

# NFTY Event Hashtags



## Create One Unified Hashtag for Use Across All Social Channels

A hashtag is a pound sign (#), but it's also used on Twitter, Facebook and Instagram to categorize posts. People use them to organize conversations, tweet at events and engage in conversations online.

When used correctly, a good hashtag can help highlight a subject or categorize messages around an event. When used incorrectly, a hashtag can confuse an audience or result in content that looks like spam.

By using an event-specific hashtag, you will make it really easy for people to find not only what you're sharing, but what other people are saying, too! This is also a great way to create and participate in an engaging conversation with attendees and those interested in an event.

We have created these guidelines for NFTY event hashtags to make sure they are unique and specific to our events, and so that they don't get mixed up in other conversations going on.

Hashtags should always include (1) NFTY, (2) regional acronym, and (3) event acronym: #[NFTY][REG][Event Acronym Name or Acronym] with no date.

Here are some examples:

- #NFTYNARSK
- #NFTYPARHagMac
- #NFTYTORFall