PROJECT REPORT

HASHTAG GENERATION
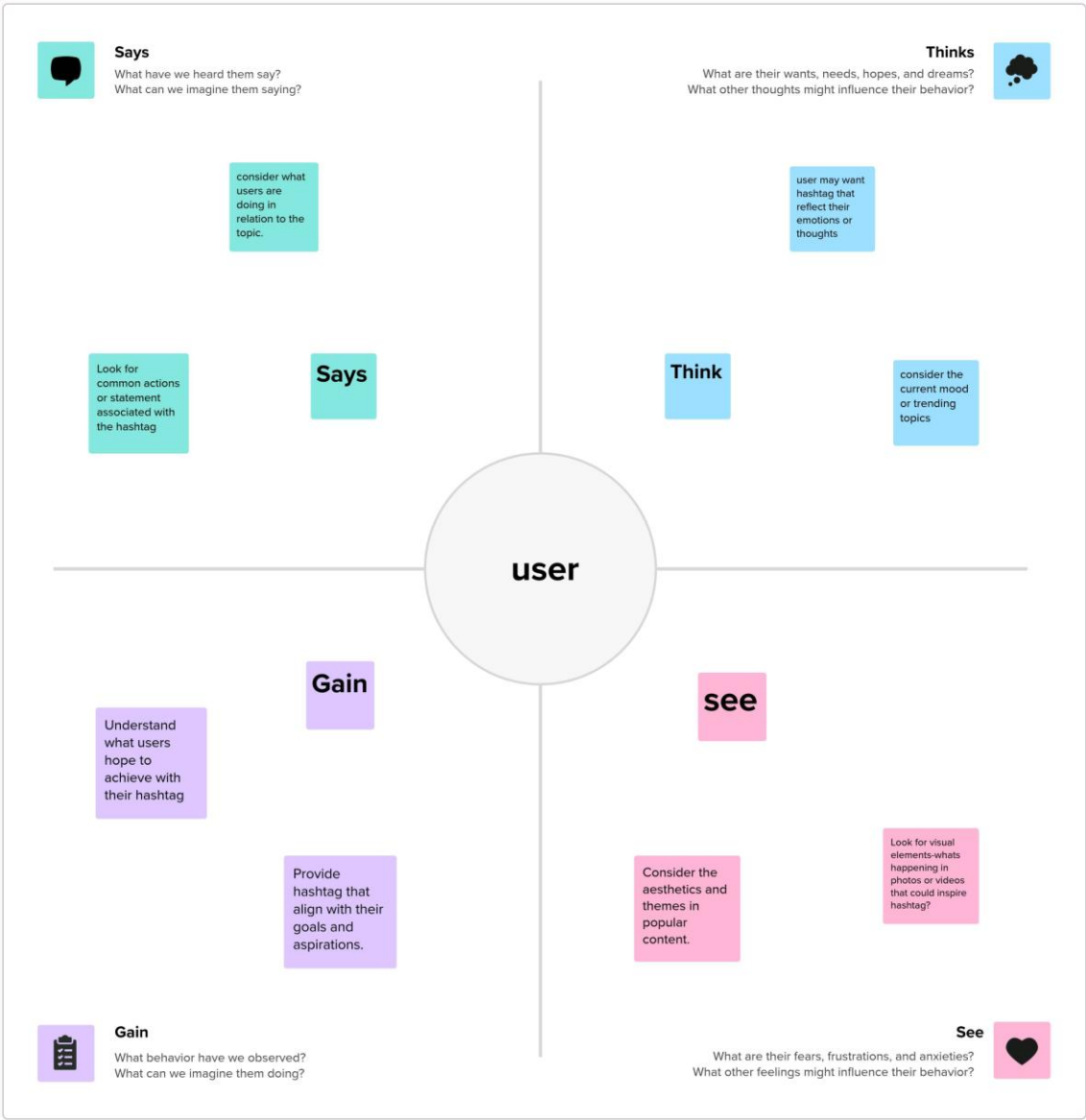
1.INTRODUCTION:

Overview:

The hashtag generation project is a dynamic endeavor aimed at simplifying and enhancing content promotion in the digital age. Leveraging the latest advances in natural language processing and machine learning, this project is designed to automatically generate contextually relevant and engaging hashtags for social media content. It gathers and analyzes data from diverse sources, extracting key keywords and transforming them into meaningful hashtags. By tracking trending hashtags and user engagement metrics, the system optimizes content visibility and resonance with online audiences. With a user-friendly interface and potential integrations with social media platforms, the tool empowers a wide range of users, from individual content creators to marketing professionals, streamlining their content-sharing processes and boosting their online presence. Continuous updates, a feedback loop for user suggestions, and consideration of legal issues related to hashtag usage make this project a valuable asset for navigating the complex landscape of social media marketing and engagement, ultimately revolutionizing the way we connect and communicate online.

