



# Social Media

## → Introduction

- ◆ Whether you're representing AMUG as a board/committee member, are a sponsor/exhibitor, or an attendee of AMUG Conferences, please review the information below when posting about AMUG, the community and the conference.

## → Best Practices in Using Hashtags

- ◆ Using hashtags in your social media posts help people to find, follow, and contribute to a conversation.
  - ⇒ **Hashtags help you get found by your target audience.** When you use hashtags, your posts become searchable by anyone on that platform. Many people search specific hashtags, so by using hashtags that are of interest to your ideal customer, you increase the chances of being found.
  - ⇒ **Hashtags bring like-minded people together.** Users with similar interests can interact with one another on social media; when they search hashtags of their interests, they are able to join a bigger conversation, and connect with others on that topic.
  - ⇒ **Hashtags improve your clickthrough rates (CTR).** According to research from Buddy Media, tweets with hashtags receive twice as much engagement as those that omit them. Put another way, you can double your engagement by including hashtags.
- ◆ There's no right number of hashtags for every business, or even for every post. The most common number of hashtags to use on a single post is between 1 and 3. (Source: Statista.com)

## → AMUG-Specific Hashtags and Uses

- ◆ AMUG's primary hashtag when promoting a specific years' conference:
  - **#AMUG2023** (2023 to be replaced with whatever year conference you are referencing in the post)
- ◆ In addition, it is recommended to include:
  - **#AMUG**
- ◆ If your post has relevance for the community building aspect of AMUG, in terms of AM users, use the tag:
  - **#ForUsersByUsers**
- ◆ Other relevant hashtags, depending on the content of your post:
  - **#AMUGDino** (referring to the AMUG DINO awards or award winners)
  - **#AMUGFirstTimer** (referring to a person who is a first timer/new member to an AMUG Conference, or referring to a time in the past when someone first attended an AMUG Conference)
  - **#AMUGTechComp** (referring to anything related to the AMUG Technical Competition)
- ◆ If the content of a post includes the location or hotel for the 2023 AMUG Conference, you can include **#HiltonChicago**.

Contact the AMUG Marketing Committee with any questions: [marketing@amug.com](mailto:marketing@amug.com).