SOCIAL MEDIA

HOW TO USE TAGS AND HASHTAGS

What is a hashtag (#)

A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it. Essentially, by including hash marks in your post; it can be indexed by the social network so that it can be discoverable to everyone, even if they're not your followers or fans.

For example, if you're an accommodation provider you can add hashtags such as #travel, #stay or #holiday to your Instagram posts to snag those people with a passion for travel.

Always try and include #englishriviera #myriviera hashtags

What are social media tags

It's when someone mentions you in a post. Not just by name, but by using the @ symbol to find your profile. This means that your name is linked to your profile and you will receive a notification to let you know it's happened.

Think when a friend adds a photo to Facebook, and you get a notification because you've been tagged.

How to tag people in posts

Instagram

You've selected your image and filter. You then move on to the next screen where you type the caption. This is where you tag people too.
   1. Tap on "Tag people"
   2. Tap the photo to bring up the search bar.
   3. Search for the person and then tap their name.
   4. When you've finished, tap on the blue tick in the top right-hand corner.
   5. Then continue to post as normal.

As well as tagging people in photos, you can mention them in the post you write.

   1. Compose your post.
   2. Where you want to tag a person, type the @ symbol and then the rest of their Instagram name, with no spaces.
   3. When you see the person in the list that comes up, select their name.
   4. Finish composing your post as normal.

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Facebook

When you start a new post, all you need to do is type the @ symbol and start to type the person or business name without a space. After a few letters, you should see the account you want to tag. Select this and finish off typing your post.

Twitter

With Twitter, there are two ways you can tag people in your posts. The first is within the tweet itself.

1. Compose your tweet.
2. Where you want to tag a person, type the @ symbol and then the rest of their Twitter name, with no spaces.
3. When you see the person in the list that comes up, select their name.
4. Finish composing your tweet as normal.

The second way is to tag people in images or photos.

1. Select the photo or image you want to use.
2. Select "tag people".
3. Search for the person and select them from the list.
4. Select "Done" in the top right-hand corner.

TikTok

1. Click on the "+" symbol
2. Upload a video
3. Press the "Next" button two times
4. Select "@Friends" on the caption tab (our account is @theenglishriviera)
5. Find the person you want to tag by searching for them
6. Post the video.

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