



HASHTAG HELPER



“Think of hashtags as a way to connect social media content to a specific topic, event, theme or conversation. They also make it easier to discover posts around those specific topics, because hashtags aggregate all social media content with that same hashtag.” (Hootsuite)

HASHTAG BASICS

- Always start with # but it won't work if you use spaces, punctuations, or symbols.
- Use relevant and specific hashtags. If it is too obscure, it will be hard to find and it won't likely be used by other social media users.
- Limit the number of hashtags you use. More isn't always better. It actually looks spammy.
- Don't string too many words together. The best hashtags tend to be relatively short and easy to remember.

EXTRA TIPS & TRICKS FOR HASHTAGS

Find Balance

1. Distinctive and Simple
2. Generic and Broad are hard to track

Capitalize Multi-Word Hashtags

Keep a consistent format for displaying hashtags

Good Hashtags are:

1. Memorable
2. Unique
3. Relevant to your campaign

GAY HASHTAGS

- #PalmSpringsPride
- #GayScruff
- #GayBear
- #GayCouple
- #GayFitness
- #GaysOfCoachella
- #Pride
- #PSPride
- #WhiteParty



FUN GAY HASHTAGS



INCLUSIVE HASHTAGS

- #LGBTQ
- #Queer
- #Transgender
- #NonBinary
- #LGBTPrude
- #Queer
- #Gay
- #Lesbian
- #Bisexual

HASHTAGS WE RECOMMEND

- #ILoveGay (always use)
- #ILoveGayPalmSprings
- #ShopLocal
- #ShopSmall
- #WeArePalmSprings
- #VisitPalmSprings
- #FindYourOasis
- #RoadTrip
- #GayPalmSprings
- #flyPSP
- #MidCenturyModern
- #Modernism
- #ILoveLGBTBiz

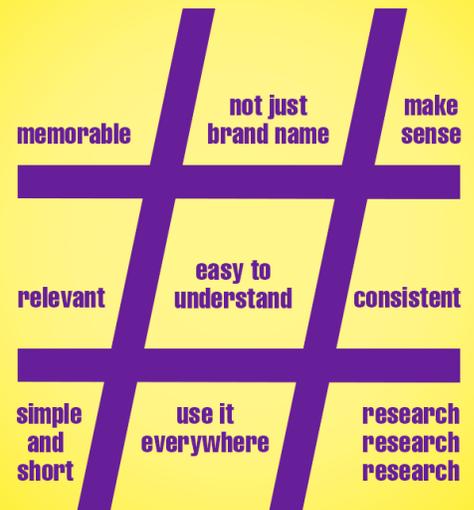


City Specific Hashtags

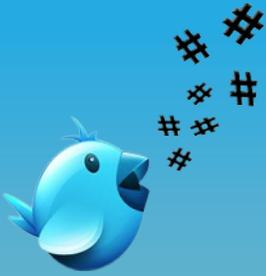
- #CathedralCity
- #Coachella
- #DesertHotSprings
- #Indio
- #PalmDesert
- #PalmSprings
- #RanchoMirage



RULES OF THE HASHTAG



Welcome to #ILoveGay @ILoveGayCatCity & @ILoveGayPS



#ILoveGay's Mission

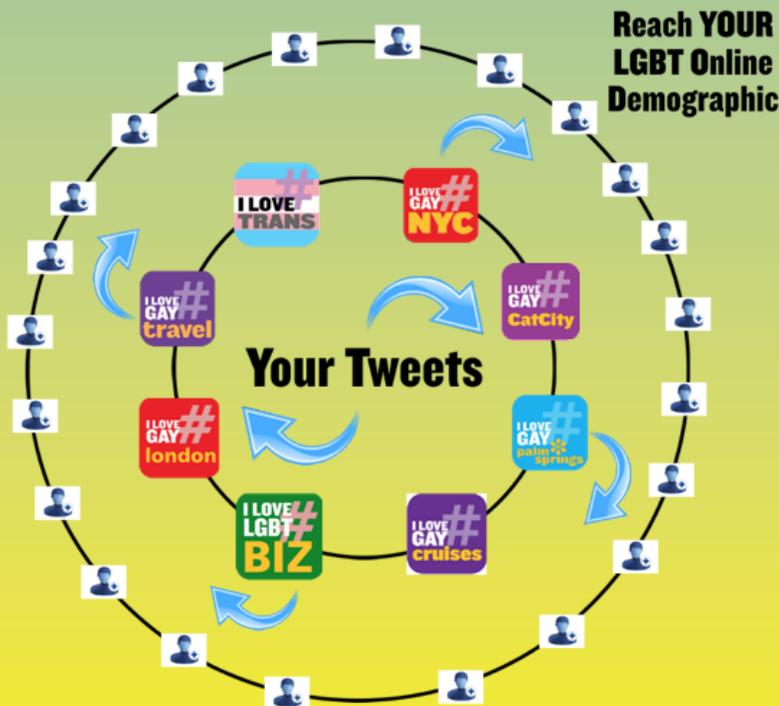
Helping to Connect the LGBTQ Global Community
Amplifying Your LGBTQ Message Worldwide
Bringing Focus to LGBTQ Conversations Worldwide



We wanted to take this time to welcome and introduce you to @ILoveGayPS and @ILoveGayCatCity, and our relevant hashtags #ILoveGayPalmSprings, #ILoveGayCatCity and #ILoveGay.



The concept behind this is simple... @ILoveGayPS, @ILoveGayCatCity is part of the #ILoveGay network of over 200+ profiles on Twitter, each focused on their own unique niche community, such as @ILoveGayLA, @ILoveGayPS, @ILoveGayTheatre, etc. Together, they reach over 450,000 followers, and thus when we post or ReTweet content that is specific to say "LGBTQ theatre in Palm Springs", we're tapping into the communities of @ILoveGayPS and @ILoveGayTheatre, as well as the friends and followers of those profiles, which include the #ILoveGay Network.



Leverage the #ILoveGay Twitter 360° Network

What that means for you and your business is that you have a larger and more relevant number of people seeing your posts shared on Twitter.

Our editorial team will also be monitoring the entire #ILoveGay network of profiles, engaging with (liking, commenting and sharing) your posts within our wider network on a daily basis.

To get started, simply include #ILoveGay, @ILoveGayCatCity, @ILoveGayPS and/or use hashtag #ILoveGayPalmSprings in your posts, and both our team and Twitter's algorithm will take it from there! (Also applies to Instagram and Facebook!)