Purpose:

The hashtag generation project aims to create a sophisticated tool that automates the process of generating effective and contextually relevant hashtags for social media posts and content sharing. The primary objectives include:Enhancing the visibility and reach of social media content through strategic hashtag usage.Simplifying and expediting the process of hashtag creation for content creators and social media marketers.Leveraging natural language processing (NLP) and machine learning techniques to ensure the generated hashtags are contextually accurate and engaging.Providing a user-friendly interface that empowers users to generate and utilize hashtags effectively.

2.PROBLEM DEFINITION AND DESIGN THINKING:

Empathy Map:

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

consider what users are doing in relation to the topic.

user may want hashtag that reflect their emotions or thoughts

Look for common actions or statement associated with the hashtag

Says

Think

consider the current mood or trending topics

user

Gain

see

Understand what users hope to achieve with their hashtag

Provide hashtag that align with their goals and aspirations.

Consider the aesthetics and themes in popular content.

Look for visual elements-whats happening in photos or videos that could inspire hashtag?

Gain
What behavior have we observed?
What can we imagine them doing?

See
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Ideation and Brainstorming Map:

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- **10 minutes** to prepare
- **1 hour** to collaborate
- **2-8 people** recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⏱ 10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

PROBLEM
How to gernate hashtag for instagram post?

Key rules of brainstorming
To run an smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Shalini A
- Understand your target audience.
- Research existing hashtags.
- Ensure uniqueness.

Ramani A
- Check for clarity
- Avoid unintended meanings
- Promote and track performances

Vinothini G
- Keep it short and memorable
- Set clear goals
- Define your goals

3 Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

- Understand your target audience.
- Research existing hashtags.
- Keep it short and memorable
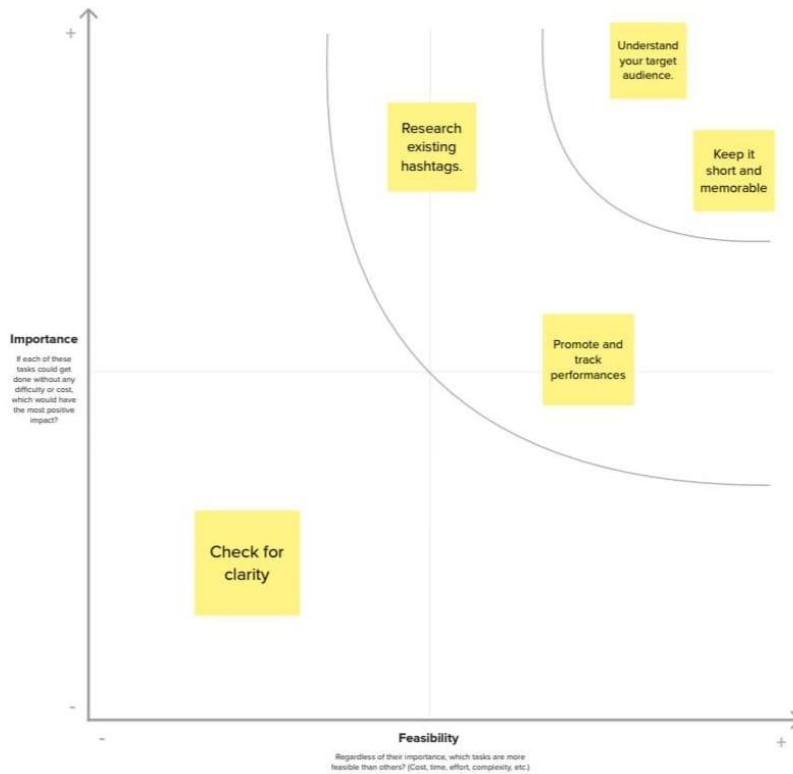- Promote and track performances
- Check for clarity

④

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 **20 minutes**

+

Understand your target audience.

Research existing hashtags.

