

# #WTF is a Hashtag?!

Delve deep into Twitter and  
discover the ever-changing world of hashtags!

# Today's Workshop

- A deeper look at Twitter
- What is a #hashtag and how they work
- Hashtags on Facebook and Instagram
- Hashtag field trip!

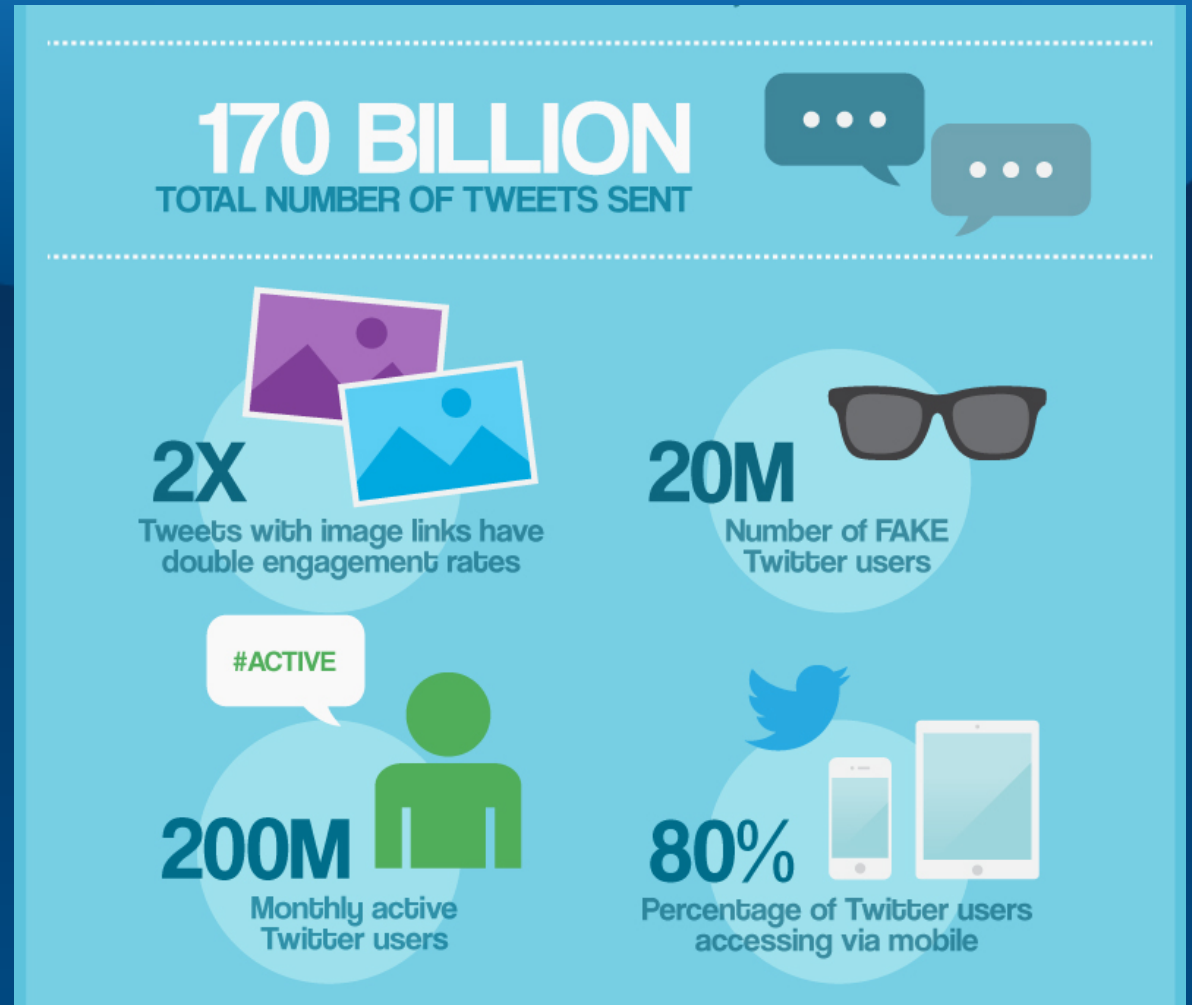
# Twitter



An online social networking service that enables its users to send and read text-based posts of up to 140 characters, known as "tweets."

