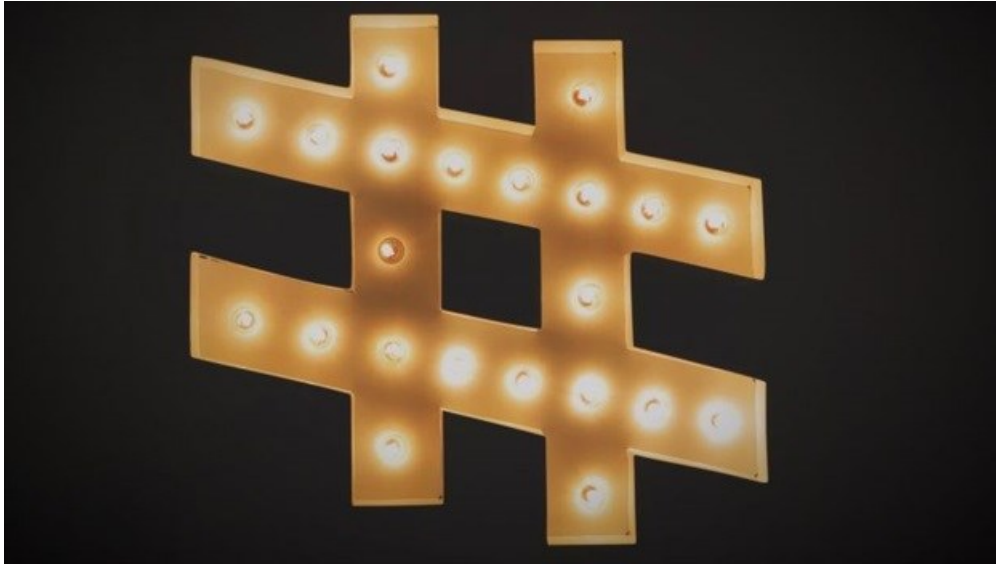


A brief guide to creating powerful hashtags

By [Steven Slotow](#)

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If you've ever wondered what fuels social media these days, the answer is the hashtag. No longer the currency of gum-chewing, pre-teen girls, a powerful hashtag can circle the world faster than Superman can change into tights.



[Jon Tyson](#) via Unsplash

And as it flies, a hashtag has the power to influence, convert, motivate and engage. It's a tiny nugget of super-charged marketing kryptonite that will get people talking about your brand for the right reason, encourage engagement and conversion.

Or not. Some — actually most — hashtags never leave the ground, falling flat for any number of reasons. Why? Because the majority of great hashtags aren't born, they're made with a lot of thought and care and, sometimes, just a little bit of luck...

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