



AIR UNIVERSITY

The Intellectual and Leadership-Development  
Center of Air and Space Forces

#Hashtags allow us to see where  
the conversation goes...or not.

It keeps users engaged on a  
specific term associated with the  
content

**We are in a  
“hashtagocracy”**

Using #Hashtags

To Ensure

Our

Value

# You can still protect yourself and others while protecting America!

A crisis of epic proportions will not slow down how the U.S. Air Force Protects the United States of America.

These #airandspace leaders are developed at @Air University with strategically relevant education through doctrine, wargaming and core leadership and warfighting education to support and defend this great nation.

#COVID-19 #AirUniv @U.S.Air Force

#ResilientForce #dontbarkupthistree



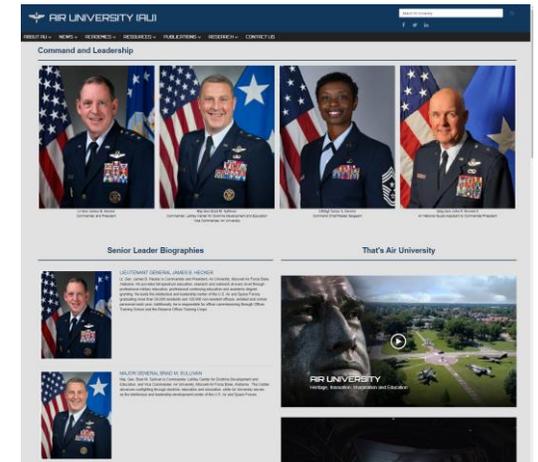
# #Hashtag Use

- Some Industry Experts say you don't need them for certain platforms
- Some Celebrities, athletes, and politicians don't need them
- Critical to the development of our brand
  - Builds pathways to content
  - Builds pathways to trust and confidence
  - Involves users more genuinely

# Hashtag Luring

- Hashtags are about more than conversations
  - Must have a place to live
  - Hashtags can thrive in three main places
    - Website, community of interest, blog
- 

AU Post  
Facebook



# #Hashtag Jacking

- Using established hashtags for the wrong reason
- Its okay to use common hashtags that are not yours
  - Trending Hashtags #Saturdayvibes, #motivationMonday
  - Community hashtags #AmericaStrong #BLM
- Using the Hashtags for the wrong reasons
  - #Hashtags for causes, political campaigns or other established purposes while selling products or with the
- Some Instagram users are notorious for this



I'm #trying #mama!

#FME

#ohmama

#runthejewels

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#Hercules #tiktok #thewickedz #Twitch #Vegeta #FME #AOC  
#BernieSanders #BLM #captainamerica #steverogers  
#puertorico #boricua #model #star #starwars #sith

Effective #Hashtags are about conversations but ultimately they ***must*** have a source of energy and a place to live and flourish. #hashtags ***must*** lead to more detailed information to continue the convo cycle

Some comparisons

1. Blog Posts with multiple info links **vs.** Article with no links
2. Collaborative Discussion Areas **vs.** Article with no link
3. Faculty & Student Expertise Vlogs **vs.** Video with 3 minute message
4. Free ebooks to share out **vs.** Student research paper that is buried in database behind firewall
  1. Ebooks: Pandemic Leader Guidebook, A Wing commanders Virtual In-residence guide, Student career stack Guide, pandemic leader information in cultural guides

We have to create trends for our brand

It won't happen overnight but we have already wasted over a decade

Twitter Case Study

<https://www.mdpi.com/2076-3417/10/9/3273/htm>

# Unique #Hashtags lead to posts, which lead to content

AU Post  
Facebook



CSAF Share



Mention  
@CSAF  
#AirUniv

311 MSS  
@CSAF  
#AirUniv

311 MSS  
@CSAF  
#AirUniv

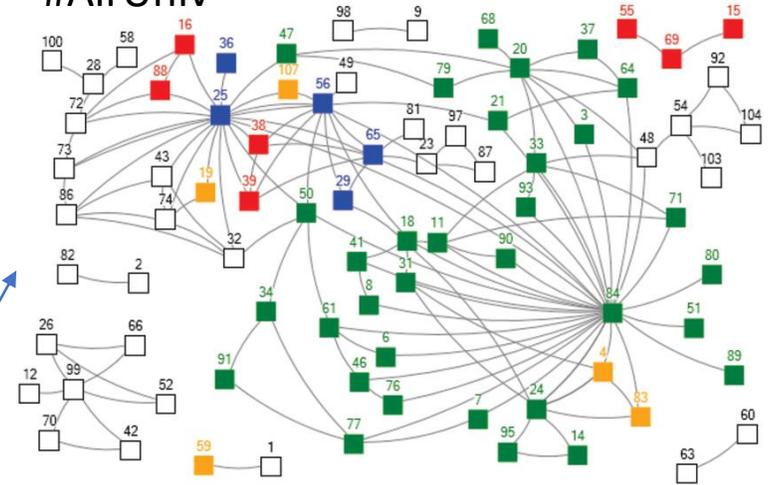
Mention  
@CSAF  
#AirUniv

43 AW  
@CSAF  
#AirUniv

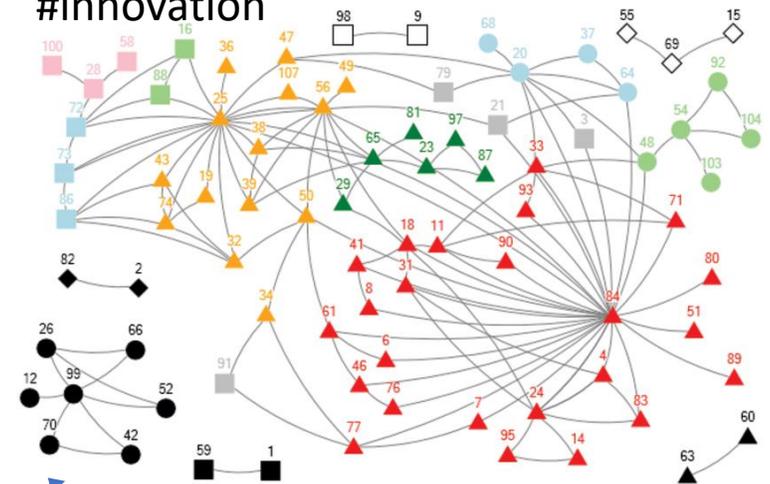
AMC  
@CSAF  
#AirUniv

TRANSCOM  
@CSAF  
#AirUniv  
#Innovation

#AirUniv



#innovation



How?

We must build trusting relationships over the course of a period of time and those trusted sources become our conduit. We can choose where it travels so we should choose strategically and methodically.

Why?

What you are doing is assessing patterns to ultimately learn how and when to strike a nerve on a specific topic.

This method may not be the answer, but if we don't start somewhere and explore something we will never arrive where we need to be!



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