



#HASHTAG LIBRARY

*Developed by Washington Conference of Seventh-day Adventists
Adapted by North American Division of Seventh-day Adventists*

A Living Document Started in 2017



Hashtag Primer

#

The pound key
is also called
a “hashtag”

Hashtags
connect related
information in
social media

Adding a
hashtag in
front of a
keyword or
phrase
automatically
creates a
clickable link

Hashtags can
be used across
platforms,
but search
results are
limited to each
platform



Hashtag Qualities

Short

Ideal: 6-10 Characters

Memorable

Simple Keyword or Phrase

Clever

Common Sense Serious or Funny

Relatable

What People Think When They Think of You

Repeatable

Reuse and Track from Event-to-Event

Localized

Connects to Local Event



Creating Your Hashtag

Ideal:
6-10 characters

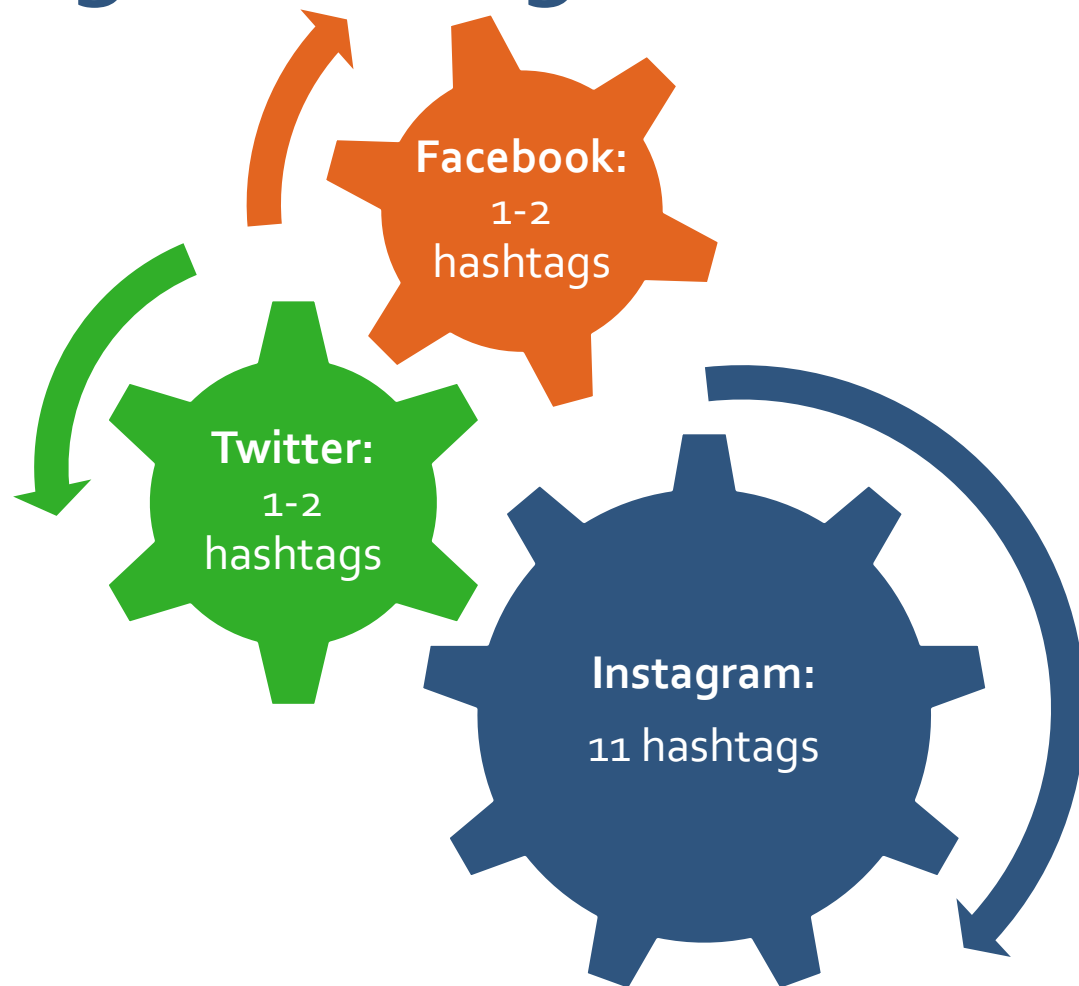
Use
letters/numbers

Lead with
letters, follow up
with number(s)

