# PROJECT TITLE: Hashtag Generation

# PROJECT REPORT SUBMITTED BY:


**1.SHALINI A(513120106075)**
**2.RAMANI A(513120106068)**
**3.VINOTHINI G(513120106096)**


**TEAM ID: NM2023TMID00195**

**INDUSTRY MENTOR: ABDUL MALIC**

**FACULTY MENTOR: KESAVRAJ R**

# PROJECT REPORT

## HASHTAG GENERATION

## 1.INTRODUCTION:

### Overview:

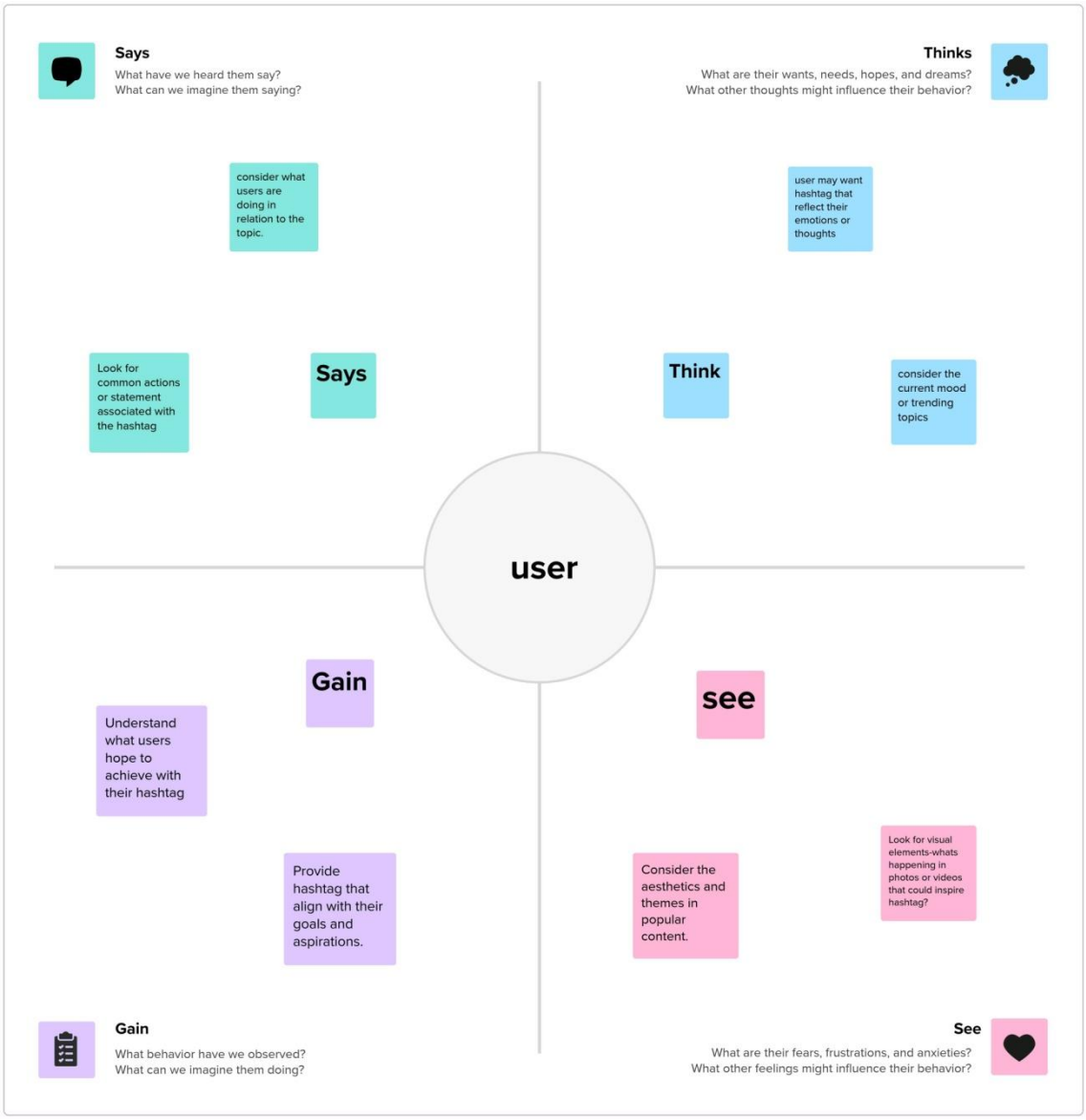
The hashtag generation project is a dynamic endeavor aimed at simplifying and enhancing content promotion in the digital age. Leveraging the latest advances in natural language processing and machine learning, this project is designed to automatically generate contextually relevant and engaging hashtags 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:

