

Social Media Tagging Guidelines

Across All Channels

- Encompass top-level themes
- Align with campaign or strategy
- Tag relevant people once
- Develop hashtags unique to your brand
- Capture primary keywords/topics

Twitter

- Limit most posts to two-three hashtags
- Tag up to three people in one tweet
- Tag people once in a tweet - do not send multiple tweets tagging individuals unless you're having a conversation
- Mostly use lowercase
- Do not over tag
- Place links after your blurb and before people tags or mentions
- Any assets associated with the post (quiz, survey, data...) should be mentioned at the beginning of the post with brackets: [Quiz]

Facebook

- Use hashtags at the end of your description
- Tag people mentioned in the post in an organic way
- Do not over tag people
- Place link at the end of your description
- Capitalize the first letter of each new word
- Keep your tags short
- Any assets associated with the post (quiz, survey, data...) should be mentioned at the beginning of the post with brackets: [Quiz]

LinkedIn

- No hashtags available yet
- Tag people mentioned in the post in an organic way
- Do not over tag people
- Place link at the end of your description
- Any assets associated with the post (quiz, survey, data...) should be mentioned at the beginning of the post with brackets: [Quiz]

Instagram

- Use hashtags after your description
- Use as many relevant hashtags that you'd like
- Mostly use lowercase
- Tag people within the text if you want people to visit their profile
- Tag people within the photo if you want to alert the person mentioned in the post
- Tags can be longer and more playful
- Any assets associated with the post (quiz, survey, data...) should be mentioned at the beginning of the post with brackets: [Quiz]

Top Tags

#tag	#tag
#tag	#tag
#tag	#tag
#tag	#tag
#tag	#tag
#tag	#tag
#tag	#tag
#tag	#tag
#tag	#tag
#tag	#tag