



THE EPISCOPAL DIOCESE OF MARYLAND

COMMUNICATIONS OFFICE

Using Hashtags (#) Effectively for Church Social Media

About

Hashtags, represented by the # sign, are used on social media to label/categorize the post/image. They make content easier to find, collect, and share. They're valuable tools for following conversations during Twitter-based chats as well as church events like diocesan conventions.

As a general rule, use no more than two (2) hashtags — the exception to this is Instagram (IG). In addition to tolerating long captions (see, for example: [humansofnewyork](#)), IG is the only social media platform where using lots of hashtags is acceptable. Still, it makes sense to use ones that your audience will most likely to search for and respond to via social media.

The following is a list of frequently used hashtags. Note, for example, #episcopal generates more traffic than #episcopalian; #preach gets more traction than #sermon — so don't get inventive and use what works. Also, hashtags are generally not case sensitive, although readers for visually impaired users find case sensitive hashtags easier to translate.

#...

advent		monastery
altar	easter	mosaic
art	episcopal	
		naturalbeauty
cats	faith	nature
catsofinstagram	faithingod	nofilter
christmas	flowers	
christmaseve	flowerstagram	palmsunday
christmasseason		preach
christmasspirit	gospel	
christmastree		sacred
chsocm	holy	sacredart
church	holyspirit	sacredspace
		sanctuary
dogs	incense	scripture
dogstagram	labyrinth	stainedglass
doors	lent	stories
doorsand windows	lovemychurch	
doorsofdistinction		

For more information about using social media for church (#chsocm), read: Meredith Gould, [The Social Media Gospel: Sharing the Good News in New Ways](#), 2nd Edition (Liturgical Press).