SAR SOCIAL MEDIA #HASHTAGS

A Guide For SAR Chapters, States, Districts, and National On #Hashtag Use

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Hashtags

Hashtags are short expressions used to track ideas, themes, and subject matter that is shared in social media. These short expressions follow the hash (or pound sign) are a very useful tool and are a key way to search via social media. This guide is part of a larger SAR Guide for Social Media. Throughout the rest of this guide you will always see #Hashtag in this format.
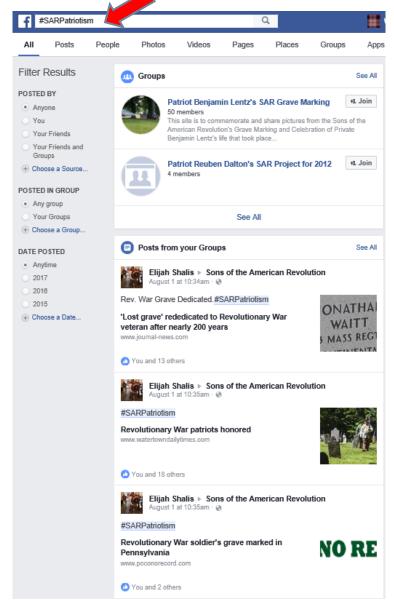
Why Use Hashtags In The SAR

One of the most important reasons to use hashtags is to allow people searching on social media to find information about the SAR. Not just the SAR in general, but specific information like genealogy or history. The Branding & Engagement Committee and the Community Engagement Committee have worked together to create this Social Media Hashtag Guide for Chapters and States to help them increase their social media presence.

Supported Characters

First it is important to know that spaces are not part of #Hashtags. If you use a space, the #Hashtag will stop at the space. If you try and create one for "#USA Flag" all that would be identified is #USA. It drops everything at the space.

Numbers and letter are supported, but commas, periods, exclamation points, question marks, and other punctuation is out.

The @ sign is used, but keep in mind that in social media the "@" is used to communicate directly with that person.

You can capitalize in #Hashtags which makes the original social media post easier to read. Keep in mind that social media does not recognize capitalization when searching. So #RunRealFast is also #runrealfast.

General #Hashtag Information

Don't make too many #Hashtags, too many of them dilute the effectiveness of what you are trying to create with them. General searchable terms that help people find and get excited about what you are trying to draw attention to. In our case, the SAR and its major activities that connect us with our local communities.

Don't have more #hashtags in your social media posting than you have words. It will overload the message you are sharing. At most, use no more than three (3) in the same posting. Additional guidance will be provided below.

Supported Platforms

Twitter – this is the place #Hashtags all started. It became a way to help people search for relevant topics.

Facebook – they began using #Hashtags in June of 2013. Many people do not know that this is a searchable feature in Facebook.

Also – Google+, Tumblr, Pinterest all use #Hashtags for the same reasons.

For the purposes of this guide, we are only focusing on the two major social media platforms that are the most used: Facebook and Twitter.

Official SAR #Hashtags And Their Uses

#Hashtag	Uses
#SARCongress2018	This is for any social media posts, pictures, etc., from the 2018 SAR Congress
#SARCongress2019	This is for any social media posts, pictures, etc., from the 2019 SAR Congress
#SARLeadership2017	This is for any social media posts, pictures, etc., from both 2017 Spring and Fall Leadership Sessions
#SARLeadership2018	This is for any social media posts, pictures, etc., from both 2018 Spring and Fall Leadership Sessions
#SARLeadership2019	This is for any social media posts, pictures, etc., from both 2019 Spring and Fall Leadership Sessions
#SARGenealogy	This is for any social media posts, pictures, etc., related to Genealogy
#SARHistory	This is for any social media posts, pictures, etc., related to History - SAR History - Patriot Biographies - SAR Member Biographies - American History - American Revolution History

#SAREducation	This is for any social media posts, pictures, etc., related to Education • Poster Contest • Brochure Contest • C.A.R. • Essay Contest • Orations Contest • Eagle Scout Contest • ROTC, JROTC, etc. • American History Teach Award • CAAH • Youth Exchange • Education Outreach • Boys State
#SARPatriotism	This is for any social media posts, pictures, etc., related to Patriotism • Parades • Grave Markings • Color Guard Activities • Public Service Awards • Veterans • Naturalizations
#SARNewMember	This is for sharing a new member across social media.
#(InsertChapterName)ChapterSAR	This is for sharing local chapter information on meetings, events, etc. May be combined with National & State Levels for everything.
#(InsertStateName)SAR	This is for sharing state information on meetings, events etc. May be combined with National & State Levels for everything.
#(InsertDistrictName)DistrictSAR	This is for sharing District information on meetings, events etc. May be combined with National & State Levels for everything.

Ways To Use #Hashtags On Twitter

You can identify your Chapter, State, or District level of SAR with your Twitter address in the posting using the @ feature, or you can use the #Hashtag feature. Twitter allows the use of images and they become very powerful posts when attached.

@JohnPaulJonesSAR Chapter Meeting on Tuesday 08 Aug, 7pm Local Library

@GeorgeWashintgonSAR Chapter Patriot Grave Marking #SARPatriotism

#WisconsinSAR Inducts New State Officers

#CentralDistrictSAR Color Guard Review #SARPatriotism

Examples of #Hashtag Use On Facebook

It is suggested that you post any of the information you want to share in your Facebook post first. Then start a new paragraph and use the #Hashtag. You want people to read the important information first. The #hashtag is a tool to help people search and find the information.

Elijah Shalis shared a link.
Yesterday at 12:44pm

#SARHistory. Reenactment encampment in Maine

Revolutionary War re-enactors to encamp Aug. 12-13 in Dresden - CentralMaine.com
Public invited to take part in scouts into the woods.

CENTRALMAINE.COM

👍 Like 💬 Comment ➡ Share

Elijah Shalis shared a link.
August 10 at 6:13pm

#SARHistory

Revolutionary War Cruise will sail into history in Virginia and Maryland
American Cruise Line's newest river boat will tell the story of the nation's beginnings with stops at Mt. Vernon, Va., home of George Washington, and Colonial...

LATIMES.COM

Elijah Shalis shared a link.
August 10 at 6:13pm

#SARPatroitism

PHOTO GALLERY: Cemetery with Revolutionary War veterans gets facelift
Joseph Ashton fought for his country before it even became one.

NCNEWSONLINE.COM