

## USU Hashtags

### Why Hashtags

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Hashtags are the most popular way to categorize information on social media. Using them the right way makes your content discoverable, enhances your brand and connects you to your potential audience. But hashtags can also distract from your message. Before you use hashtags, take a minute to make sure you're using them appropriately.

### Before Using Hashtags

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- Use no more than two hashtags in a tweet so your readers can easily skim your content without getting distracted, or worst-case, un-following you. Either use your hashtags in the flow of your tweet or clearly delineate they aren't part of your message by adding them at the end.
- Make sure your info is relevant to the hashtag you're using. Search a hashtag on Twitter to see what kind of content it's related to.
- Before creating a new hashtag, consider if you really need it. Unless you promote it widely or use it for a long period of time, it won't be useful. If you must start a new hashtag, for a contest or event, find one that isn't used and be sure to keep it simple. A hashtag full of acronyms is hard to remember.
- Use specific and intuitive hashtags. There are at least seven other schools that identify as Aggies so think about using a hashtag that includes USU.
- Use camel-case in hashtags. Capitalizing the first letters of compound words makes it easier for screen readers and users alike to pronounce the individual words. (e.g., use **#USUAggies** instead of #usuaggies).
- Keep it positive. You might want to use a hashtag tongue-in-cheek (think #aggiestribe), but your tone likely won't come across in 120 characters.

### Frequently Used Hashtags

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You'll see many hashtags used by students and alumni from USU. Utah State adds "USU" to all its hashtags in order to connect them to our institution and avoid trademark issues with other "Aggie" schools (there are 13). Listed below are frequent hashtags that are promoted by departments, athletics or the central Marketing & Communications office. Note that not all USU hashtags are included in this list:

## USU Hashtags

### Utah State Hashtags List

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- **#USUAggies** (General USU and institutional)
- **#ImAnAggie** (Recruitment/Admissions)
- **#USUAggieLife** (Student-life images and info)
- **#AggiesAllTheWay** (catch-all for Athletics)
- **#USUResearch** (USU Research)
- **#USUAlumni** (catch-all for Alumni)
- **#LightTheABlue** (when the A turns blue)
- **#USUBreak** (Spring Break Photo Contest)
- **#USUSummer** (Summer Break Photo Contest)
- **#AggieFamily** (proud USU moments)

#### Event-Specific Hashtags:

- **#USUHOWL** (USU HOWL content)
- **#USUWOW** (Weeks of Welcome content)
- **#TEDxUSU** (TEDxUSU event)
- **#USUHomecoming** (Homecoming content)
- **#USUGrad20** (USU grad content for 2020)