

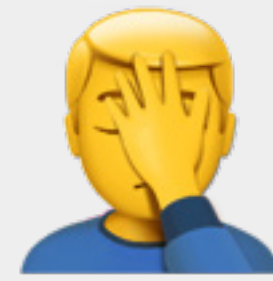


QUALITY OF LIFE SERVICES

---

# *HAS#TAGS*

and how to use them



Hashtags are

**NOT**

the most important part  
of our social media approach...



but, they can be

**USEFUL**

on various platforms!

Like all Comms, to use hashtags effectively  
we need clarity and focus on



Who is the  
**target audience?**

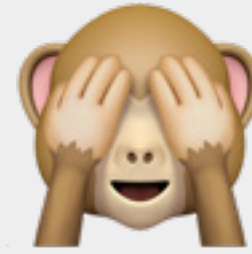


What do we  
**want to achieve?**



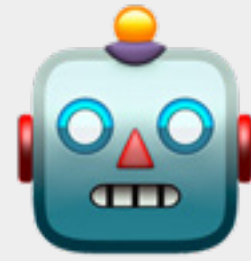
# How should I use a hashtag?

Excluding instagram



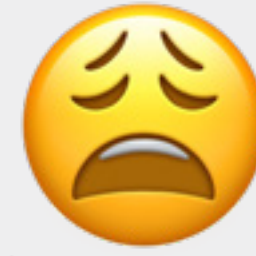
# #Please #Dont #Do #This

**Less is more on Twitter, Facebook and LinkedIn**



# One # per post

**two at most (or three on LinkedIn),  
to avoid your post looking like a #bot or #spam**



Making sure your **#message** is **#easy**  
to **#read** is more **#important** than  
**#adding** lots of **#hashtags**





**#pleasedontmakethemtoolong**

**This also makes it difficult to read**



# #AlwaysAddValue

Your post should **be relevant to existing conversations around the hashtag**



**#Topical**  
is good



**#TrendJacking**  
is bad

Don't jump on popular hashtags unless **relevant to us**



QUALITY OF LIFE SERVICES

---

**What are the benefits**  
of using hashtags properly?



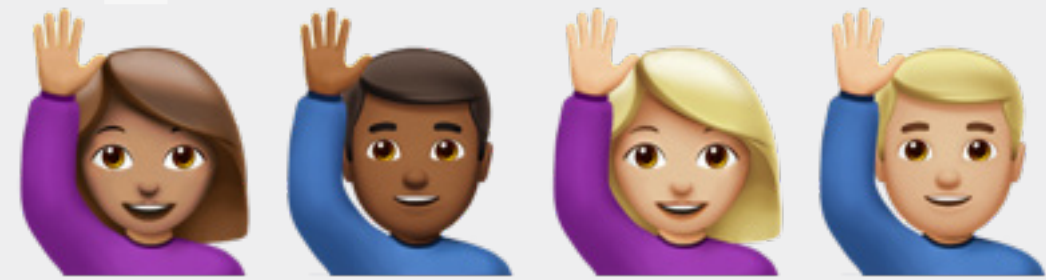
# Posts are more discoverable

reach people who are **already looking at**  
and **engaging with** the hashtag you use



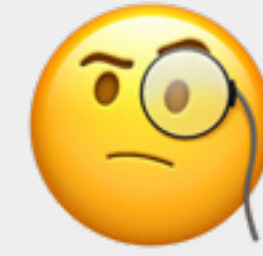
# Content is more interactive

a hashtag is an opportunity to interact with our post



# Highlight and connect advocates

**make it easier for Sodexo fans to  
find and interact with each other's content**



# Group and measure content

using a branded hashtag consistently  
makes it **easier to collate and analyse**  
conversations across platforms





**Which hashtags**  
should I use?



# Only include a hashtag

if there is a specific reason, and...



# Always prioritise

the most relevant hashtag to your post

# Content Hashtags

**Topic or sector specific**

E.g. #FacMan, #Hospitality, #SocialValue

**Event or campaign specific**

E.g. #ClapForKeyWorkers, #HiddenHeroes, #WorldHealthDay

# **News driven, political, or trending hashtags**

**EXERCISE CAUTION BEFORE USING**

**Click on the hashtag to review existing conversations  
and consider the audiences looking at them**

**E.g. #Brexit, #CoronavirusUK, #ClapForBoris**

# Branded Hashtags

**#TeamSpiritSodexo**

is for positive Sodexo people stories

**#SodexoProud**

is for stories relating to Healthcare and our COVID-19 response

**#SodexoPride**

is for content relating to our Pride employee network

# Instead of a hashtag

tag or mention our corporate accounts



SodexoUK\_IRE



Sodexo



SodexoUKandIreand



SodexoPeople

Click on each icon to visit each social page

# Thank You