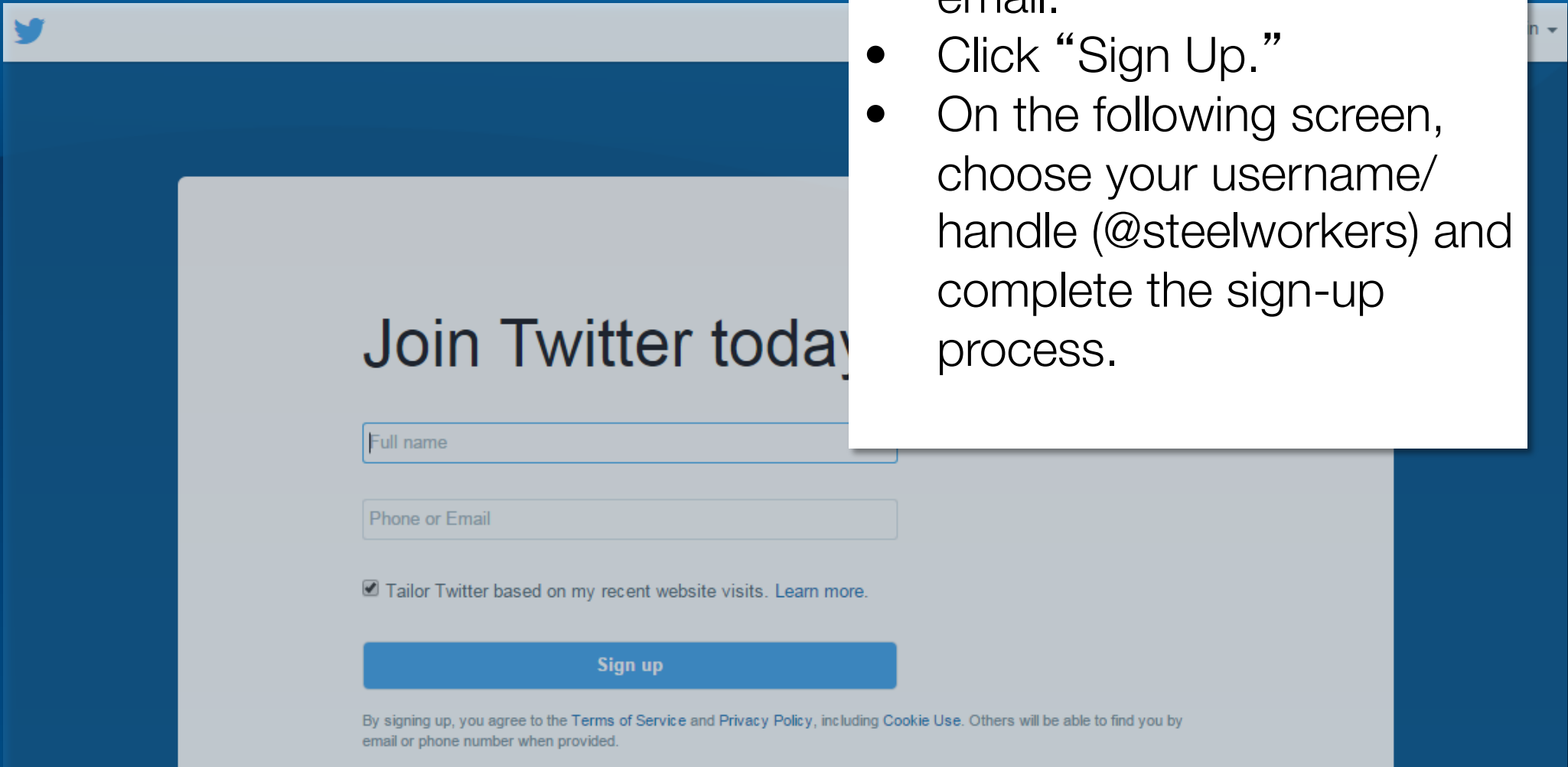
# Twitter Statistics

- 170 billion Tweets sent
- 200 million active monthly users
- 80% of users access their accounts from a mobile device



