



SOCIAL MEDIA TIP - JULY 2020

KNOW YOUR HASHTAGS

#WestColfax

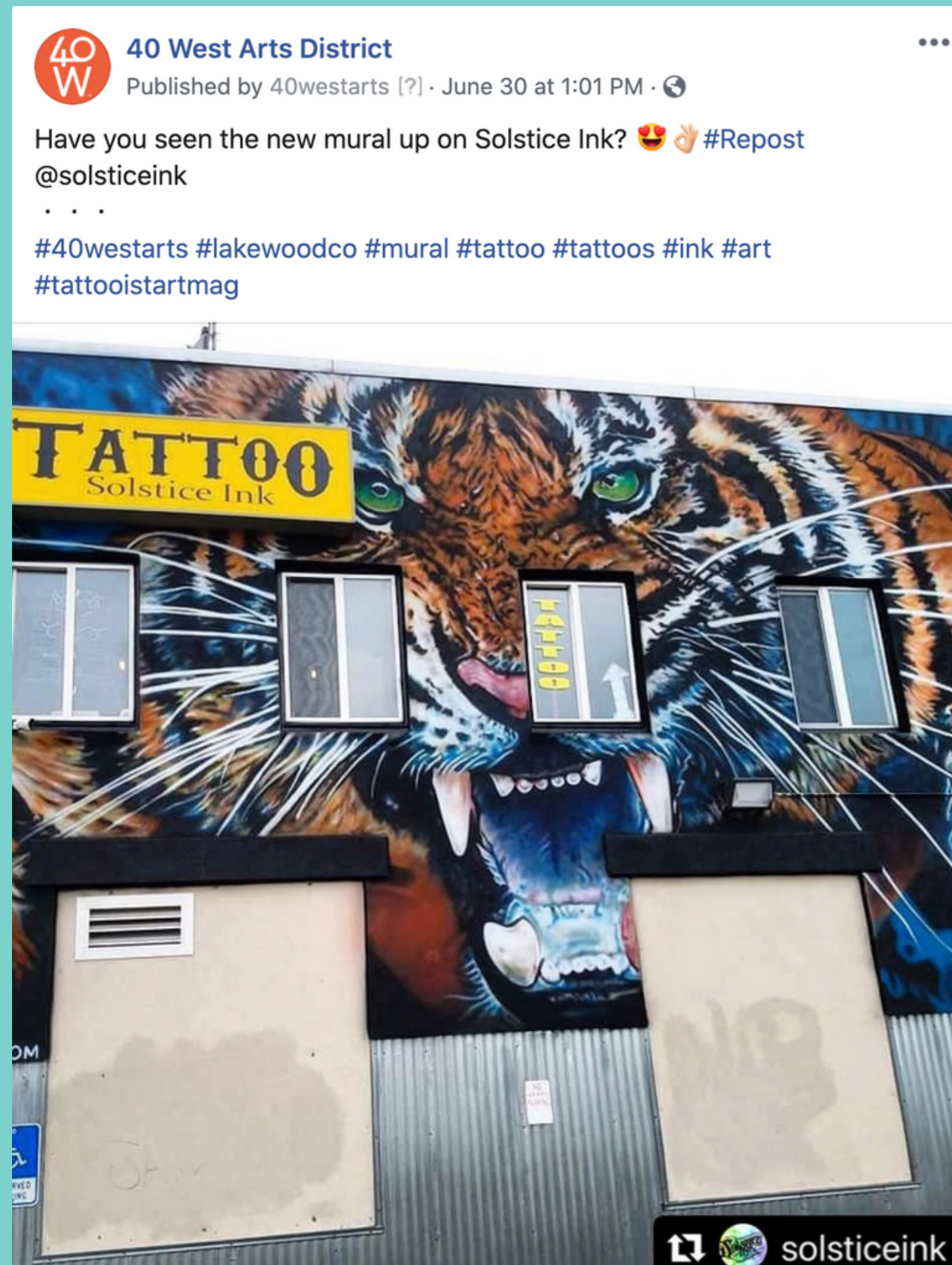




**Using relevant
hashtags in
appropriate
locations helps new
audiences find you.**

Hashtags are the internet's best archival tool.

Use between 3-10 relevant and targeted terms that represent what your customer base and industry are already searching for online.



Hashtag campaigns like #TBT (Throwback Thursday) are still relevant

Use custom hashtags for specific events like #FirstFriday

General tags like #art and #artist cast a wider net

ALWAYS include your locations - #westcolfax and #lakewoodco center you in your community

TAG US IN YOUR POSTS AND WE'LL SHARE!

@WESTCOLFAX

@40WESTARTS

#LAKEWOODCO | #WESTCOLFAX #40WESTARTS



FACEBOOK



INSTAGRAM



TWITTER