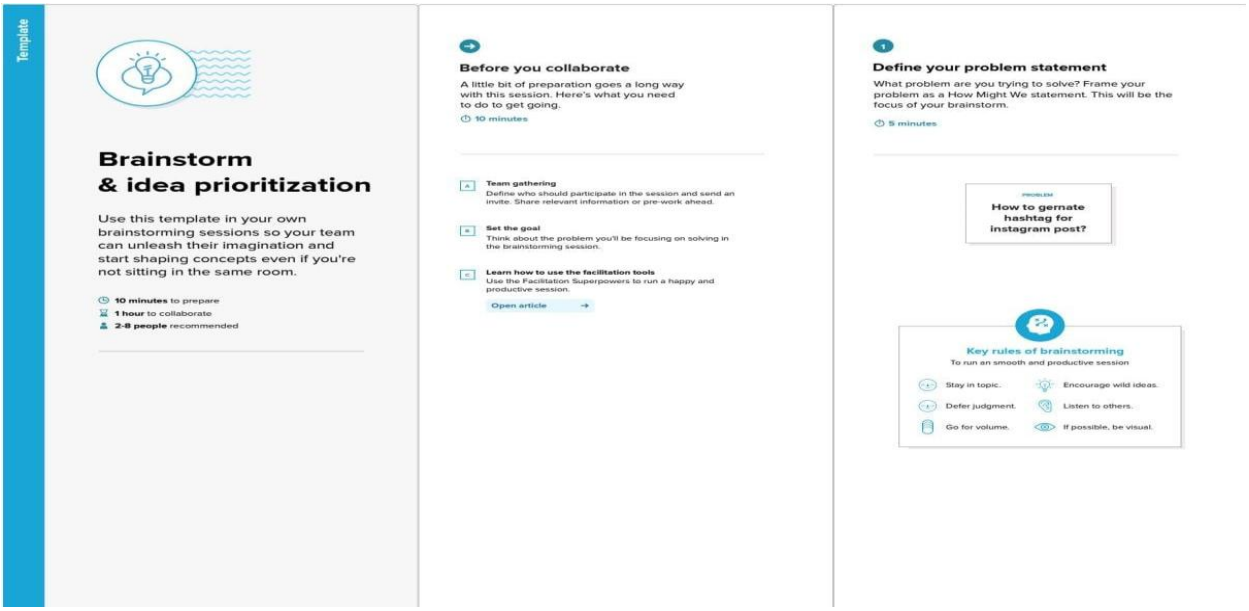
The hashtag generation project aims to create a sophisticated tool that automates the process of generating effective and contextually relevant hashtags for social media posts and content sharing. The primary objectives include:Enhancing the visibility and reach of social media content through strategic 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.