# Creating a Twitter Account

- Visit [twitter.com](https://twitter.com).
- Enter your full name and email.
- Click “Sign Up.”
- On the following screen, choose your username/handle (@steelworkers) and complete the sign-up process.



The screenshot shows the Twitter sign-up page. At the top left is the Twitter bird logo. The main heading is "Join Twitter today". Below this are two input fields: "Full name" and "Phone or Email". There is a checkbox labeled "Tailor Twitter based on my recent website visits. Learn more." which is checked. Below the checkbox is a blue "Sign up" button. At the bottom, there is a small disclaimer: "By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided."

# Creating a Twitter Account

twitter.com/steelworkers

The screenshot shows a Twitter profile page for 'United Steelworkers'. The header features navigation icons for Home, Notifications (10), and Messages, along with a search bar and a 'Tweet' button. The profile picture is a collage of various workers in different settings, including a hospital, a factory, and a construction site. The profile name is 'UNITED STEELWORKERS' and the bio is 'A UNION THAT WORKS!'. The page shows 2,991 tweets and 15 lists. The 'Who to follow' section lists several users, including Kyle Lappa, Pierre Jacques, and Julien Delange, all followed by 'USW Local 365...'. The main content area shows a tweet from 'steelworkers' about a study, with a link to a video and a 'View summary' button.

- Brand yourself with a header and profile photo.
- Link your Twitter account to your other networks and websites.
- Provide a brief description for your followers.

