



HASHTAGS AND CAMPAIGNS

What's Up With That Pound Sign?

We see hashtags all over social media. It seems like every post is followed by a slew of hashtags, especially if it's posted by a teenage girl. But what are they really for and do they serve a purpose?

Well, since the title of this post includes the word hashtag you can safely assume they are pretty important. When used correctly, hashtags are the key to networking, generating new followers and getting your ministry out in the social media sphere. Feeling overwhelmed? Fear not, using hashtags is simple.

- What's the magic number of hashtags? Two to three. This keeps your posts clean, easy to identify and a lot less annoying to those following you.

- Choose a hashtag that's all yours. “#nobodyelse”
- Pick a hashtag that clearly represents your ministry and identifies you easily.
- Do research on the hashtags you are considering to make sure it's not too popular or coupled with inappropriate content.
- Keep it simple. People will be more likely to use the hashtag if it's short.
- Spell check. You want to save yourself from the embarrassment of accidentally using inappropriate letter combinations.

- Use a campus hashtag. The point of the hashtag is for visibility. If you use an already existing university hashtag along with your ministry hashtag you will increase your reach by thousands.

Example: #CruOrlando

- Follow your campus' newspaper, radio station, social media and athletics department. This is an easy way to know what's happening and what hashtags are trending.

Let's have a campaign.

Campaigns promote your ministry and call for increased interaction and engagement during a certain time for a certain purpose. They can range from one day to several months or longer. It's up to you! Campaigns should promote your ministry and bring content to your social media pages or website. They should have a specific purpose, be easy to engage with and interesting.

Getting Started:

- Choose a hashtag specific to your campaign and use it along with your ministry hashtag and school hashtag.
- Contests and giveaways are great ways to engage with people. Who doesn't want to score a fun freebie?
- Videos are fun, so consider making your own to go with the campaign.

For Example...

One Easter, Cru's social media pushed the #AtThis-Time campaign, which revolved around the last week of Christ's life before the resurrection. The premise of the campaign was to allow people to see in real time what Christ's last days would have been like, including a detailed description of Good Friday.

The week before the campaign, Cru used each of its social media platforms to share informational graphics on the upcoming campaign. There was also a post on Cru.org about it, which can be done on an individual ministry's website.

Then came the campaign. A mix of videos, graphics and text were posted on Twitter, and reminders of how to get involved on the Twitter-focused campaign were posted throughout the week on Facebook, Instagram, Pinterest, Vine and Tumblr. If you saw our social media, you saw we had a campaign running.

After the campaign ran its course, Cru shared the success of the campaign with those who supported it. Remember, the campaign's success is your success. Take pride in that and share it so you can continue to get support for more social media campaigns!

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