No spaces or
special
characters



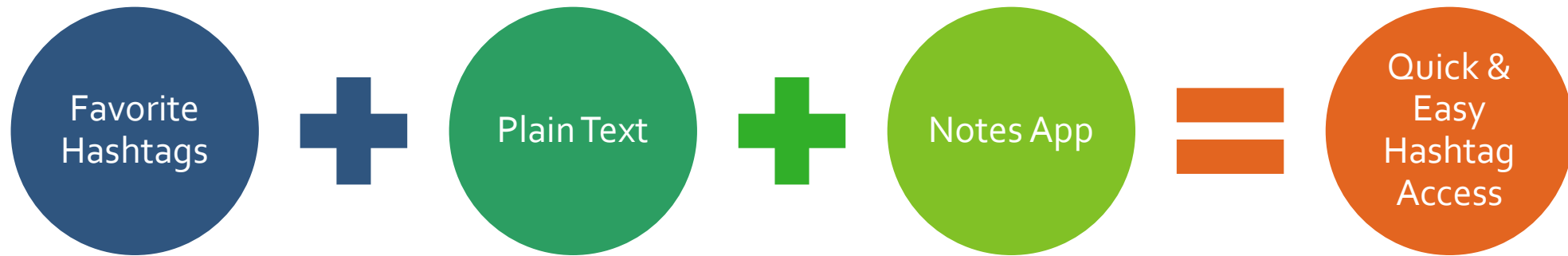
Hashtag Planning



Suggested Hashtag Formula



Quick Tip



**Collect your most commonly used hashtags in your Notes app!
Copy + Paste for quick use of hashtags!**



Event Hashtag Examples

- #digitalevangelism – 17 characters
- #hopetrending – 12 characters
- #westprayer – 10 characters
- #dayofhope – 9 characters
- #rspeace – 7 characters
- #NADnow – 6 characters
- #GYC17 – 5 characters
- #SDA – 3 characters

Choose

1



Name Library for Adventists

Seventhdayadventist

Adventistchurch

Adventists

Adventist

SDA

sdachurch

nadadventists

(region/conference) Adventist(s) (#NWadventists, #WAadventists)

(town name) Adventists (#olympiaadventists, #DCadventists)

**Pick
1-3**



Washington Favorites

- # WAAdventists
- # PewView
- # AdventistLeaders
- # AdventistAcademy
- # ChristianHighSchool
- # OurChurchHousesYourChurchHouse
- # WAadventurers
- # WApafinders
- # WashConf
- # SunsetLakeCamp

**Pick
1-3**



Mission Library

- # AdventistHope
- # AdventistFaith
- # AdventistEducation
- # AdventistWholeness
- # AdventistWellness
- # AdventistHealth
- # AdventistEvangelism
- # AdventistMinistry
- # AdventistMedia

**Pick
1-3**



Ministry Library

Ministry

- # AdventistHealth
- # AdventistCommunication
- # AdventistMissions
- # AdventistsRespond
- # AdventistLeaders
- # AdventistMedia
- # AdventistDevo
- # FamilyReunion
- # FamilyCamp

Pick

1-3

Appropriate to Your Post



Ministry Library

Local Church

- # City/Town + Adventists
- # PewView
- # ChurchService
- # Church
- # PraiseTeam
- # SabbathSelfie
- # AdventistLife

Pick

1-3

Appropriate to Your Post



Ministry Library

Church Administration

- # AdventistMission
- # AdventistMinistry
- # (city/state)evangelism (#WAevangelism)
- # ChurchPlanting
- # ChurchOrganization
- # Ordination
- # OurAdventistWorld
- # (state/city)reach (#BaltimoreReach)
- # AdventistReach

Pick

1-3

Appropriate to Your Post

- # (state/citySDA)SDA (#NYCSDA)
- # (state)Adventists (#WAadventists)
- # Adventistleaders
- # SDAleaders



Ministry Library

Communication

- # AdventistComm
- # AdventistMedia
- # AdventistDesign
- # DigitalEvangelism
- # SocialMediaTip
- # TechTip
- # AdventistFilm

Pick

1-3

Appropriate to Your Post



Ministry Library

Prayer & Spiritual Growth

SDAPrayer

AdventistPrayer

WePrayWednesday

Prayerworks

Praying

Pick

1-3

Appropriate to Your Post



Ministry Library

Health & Wellness

- # Wellness
- # WellnessWednesday
- # AdventistHealth
- # CreationHealth
- # NewstartwithGod
- # SDAhealthmessage
- # Healthyfood
- # Healthyliving
- # Health

Pick

1-3

Appropriate to Your Post



Ministry Library

Women's Ministries

- # SDAwomen
- # WomensMinistries
- # WomenComeAlive
- # Adventistwomen
- # Adventistgirls
- # Christianwomen
- # Godlywomen
- # SistersOfFaith
- # Sisterhood

Pick

1-3

Appropriate to Your Post



Ministry Library

Education

- # AdventistEducation
- # ChristianEducation
- # AdventistTeacher
- # GrowingGreatSchools
- # EducationWorks
- # GodsChildren
- # WeAreLearning
- # Education4Eternity
- # EternityBound
- # LearningIsFun
- # LearningIsCool
- # LearningAboutJesus
- # HappySchoolDay
- # LoveToLearnAllDay
- # LearnLearnLearn