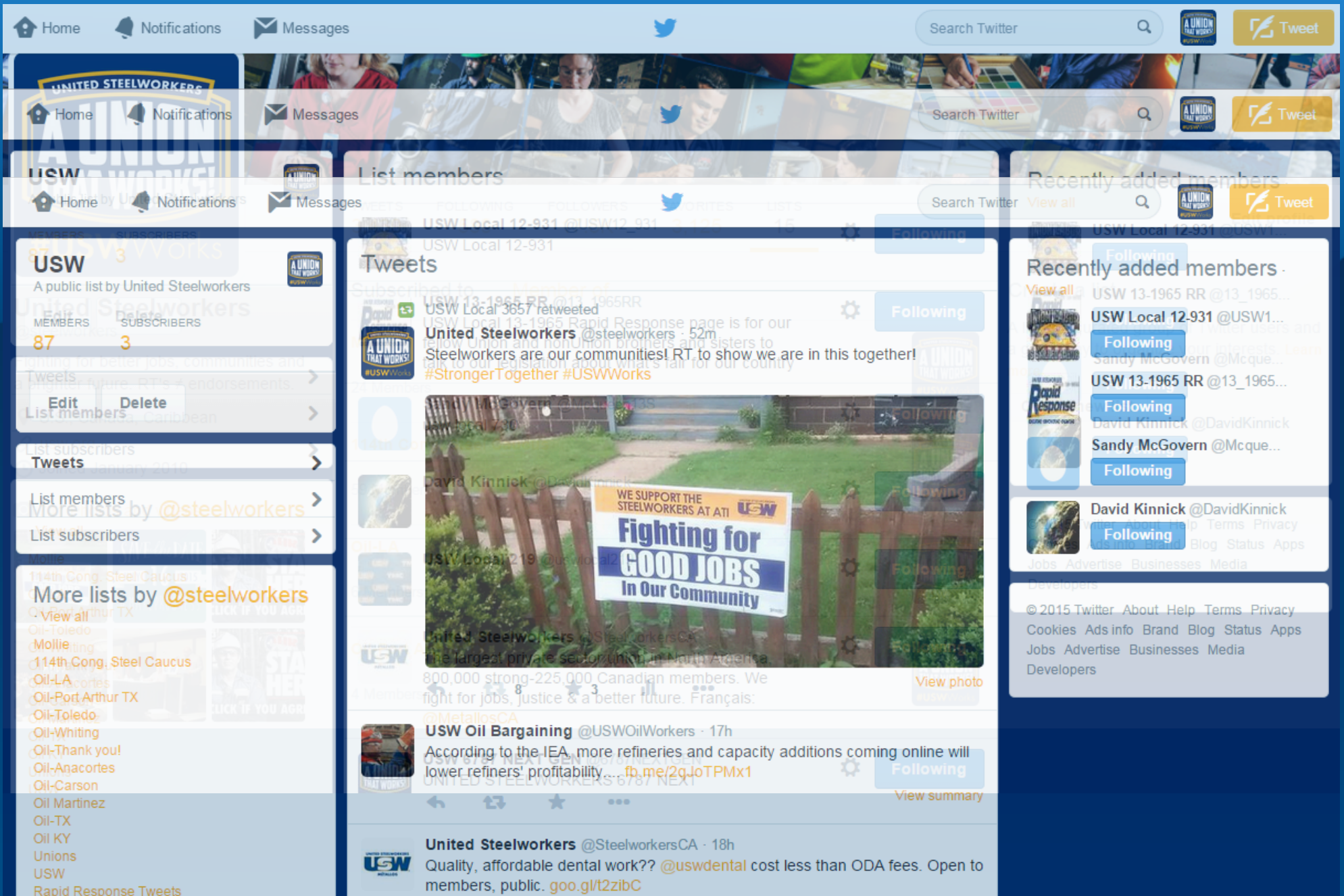


# Your Twitter Dashboard

The image shows a Twitter dashboard for a USW account. At the top, there is a navigation bar with 'Home', 'Notifications', and 'Messages' tabs. A search bar and a 'Tweet' button are also present. Below the navigation bar, there are three main sections:

- Left Sidebar:** Contains 'Notifications', 'Trends' (with a 'Change' link), and a list of trending topics including #IranDeal, #PittsburghTrends, #HFDentonsRun, #HardyBeCareful, #JoniGotten, #HateInAmerica, #IainJane, #HaveSidewalk, #KrisKaton, #DeathInAmerica, #2%inJune, #SteveShaw, and #BillKristol.
- Central Panel:** Titled 'Direct Messages', it shows a list of messages:
  - M. Morel-Ensminger @RevMelanieNOLA** (Jul 12): Thanks for answering me.
  - Gary Valdosta @GValdosta** (May 7): I emailed [redacted].
  - Nick Sones @NickSones** (May 1): Thank you for following.
  - Sandy McGovern @Mcqueen13S** (Apr 15): Shared @Mcqueen13S's Tweet.
  - Br. Aaron @voteunion** (Apr 9): Hey, thanks for following me. I follow back. If you tag me, I also R/T. Ciao! In Solidarity, Aaron -via @crowdfire
  - justin Robinson @jrobMSU** (28 Feb 2014): Thank you so much for pointing out the spelling error!
- Right Panel:** Titled 'Who to follow', it lists several accounts to follow, including Nat Assoc of Mfg, MoveOn.org, and Tiffany @lewis\_tiffany.

# Twitter Lists



The screenshot displays a Twitter interface for a public list named 'USW' created by United Steelworkers. The page is divided into several sections:

- Navigation:** Home, Notifications, Messages, and a search bar.
- List Information:** Shows the list name 'USW', its public status, and statistics: 87 members and 3 subscribers.
- Tweets:** A feed of tweets from list members. The top tweet is a retweet from USW Local 3657, featuring a photo of a sign that reads 'WE SUPPORT THE STEELWORKERS AT ATI Fighting for GOOD JOBS In Our Community'. Below it is a tweet from USW Oil Bargaining (@USWOilWorkers) discussing refinery capacity additions.
- List Members:** A section titled 'List members' showing a grid of member avatars and names, including USW Local 12-931 and USW Local 13-1965 RR.
- Recently Added Members:** A section titled 'Recently added members' showing a grid of new members, including USW Local 12-931 and USW Local 13-1965 RR.
- Footer:** Copyright information for Twitter and links to help, terms, privacy, and developer resources.



