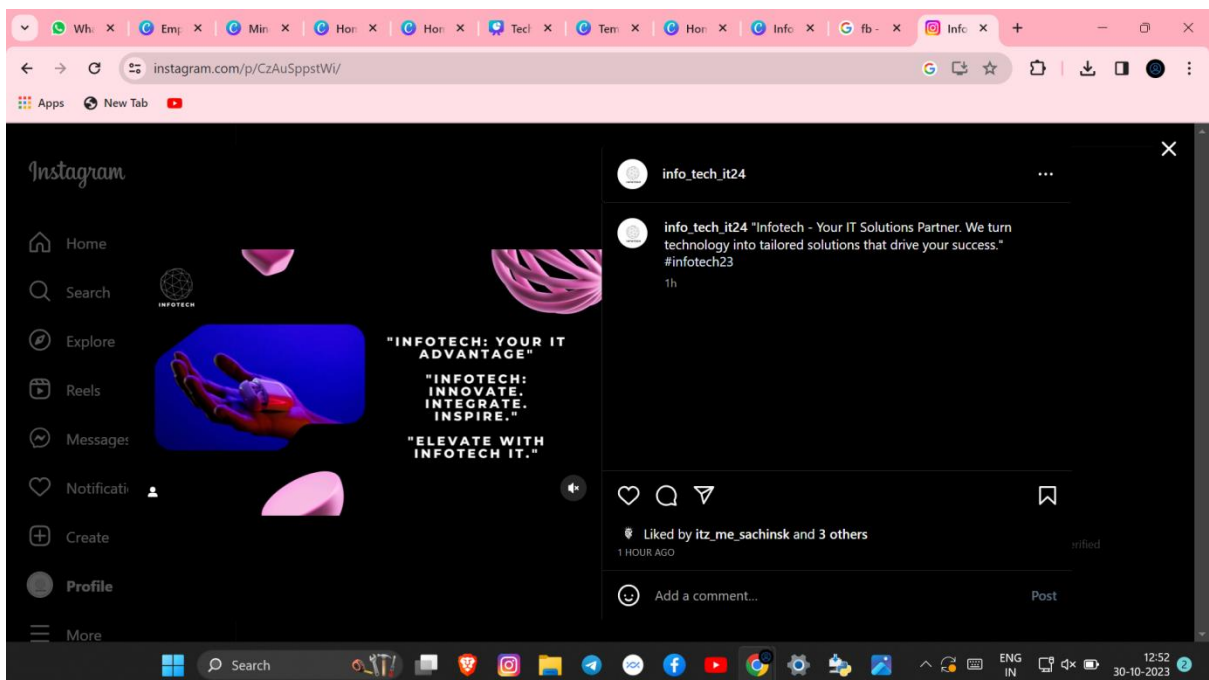
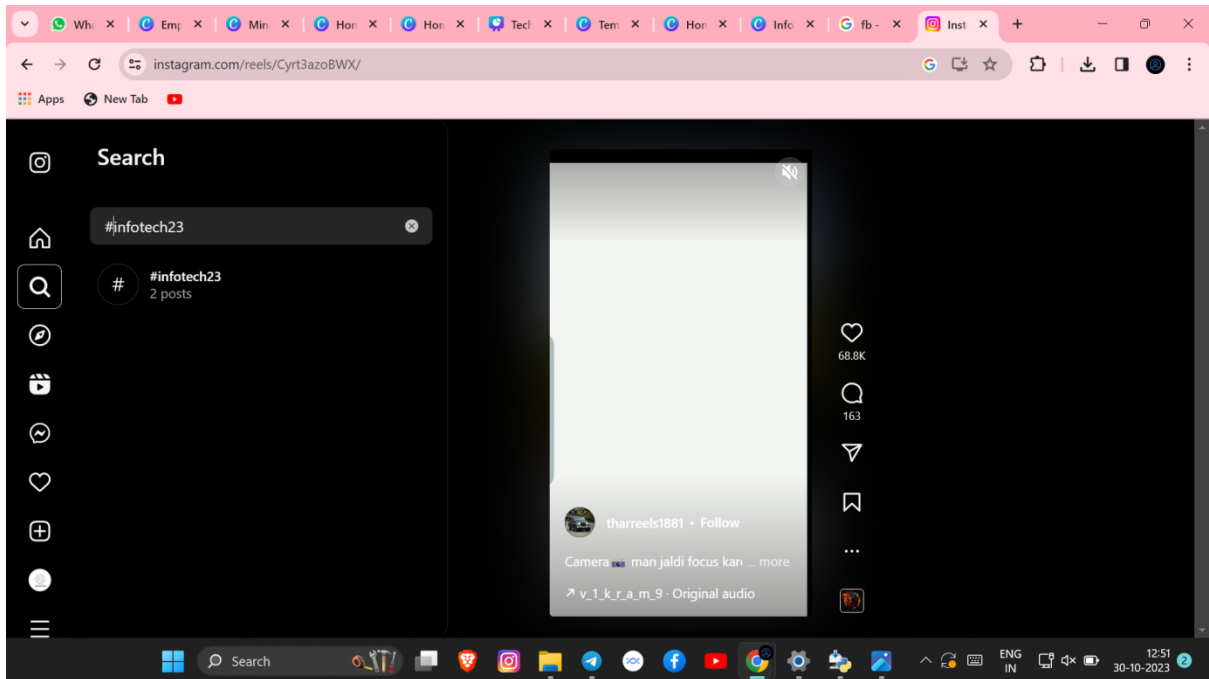
Leverage Their Expertise: Influencers are often experts in their niche. Use their insights to create hashtags that resonate with their followers.