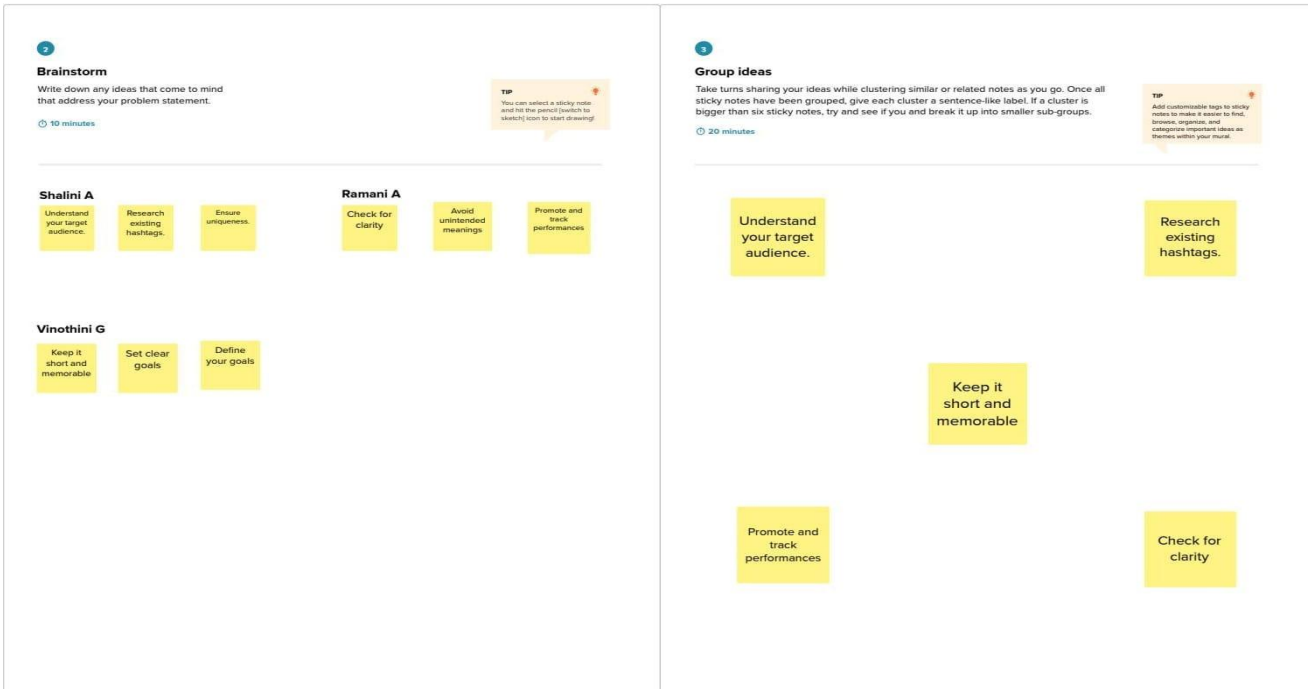
## 2. PROBLEM DEFINITION AND DESIGN THINKING:

### Empathy Map:



# Ideation and Brainstorming Map:



4

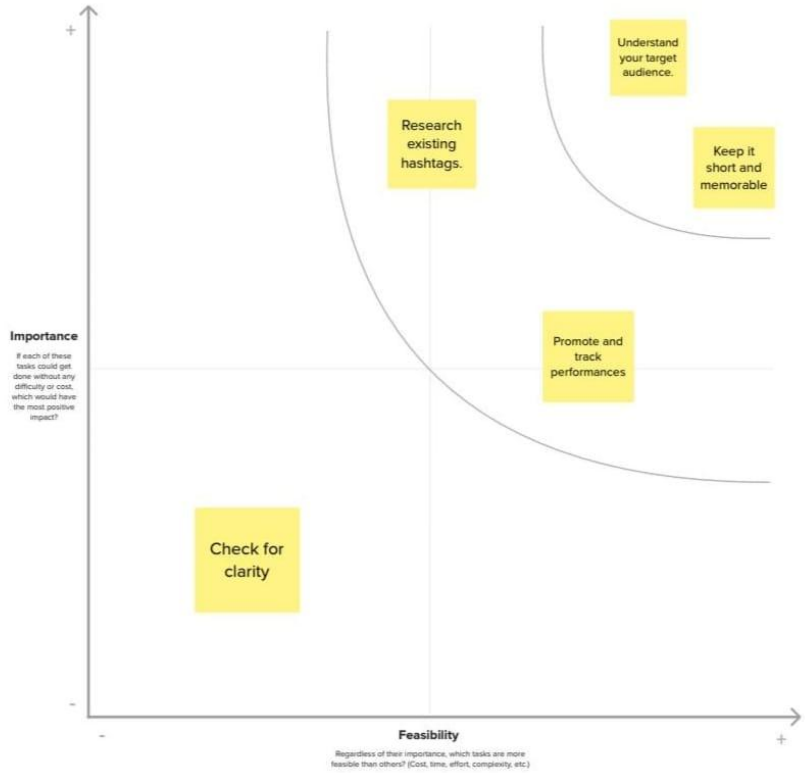
## Prioritize

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

**TIP**

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.