# Anatomy of a Tweet

1. A call to action, message or info. (Limit to 125-130 characters to allow for easy retweeting.)
2. 1-3 hashtags to join relevant conversations.
3. Mention or give a shout out to an influential person to help spread your message.



**United Steelworkers** @steelworkers

16 Aug

Support Hyatt workers being subcontracted and overworked. It takes 2 seconds, vote Hyatt worst! #HyattHurts #p2 [ow.ly/cZUm9](https://ow.ly/cZUm9)

Expand



**United Steelworkers** @steelworkers

11 Aug

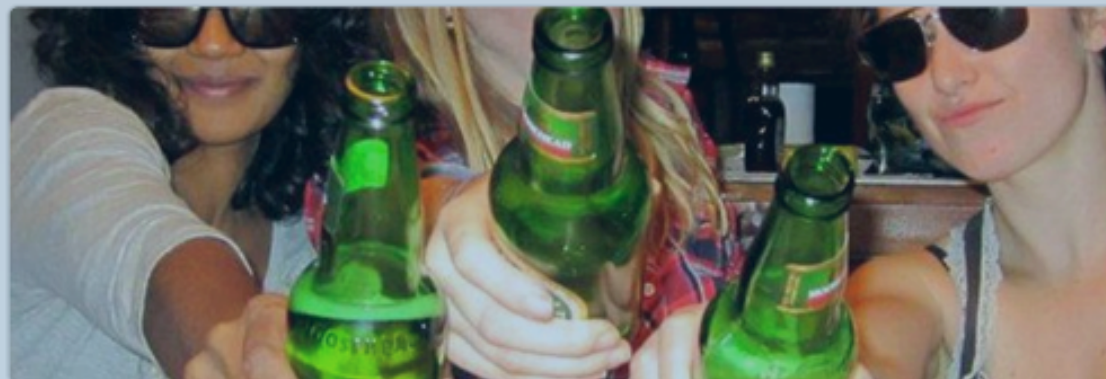
In Philly for the @workers4america rally? Don't forget to mention @steelworkers & use #ws4a in your tweets to tell us what's happening!

Expand



**United Steelworkers** @SteelworkersCA · 18 May 2015

Happy Victoria Day! Take our solidarity pledge to cheers with bottles, not cans. [ow.ly/N0SrR](https://ow.ly/N0SrR) #canlab



# What is a Retweet?

The act of forwarding another user's Tweet to all of your followers.



**USW Local 7687**  
@USWlocal7687



Following

All packed, ready to head to Pittsburgh for @steelworkers USPA Triennial Conference 50th Anniversary #USPA50



**Doug Foote** @FooteSteppes

RT @WorkingAmerica: SHARE this  
Why are you voting on November 6  
#1u

Expand



Usw District 6 Retweeted



OFL @OFLabour · May 17

Celebrate May 17 by fighting for #LGBTQ rights in your workplace, school & neighbourhood! [ow.ly/zCpP300gsk2](https://ow.ly/zCpP300gsk2) #CanQueer #IDAHOT

# What is a Hashtag?

## hash·tag

/ˈhɑʃtɑɡ/

*noun*

noun: **hashtag**; plural noun: **hashtags**

1. (on social media sites such as Twitter) a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.  
"spammers often broadcast tweets with popular hashtags even if the tweet has nothing to do with them"
- the hash or pound sign (#).  
"Hunt mistook an @ for a hashtag while tweeting derogatory thoughts about him"



# Why Do We Use #Hashtags?

- Makes your post easier to find
- Helps you join an online conversation
- Promotes your campaign or message to new audiences