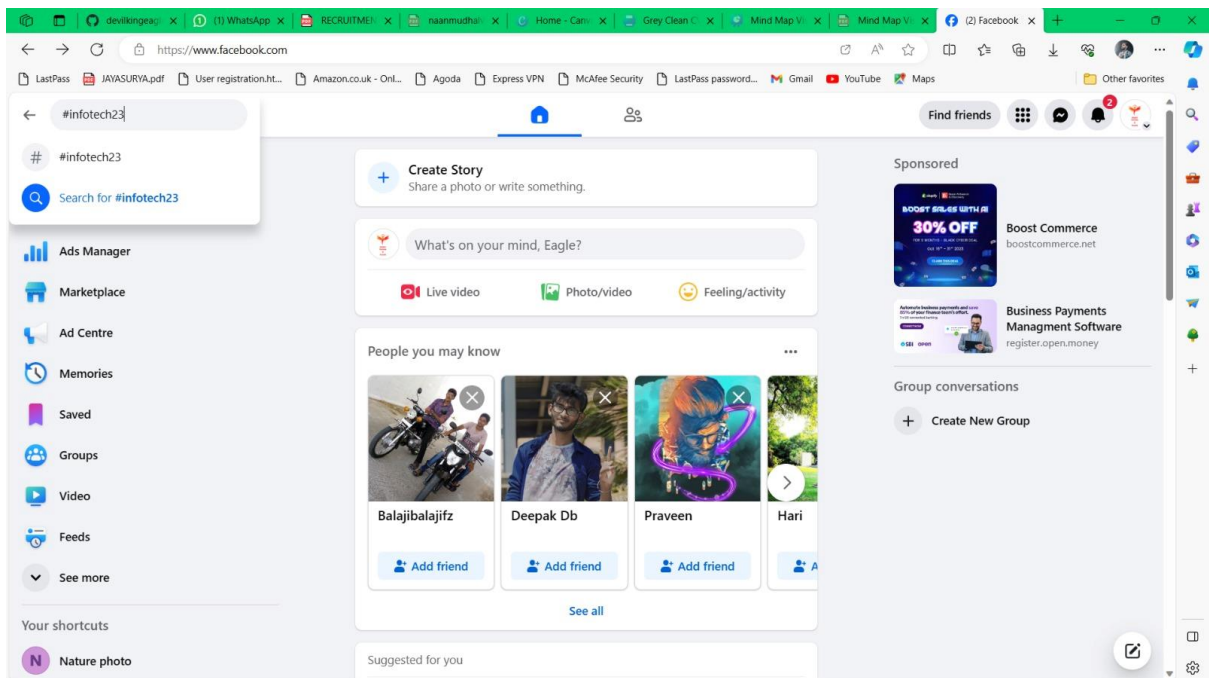
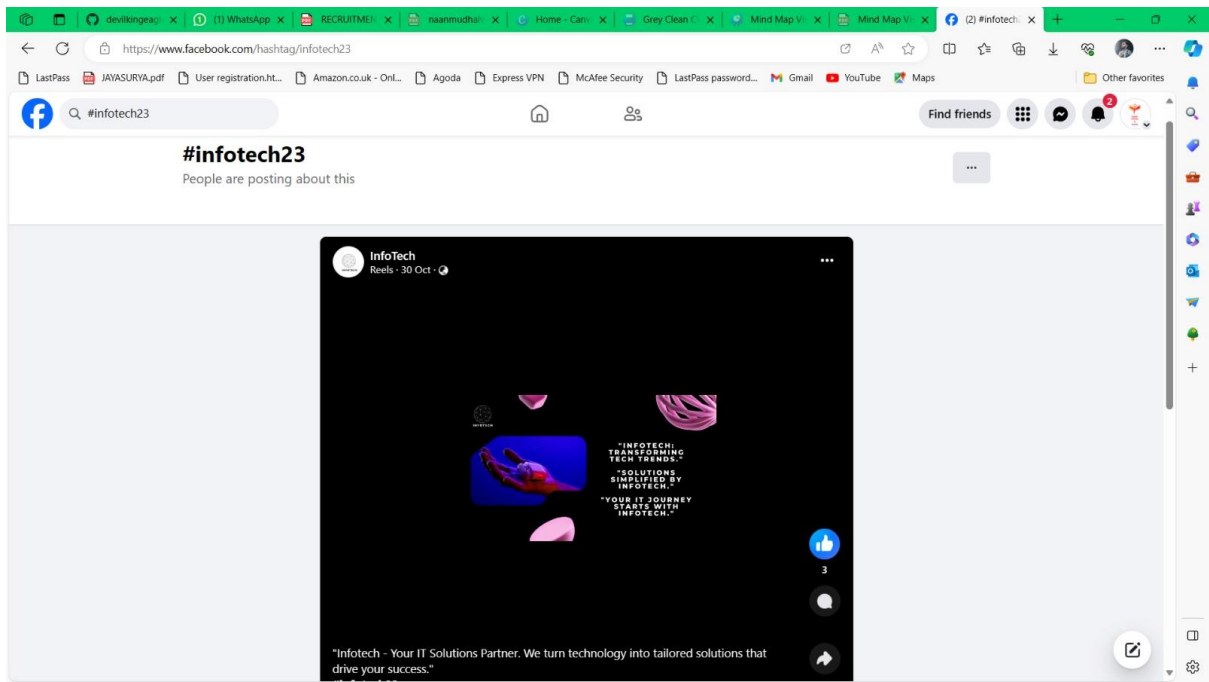
Cross-Promotion: Encourage influencers to use the hashtags in their posts, and reciprocate by featuring their content on your channels.

