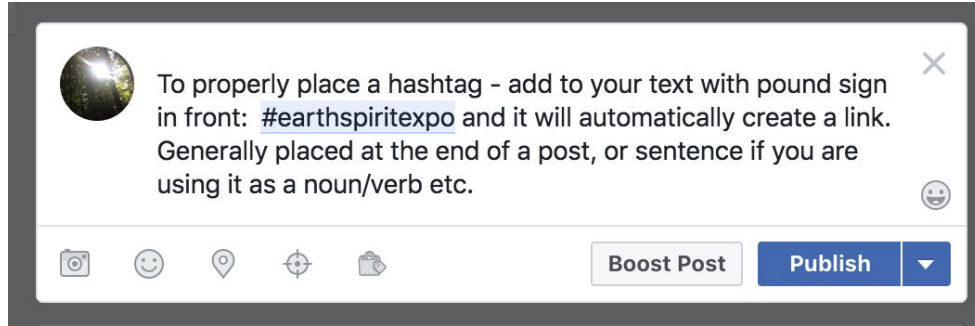




#HASHTAGS - please use #earthspiritexpo



The definition of a Hashtag

Used on social media platforms a hashtag is a word or phrase preceded by a hash or pound sign (#) that is used to identify messages on a specific topic, theme or trend. Hashtags provide a means of grouping social posts, tweets and messages, since you can search for the hashtag and get the set of messages that contain it.

TIPS:

- Relate Your Hashtag to Your Content
- Make it short, and easy to remember
- Not just limited to the hashtag online - can be printed on shirts, tote-bags, or other graphics!

ALSO... used as sarcasm, as comedy, to tell a story, give a reaction... etc.