



Hashtag 101 - Hashtag Basics for Non-Geeks: With a Special Section on Hashtags for Writers!

Leigh St John

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Who is this book for? This book is written for the countless people who feel like they are somehow out of the loop because they are not sure what hashtags are, nor what all the fuss is about! I had one client approach me the other day and say that her husband, a social media expert, had explained hashtags to her, but she still didn't really understand – and this woman is by no means a slouch when it comes to business or understanding new concepts – she has a very high-level position and has more than one degree, however the hashtag left her, in her words, “feeling like an idiot”. So, this book is for people like her – intelligent people who just simply don't get the whole “hashtag thing”! What this book is not This book is not intended to be an in-depth course into hashtags and/or social media. If you are looking for those, there are plenty out there and we also provide several courses and free webinars. Also, some of the images may appear a little blurry but we decided it was better to include them and give you blurry screen shots than no images at all... What this book is This book is a basic introduction to hashtags so that, when you have finished the book and the activities, you will have a good understanding of hashtags, what they are and more importantly, how to use them to achieve your objectives! Ready to get started? OK, are you ready to have some fun? Don't look at me like that! LOL! I know that if I asked you, you'd say that you most likely also don't really get Twitter and that it's basically a blur across the screen to you, yes? – and that you're really only reading this book because you thought you'd try one last thing to not feel as though everyone is laughing and you have no idea what the joke is all about... It's ok, stick with me and we'll have you laughing with them in no time! ...and if you get to the end and you still have questions, feel free to send them through to me at info@leighstjohn.com.

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