Pick

1-3

Appropriate to Your Post



Ministry Library

Youth & Young Adults

- # AdventistYouth
- # AdventistYA
- # NADyouth
- # Pathfinders
- # Adventurers
- # GlobalYouthDay and #GYD17
- # Youthministry
- # Youthministries
- # WAadventurers
- # WApfinders
- # AdventistKids

Pick

1-3

Appropriate to Your Post



Ministry Library

Stewardship

- # GivingStory
- # GivingGood
- # HappyGiving
- # ItsAllHis
- # SabbathOffering
- # BeABlessing
- # ManageGodsGifts
- # InvestinPeople
- # GivingTuesday
- # ReGift
- # TouchaLife
- # ServeHim
- # iGive
- # Generosity
- # Give
- # Stewardship
- # HisMoney

Pick

1-3

Appropriate to Your Post



Ministry Library

Treasury

- # (conference)give (#WACgive) # AllInTreasury
- # (conference)finances (#WACfinances) # TrustGod
- # (conference)offerings (#WACofferings) # TithingtoGod
- # (conference)treasuryhelp (#WACTreasuryhelp)
- # CheerfulGiver # MoneyTips
- # ConferenceTreasury # MoneyStory

Pick

1-3

Appropriate to Your Post



Ministry Library

Human Resources

- # sdaHR
- # HRknowledge
- # HRnerd
- # HREmployees
- # adventistHR
- # RulesofHR
- # Humanresources
- # HR

Pick

1-3

Appropriate to Your Post



Ministry Library

Risk Management

- # DoltSafely
- # RiskyBusiness
- # SafeSchool
- # SafeChurch
- # Benefits4u
- # ARMCares
- # ChildSafety
- # RiskManagement
- # YouthSafety
- # EmergencyPlan

Pick

1-3

Appropriate to Your Post



Ministry Library

Planned Giving

- # PlannedGiving101
- # TrustServices
- # Wills
- # Trusts
- # EstatePlanning
- # WeWillTrust
- # Stewardship
- # Philanthropy

Pick

1-3

Appropriate to Your Post



Audience Library

- # AdventistFamily or #AdventistFamilies
- # AdventistMen
- # AdventistWomen
- # AdventistYouth
- # AdventistCouple
- # AdventistYA
- # AdventistSeniors
- # AdventistFriends
- # AdventistNeighbor

Pick

1-3

Appropriate to Your Post



Sunday/Monday Library

FamilyTimeSundays

MinistryMondays

MondayMotivation

MondayConnections

MondayInspiration

MissionMonday

Choose

1



Tuesday Library

- # TuesdayTreasure
- # TeamTuesday
- # TechTuesday
- # TransformationTuesday
- # TipTuesday
- # TuesdayTreat
- # Tworship
- # TuneInTuesday
- # GivingTuesday

**Choose
1**



Wednesday Library

WednesdayWisdom

WellnessWednesday

WednesdayMidweek

WePrayWednesday

WeHelpWednesday

Choose

1



Thursday Library

- # TrainingThursday
- # ThankfulThursday
- # ThursdayThoughts
- # ThrowbackThursday or #TBT
- # OldiesbutGoodies
- # TakeoverThursday

Choose

1



Friday Library

- # GenerousFriday
- # GivingFriday
- # FinancialFridays
- # FridayReads
- # FollowFriday
- # FaithfulFriday
- # HappySabbath

Choose

1



Sabbath Library

#HappySabbath

#PeaceViewFriends

#SabbathQuotes

#SabbathSermon

#RefreshMyDay
#MySabbathTradition

#SabbathRecap
#SabbathOverflow

#SabbathSummary

#Sabbathselfie
#SabbathAdventures

Choose

1



Bible Keyword Library

- # Scripture
- # Bible
- # BibleVerse
- # BibleInspiration
- # BibleQuote
- # BibleQuotes
- # BiblePromise
- # BibleVerseOfTheDay
- # BibleVerseChallenge
- # BibleStudy
- # BibleJournaling
- # SermonQuote

**Pick
1-3**



Nature Keyword Library

- # GodsCreation
- # GodCreated
- # ExploreGodsCreation
- # GodsBeauty
- # Nature
- # NaturePhotography
- # NatureLovers
- # NatureWalk
- # Amazing
- # Beauty
- # Landscape

**Pick
1-3**



Holiday Keyword Library

1,500 holidays
NationalDayCalendar.com

Pick holidays that are
appropriate
to your ministry

Holidays should focus on
family activities



Hashtag Activity

90

Second
Challenge

Assemble Your Ministry Hashtag Library

Event + Name + Mission + Ministry + Keyword

You may use multiple configurations
up to 11 hashtags



Social Media Goal

**Make
Sabbath
Last
All Week
Long!**