## 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

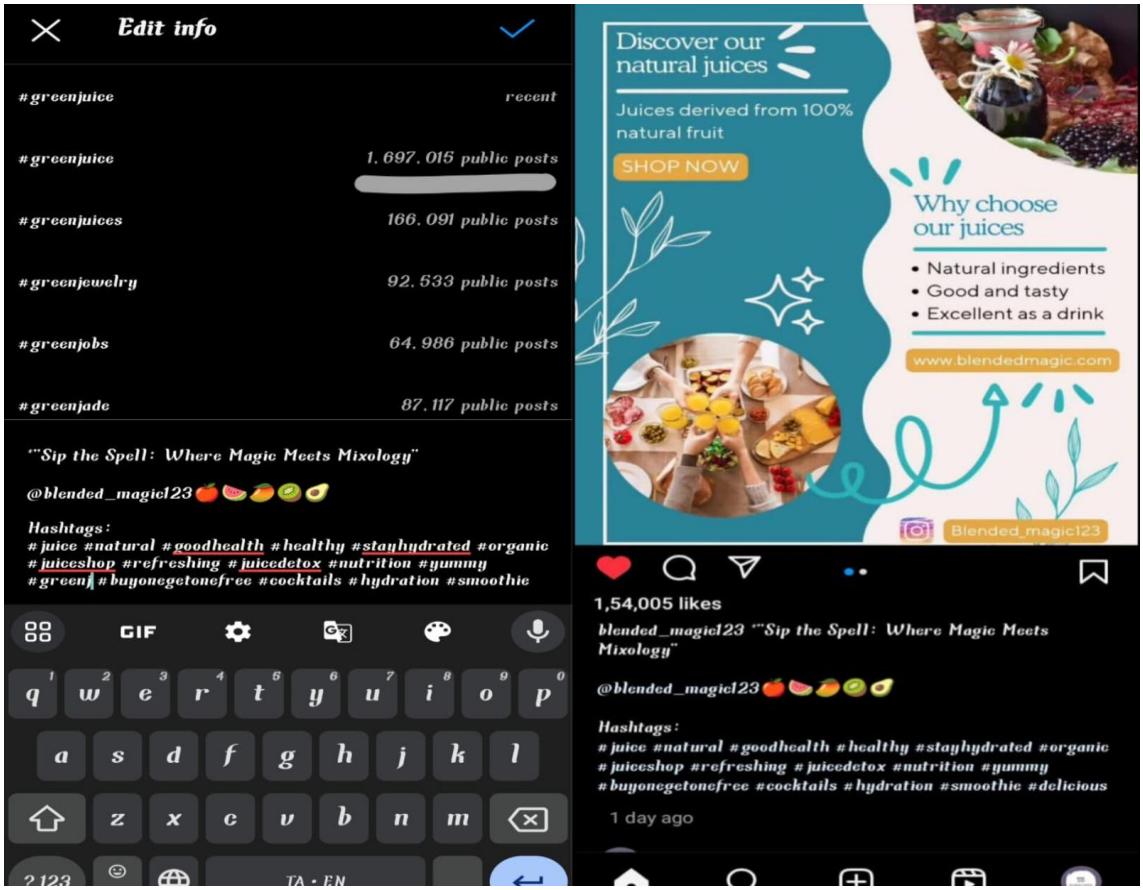
**Strategy blueprint**
Define the components of a new idea or strategy.
Open the template →

**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**

## 8.GITHUB LINK:

**https://github.com/shalinigiri/Digital-marketing--NM2023TMID00195**

## 9.INSTAGRAM LINK:

**https://instagram.com/blended_magic123?igshid=OGQ5ZDc2ODk2ZA==**