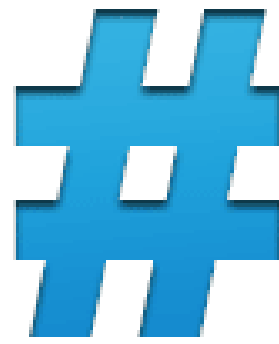


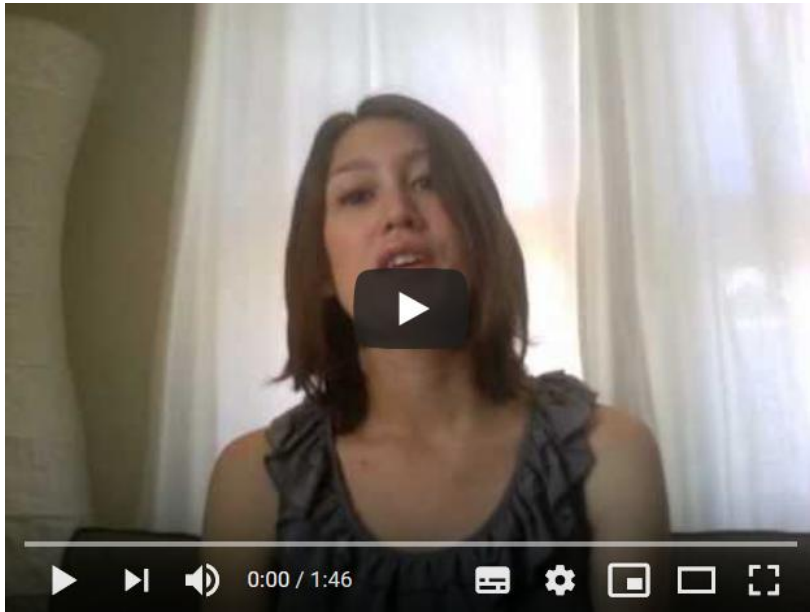
## STEP 2: What is a hashtag?

### ACTIVITY 1

# Watch the video:How To Create Your Own Hashtag # On Twitter



[https://youtu.be/CgCeN6IJ\\_C0](https://youtu.be/CgCeN6IJ_C0)



1; What is it?

2. Give 2 advantages:

3. What is a hashtag composed of?

4. What happens if you click on it?

5. Give examples of use?

6. Do you have to register your hashtag or not?

7. What is important when you write the hashtag?

## ACTIVITY 2

Complete the summary below with the missing words: *reach, symbol, publication, keyword, friend, discuss, marketing, follower, brand, visible*

It's a \_\_\_\_\_ preceded by the \_\_\_\_\_ # (pound). It allows every user to \_\_\_\_\_ web content containing the keyword without being " \_\_\_\_\_ " or " \_\_\_\_\_ ".

Using a # allows to be \_\_\_\_\_ on social networks by a community susceptible to be interested by your \_\_\_\_\_, the topic you \_\_\_\_\_ or the \_\_\_\_\_ you promote.

It has even become a real \_\_\_\_\_ tool!

## But who had this brilliant idea?



Chris Messina // [molly.com/chris](https://molly.com/chris) ✓

@chrismessina

Follow

how do you feel about using # (pound) for groups. As in [#barcamp](#) [msg]?

12:25 PM - 23 Aug 2007

4,863 Retweets 9,924 Likes



341 4.9K 9.9K

Who?

When?

Activity 3

A week of hashtags

I propose!!

Now propose yours!

#MotivationMonday	
#Training Tuesday	
#WorkingWednesday	
#TastyThursday	
#FunnyFriday	
#SunnySaturday	
#SportySunday	