Keep it short and memorable

Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Promote and track performances

Check for clarity

–

–   **Feasibility**   **+**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

➔

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

💬 Share template feedback

3.RESULT:
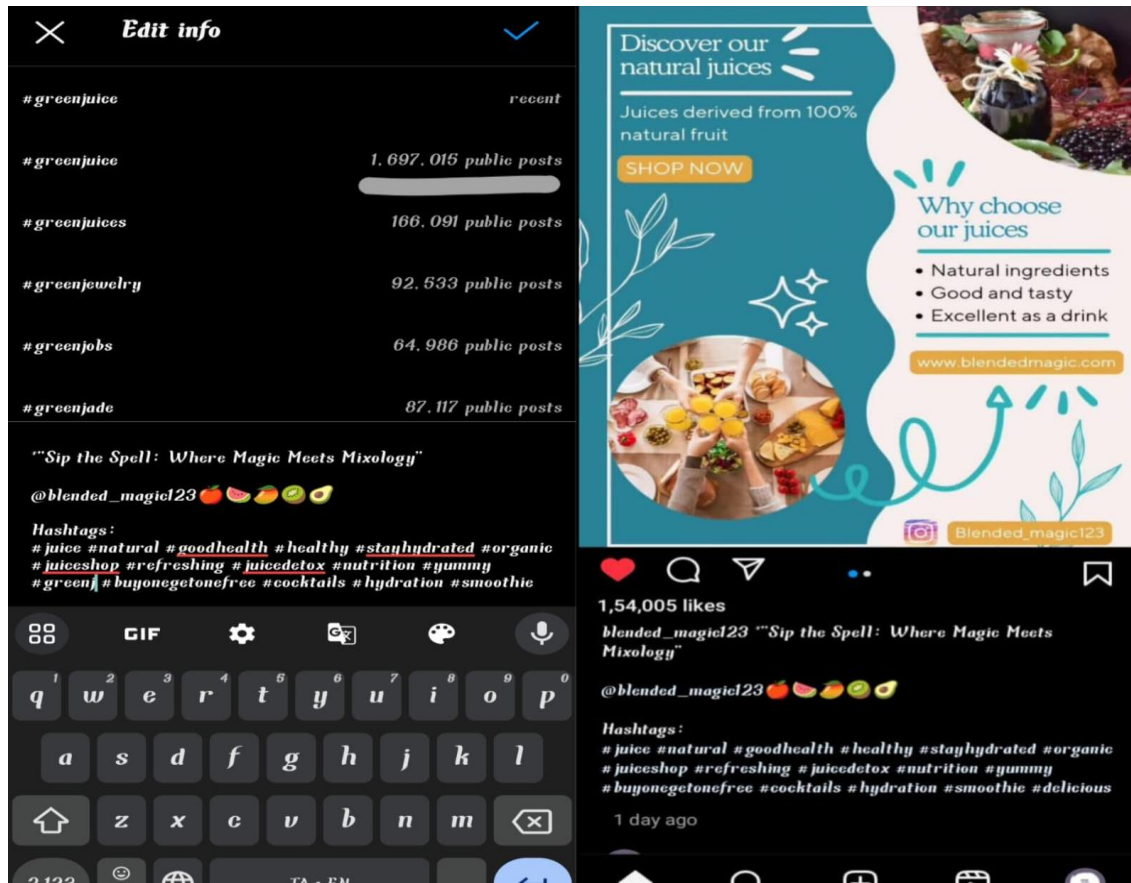
ADVANTAGES:

Encourages audience interactions : When you use branded hashtags and encourage their use, it becomes another form of engagement. Tagged feed posts are saved in search results and tagged Story posts are saved for the duration of the Story. Think of Instagram hashtags as just another way to reach and engage your customer base.Competitor analysis How much digital space are your competitors taking up in your market? Hashtags help you analyze your share of voice on social media. Chances are that you and your competitors will have overlapping hashtags, especially if you're using industry and local ones. With a social media competitive analysis, you'll be able to analyze the share of voice, sentiment and engagement of those posts.

DISADVANTAGES:

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.

4.APPLICATIONS:

It's a known fact that hashtags can help enhance and expand the reach of your content on social media. When you use the hashtag or # symbol preceding a word or phrase, you've categorized your content with other similar content on social.

Instagram hashtags can help your Instagram content get discovered by an even larger audience than the one that already follows you on the platform. Including relevant hashtags in your captions or comment section helps improve the visibility of your posts.

5.CONCLUSION:

In conclusion, the hashtag generation project represents a dynamic and innovative solution for harnessing the power of social media through intelligent and contextually relevant hashtag creation. By employing cutting-edge techniques in natural language processing and machine learning, this project addresses the ever-growing need for effective content promotion and engagement in the digital age.

6.PROJECT DEMO VIDEO LINK:

https://drive.google.com/file/d/1810KO8AmpFqNAGB284Wm0ca4fL7Yh7Of/view?usp=drivesdk

7.FACEBOOK LINK:

https://www.facebook.com/profile.php?id=61550053574892&mibextid=ZbWKwL