

# HOW TO #HASHTAG

*Hashtag: A word or phrase preceded by a hash/pound sign (#), often used on social media websites and applications, to categorize content and track topics.*

**FACEBOOK**  
@southlandregional



## What To Post:

Create shareable content that generates likes and comments. Use relevant hashtags when captioning posts to help make your Facebook content visible to people who are not following your page/profile to boost engagement.



**INSTAGRAM**  
@southland\_AOR

## What To Post:

Share quality photos and videos. Your main goal is to acquire new followers and generate more engagement in the form of likes, comments and views. Use relevant hashtags when captioning posts so it'll be indexed by the social network and become searchable by other users.



**TWITTER**  
@southlandAOR

## What To Post:

Your main goal is to create short and concise posts (within a 280 character limit) that encourages others to retweet and favorite it. Use hashtags in your tweets to categorize it and make it searchable by others on the platform.

## HOW TO SEARCH/FOLLOW:

Click on the Search Bar and input a word or phrase preceded with the pound sign (#) that is relevant to your topic of interest to find related content.

## HOW TO SEARCH/FOLLOW:

After you tag your post with a hashtag, you'll be able to tap the hashtag and will be redirected to a page that shows all photos and videos others have uploaded with that same hashtag. Follow it by clicking the "Follow" tab on top. You can also search hashtags by clicking on the search icon, then clicking on "TAGS" and typing in a word to find multiple hashtags that use the same word.

## HOW TO SEARCH/FOLLOW:

Click or tap on a hashtagged word in any message to show you tweets by others that include that hashtag. You can also search any hashtag through the search bar to find content associated with the hashtag.

## Hashtags to Use/Follow:

#SRAR #REALTORS #REALTORLIFE #LARealtors #CAR #NAR #WhosYourREALTOR