# Twitter Hashtags

Results for #HSE2013



Top / All / People you follow



**United Steelworkers**  
 @steelworkers

Great things are happenin  
 Check out photos from the  
 the #USW's Flickr account  
[@uswtmc](#)

← Reply ↻ Retweet ★ Favorite ⋮ More

3  
 RETWEETS



9:27 AM - 24 Sep 13

Reply to [@steelworkers](#) [@USWTMC](#)



**USW TMC** @USWTMC

27 Sep

It's the last day of the HSE Conference here in #Pittsburgh! We've all had a great time. See you all next time around. #HSE2013

Expand



**USW Local 105** @USWLocal105

27 Sep

Last day at #HSE2013 It has been a great week. Learned a lot, will miss my brothers and sisters but it's time to go [@steelworkers](#) [@CWAUnion](#)

Expand



**Mollie C. Relihan** @MollieRelihan

26 Sep

From the moment it started on Sunday to my last session today, I've met some amazing [@steelworkers](#) at #HSE2013! Great week everyone!

Expand



**PABGAlliance** @PABGAlliance

26 Sep

More and more pics from our #RepairAmerica workshop at [@steelworkers](#) #HSE2013 [pic.twitter.com/Bw7QYo1FWr](#)

Favorited by United Steelworkers

[View photo](#)



**PABGAlliance** @PABGAlliance

26 Sep

More pics from our workshop today at [@steelworkers](#) #hse2013 #RepairAmerica [pic.twitter.com/lysVRyFhIV](#)

[View photo](#)



# Let's Tweet About It

## Good Tweets:

Great article on Rapid Response Conference:

[www.website.com/article](http://www.website.com/article)

She loves helping members explore New Media

The TPP is a secret deal!

## Better Tweets:

You have to see the political momentum @steelworkers Rapid Response Conference:

<http://bit.ly/z9e1ju>

@ConnieMabin loves helping #usw members explore New Media! #USPA50

.@JustinTrudeau promised [#realchange](#) - then why is Harper's secret deal being pushed through? [#PMJTinDC](#) [#cdnpoli](#) [#StopTPP](#)

# Why are posts shared

1. It has an image.
2. It is relevant, timely.
3. Unique perspective or information.
4. People can relate to the experience.
5. Users identify with the account.
6. People saw it on a hashtag or you were RT by someone big.
7. It was posted when many people were on Twitter.
8. Often because it is funny.



# Twitter Field Trip!

Venture outdoors or around the conference Tweet using #USPA50! We will regroup to review.





# Connect with the USW

Facebook: [facebook.com/steelworkers](https://facebook.com/steelworkers)

Twitter: [twitter.com/steelworkers](https://twitter.com/steelworkers)

YouTube: [youtube.com/steelworkers](https://youtube.com/steelworkers)

Pinterest: [pinterest.com/steelworkers](https://pinterest.com/steelworkers)

Flickr: [flickr.com/unitedsteelworkers](https://flickr.com/unitedsteelworkers)

Instagram: [@steelworkers](https://instagram.com/steelworkers)

Online: [usw.org/socialmedia](https://usw.org/socialmedia)





# Connect with the USW (Canada)

Facebook: [facebook.com/uswmetallos](https://facebook.com/uswmetallos)  
[facebook.com/metallosCA](https://facebook.com/metallosCA)

Twitter: [twitter.com/SteelworkersCA](https://twitter.com/SteelworkersCA)  
[twitter.com/MetallosCA](https://twitter.com/MetallosCA)

YouTube: [youtube.com/uswmetallos](https://youtube.com/uswmetallos)

Flickr: [flickr.com/usw-metallos](https://flickr.com/usw-metallos)

Instagram: [@uswmetallos](https://instagram.com/@uswmetallos)





# Have Questions?

For additional information and assistance, email [NewMedia@usw.org](mailto:NewMedia@usw.org) or [NewMedia@usw.ca](mailto:NewMedia@usw.ca).