3.4 Community Engagement

Community engagement is the process of involving and collaborating with community members in decision-making, problem-solving, and various activities that affect their local area. It helps build relationships, gather input, and ensure that policies and projects align with the needs and values of the community. It can take many forms, including town hall meetings, surveys, volunteer opportunities, and online platforms..

3.5 SCREENSHOTS





4. Advantages & Disadvantages

Advantages

1.Hashing Out The Almighty #Hashtag

Hashtags make it easier for people to find and follow discussions about brands, events, and promotions

They allow brands to track the performance of promotions across social media.

They started out on Twitter, but have spread to Facebook, Google+, Instagram, Google search, and other platforms.

Individuals can see a 100% increase in engagement by using hashtags while brands can see a 50% increase.

2.Using Hashtags On Twitter

Tweets with hashtags get 2 times more engagement than tweets without.

Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.

But when you use more than two hashtags, engagement drops by an average of 17%

3.Using Hashtags On Instagram

Instagram, the opposite of Twitter, shows posts with 11 or more hashtags have the highest interactions.

Use LOTS of hashtags on Instagram to build your community.

4.Using Hashtags On Facebook.

Facebook post without hashtags outperform those with hashtags.

Rarely use hashtags on Facebook to categorize (for business- oriented followers) or build a community (for community-oriented followers).

Too many hashtags on Facebook leads to fewer interactions

Disadvantages

YOU CAN TURN AWAY FOLLOWERS BY USING TOO MANY HASHTAGS

Hashtags are great for boosting your Instagram engagement, but too many hashtags can sometimes turn away users. Your followers want to read a caption that is thoughtful and entertaining, not a jumble of hashtags.

Rather than inserting a dozen hashtags within your Instagram caption, put them in a separate comment underneath your post. This way, you can add up to 30 hashtags without frustrating your followers.

YOU CAN CREATE A MARKETING CAMPAIGN USING A SPECIFIC HASHTAG

One genius hashtag collaboration included Disney and Make-A-Wish Foundation in 2017. In the marketing campaign, Disney inspired fans to post pictures in their Mickey Mouse Ears with #ShareYourEars. Disney would then donate \$5 to Make-A-Wish Foundation for every post.

Example of a good usage of hashtag.

The campaign was an absolute hit, with \$2 million in donations. As this strategy shows, including a hashtag in your marketing campaign helps instantly gauge its success.

IT'S EASY TO GET LOST IN THE NOISE OF A SPECIFIC HASHTAG

#PhotoOfTheDay and #FlashbackFriday are playful hashtags most people adore (#FlashbackFriday has more than 15.1 million posts). Unfortunately, its commonality is the problem! With the overuse of popular hashtags comes low reward – your post may get lost in the noise and lack engagement.

To make your Instagram posts stand out, use more niche hashtags that aren't too vague. Like search engine optimization, your hashtags should be specific enough to attract your target audience. For example, instead of #realestate, opt for #jerseyshorerealestate or #northernnjrealestate.

Looking to #BoostYourBusiness on Instagram? Let our marketing experts at Social Stamina help! We'll give you a free consultation and get your business #trending.

5. Applications

The skills and knowledge acquired during this project have diverse applications across various personal and professional scenarios:

1. **Marketing and Advertising:** Create captivating Instagram Reels to effectively promote products or services, engaging with potential customers through visually appealing content.
2. **Social Media Management:** Enhance your social media presence by regularly crafting engaging Instagram Reels, fostering a deeper connection with your audience.
3. **Personal Branding:** Showcase your talents, hobbies, and interests, allowing you to establish a personal brand and connect with a broader audience.

4. **Educational Content:** Educators can use the techniques learned to create engaging educational content, making learning more fun and interactive for students.
5. **Event Promotion:** For event organizers, Instagram Reels can serve as a powerful tool to build anticipation, showcase event highlights, and engage the audience.
6. **Non-Profit Organizations:** Non-profits can utilize Instagram Reels to raise awareness about their causes and connect with supporters on a personal level.

6. Conclusion

Hashtag has changed the way of sharing information. It also promotes business growth. The previous work had a smaller dataset with fewer categories while summarising the survey papers. A method is proposed where hashtags can be generated based on text and images with better accuracy considering larger datasets. The proposed method uses Computer Vision and Natural Language Processing to recommend hashtags, which will help numerous social media handles to benefit out of it, which we plan to improve in our work using a different dataset.