



What are hashtags?

Hashtags are a word or phrase preceded by a hash sign (#), used on social media to identify messages on a specific topic. They allow you to group items and for users to search for other posts using the same hashtag.

Why use hashtags?

Extend your reach! Hashtags let your target audience find your post. They extend your ability to reach those outside your regular followers!

They also allow you to group or organize posts; this makes it easier for people to view similar content.

How to pick hashtags?

Use hashtags that describe the content. You can use a mix of general content hashtags (e.g. #Cancer, #Dentist, #Diabetes) and Cochrane-specific ones (e.g. #CochranePodcast, #CochraneEvidence). Using popular hashtags that have nothing to do with your content are not recommended (eg. #funnycat, #instapopular); **it won't bring you the targeted audience** who will care about your content!

How many hashtags should I use?

You can use hashtags at the end of the text or within the text. On Twitter you are limited by the number of characters per tweet; you can turn words in your text into a hashtag by adding a #.

On Instagram you can use up to 30 hashtags; many marketing specialists say that looks like spam and keep to around five to 12. You can mix it up if you put them within the text, at the end of your post, or within a comment.

What are the common Cochrane-specific hashtags?

[#Cochrane](#) – this hashtag is used for all things Cochrane but there are a lot of posts that are also about the city called Cochrane. You may be able to find a more specific hashtag below.

[#CochraneAuthor](#) – this hashtag groups together messages to our authors – for example, messages about a new method, policy, or update to the handbook.

[#CochraneEvidence](#) and [#CochraneReview](#) – these hashtags are used when sharing the results of a Cochrane Review.

[#CochranePodcast](#) – this hashtag categorizes all the posts about our podcasts.

[#Cochranes30under30](#) - this hashtag categorizes all the posts in this series.

Also, each Colloquium will have its own specific hashtag. For 2019 it is [#CochraneSantiago](#)

Can you show me some examples?

Cochrane's 30 under 30: Meet Lara A Kahale, registered nurse and [@Cochrane_GNOCG](#) and [@CochraneNeonate](#) author. <https://buff.ly/2L7hGHa> [#Cochranes30under30](#) [#30under30](#)

- This tweet is grouping all our 'Cochrane's 30 under 30' tweets together with the hashtag [#Cochranes30under30](#), users can click the hashtag and see the other profiles.
- It also reaches a wider audience who may be looking at other 30 under 30 lists with the hashtag [#30under30](#).

Dressings and topical agents for preventing pressure ulcers - <https://buff.ly/2L8quMT> New update from [@CochraneWounds](#) with conclusions changed. [#CochraneEvidence](#) [#pressureulcers](#)

- This tweet is grouping this post with other Cochrane evidence posts with the hashtag [#CochraneEvidence](#)
- This tweet reaches a wider audience of people interested in pressure ulcers with the hashtag [#pressureulcers](#)

Traditional Chinese [#herbalmedicine](#) for vascular [#dementia](#) - <https://buff.ly/2EqLM7S>
[@CochraneDCIG](#) 47 studies, 3581 participants, further research is justified but quality of trial conduct and reporting should be improved by adhering to published best-practice standards.

- Given the amount of text in this tweet, hashtags were used within the sentence instead of at the end.
- The hashtags [#herbalmedicine](#) and [#dementia](#) will reach an audience that is looking at posts about herbal medicine and an audience looking at posts about dementia.

November is Prematurity Awareness Month! Watch [@BeccaSelby](#) and George tell their story about the impact of Cochrane evidence. <https://buff.ly/2Pc5zhh> [#prematurityawarenessmonth](#) [#preterm](#) [#neonatal](#) [#CochraneEvidence](#) [@CochraneNeonate](#) [@CochranePCG](#)

- This tweet uses an awareness day hashtag of [#prematurityawarenessmonth](#) which will reach a large audience as this is the agreed upon hashtag to use for this month.

- It uses #preterm and #neonatal to reach a targeted audience interested in this topic
- This tweet also uses #CochraneEvidence so that it is categorized with other tweets about our evidence.

How do I find hashtags that are specific to my Review Group?

Look at the tweets that other similar organizations are using. For example, if you are with Cochrane Heart you could look at the tweets of American Heart Association or BMJ Heart and see what common hashtags they are using.

You could look at the [Healthcare Hashtag Project](#) for a listing of the most popular hashtags.

You could also create your own hashtag if you think it's useful for categorizing things or if you think others in that topic area will use it too.

I have another question that is not answered here, can you help?

No problem! Please message mumoquit@cochrane.org with your question.