How Brands Can Build a Community With Hashtag Marketing

Like any maturing tween, the 11-year-old hashtag is undergoing a series of changes. While it used to be in every other word of a tweet, the hashtag has grown to encompass movements and moments in the world (and some even get their own emoji in tweets). In the age of direct-to-consumer startups and social commerce,…
https://www.adweek.com/digital/hashtag-marketing-tactics-revolve-around-brands-creating-communities/