# Brands Would Be Wise to Integrate Campaign Hashtags Across Multiple Social Networks, says Punch Communications

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Punch is a boutique PR agency with the skill set and client base of a global agency.

London, UK (rushPRnews) 07/22/13 — With the recent integration of clickable hashtags on Facebook, brands should take advantage of the new feature and incorporate hashtags across wider PR and marketing campaigns, recommends integrated search, social media and PR agency Punch Communications.

Campaigns with specific hashtags that run across multiple social networks such as Instagram, Foursquare, Pinterest, Tumblr or Twitter can now add Facebook to the list and maximise exposure. By establishing a unique hashtag to be used throughout a campaign, brands can capitalise on the diverse user base of each social network, yet streamline the conversation with the single tag.

“Previously hashtags appeared regularly in users’ Facebook posts, especially within content shared from other social networks such as Twitter, Foursquare and Instagram; however, they did not add value to the posts as they were not clickable or searchable within the platform. Now that Facebook

has added the clickable functionality to its network, individual users and Pages can include hashtags within their status updates and be included within a wider conversation," stated Erica Whiteman, account manager at integrated social media agency Punch Communications.

Facebook has over 1.11 billion monthly active users, according to recent statistics, so brands can now reach a larger audience through campaigns that were previously only appropriate for social networks such as Twitter. For example, the weekly hashtag game on Late Night with Jimmy Fallon reaches an approximate follower base of 9.2 million fans on Twitter. This campaign can now integrate with Facebook to gain more exposure with a different audience, which will benefit his total social network fan base.

Clickable hashtags in Facebook also allow brands to track a specific conversation and see the frequency and sentiment of responses, which will help form future content and campaigns. Brands should focus on the quality and relevance of the hashtag used so the impact of the message is not diluted or lost in the wider social space.

For more information on integrated search and PR campaigns, visit www.punchcomms.com or get in touch at info@punchcomms.com.

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