



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

Understand what users hope to achieve with their hashtag

Gain

see

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

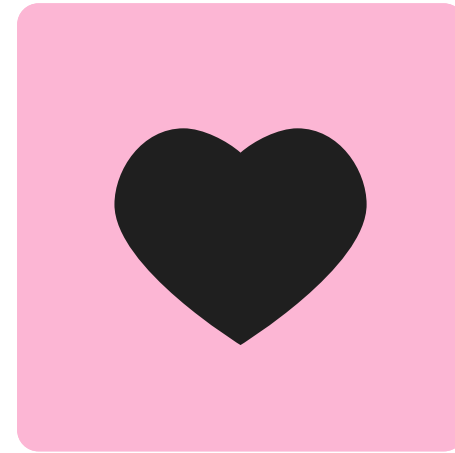
Provide hashtag that align with their goals and aspirations.

Consider the aesthetics and themes in popular content.



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?