

Twitter Info – What Are Hashtags & How to Use Them in Your Tweets

Hashtags came about as a result of the Twitter community looking for a way to group together relevant keywords in their tweets. The symbol, most have probably seen it, is #. Anytime you see a tweet such as...



...#vegan is the keyword that the hashtag precedes. When someone clicks on the hashtag word, it will lead them to all other tweets that contain that same hashtag.

This can be a great way to get your tweets in front of a lot more people...and not just anybody...people that are searching and following the conversations in that particular niche and that particular keyword

A great tool that provides real time tracking of the Twitter hashtags is hashtags.org, all you need to do is optin by following [@hashtags](https://twitter.com/hashtags) and your hashtags will be tracked. Twitter has recently added it's own tracking tools that can be found at their search engine <http://search.twitter.com>.

Hashtags are very simple to use for anyone, but you shouldn't just go out and start tweeting with 4 or 5 hashtags in every tweet...this would almost be the equivalent of spamming...and you may cause a lot of people to unfollow you. Although there are no real guidelines for using hastags, you just need to use some common sense.

Using a maximum of 3 hastags in a tweet is considered to be the limit...so 1 to 3 per tweet is OK. Just because you can use 3 hashtags per tweet, make sure they are relevant to what your tweeting and not put in 'just because'

You can track other tweets on the subjects you're interested in (ie: those containing the appropriate hashtags) by browsing/searching at Hashtags.org, [TwitterGroups](https://twitter.com/TwitterGroups), [TweetChat](https://twitter.com/TweetChat), [TweetGrid](https://twitter.com/TweetGrid), [Twitterfall](https://twitter.com/Twitterfall), etc. You can set it up with RSS feeds as well.

When using hashtags you be doing some research on the keywords or trends that you want to focus on. You'll find way more then you need, so narrow them down as best you can. While this research is important, your main goal should be to write a good tweet, and if the hashtags can be inserted into your tweet and it's all relevant, then you're on your way.

As mentioned before, hashtags are still relatively new and developing area of use in the Twitter world. Therefore using them requires some common sense and etiquette, as should be the case with everything you do. When you use them properly you can have your tweets introduced to 1000's of others, others that you may not have had the chance before the hashtags conception.