

The Minds We Need: Research and Education Infrastructure Inclusion, Innovation, and Competitiveness

Social Media Hashtags

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A successful hashtag campaign helps you to capture the attention of those who do not follow your brand or message yet. A designated hashtag should be new, memorable and unambiguous. Too many hashtags, however, can make the message bulky and incomprehensible.

Here we have created hashtags that match a particular channel and audience. On Twitter, for example, best practice is to use one or two hashtags. Facebook, Instagram, LinkedIn is where you can use between 8 to 10 various hashtags (mixing in your primary/campaign specific, secondary/content specific, and trending tags).

- **Campaign Specific (Primary):** #MindsWeNeed
- **Content Specific (Secondary):** #Whatsonyourmind
- **Trending Hashtags:** #DigitalEquity #DigitalInclusion #BigData #Infrastructure #Innovation #Broadband #DigitalDivide #HomeworkGap #SkillsGap #Networking #cyberinfrastructure
- **Add-ons (use as needed):** #RENSRock #RENS #TheTimeHasCome
- **Main Link Driver:** <https://mindsweneed.org/>
- **Partners to Tag (Twitter handles):** @TweetTheQuilt @Internet2 @educause @CENICNews
- **Twitter Influencers (*Please add more*):** @vgcerf @smarkjohnson @mzyw @davemarble @lsmarr @barackobama @neiltyson @elonmusk @MrBeast @NTIAgov @NewAmerica @FCC @tsdoaks @DukeOIT @FridayInstitute @shiraovid @karaswisher @calmatters @ACEducation

Tweets to Amplify

- <https://twitter.com/vgcerf/status/1398442389254152193?s=20>