

- Hashtags are short phrases with no spaces beginning with a # symbol that serve as label or tag to tell readers what you are Tweeting about. Examples #Olympics #marriage #publishing
- You should create a hashtag for use on Twitter and instruct readers to use that hashtag when commenting about the book on Twitter. This is another trail/marker to help people find your book
- This allows you to search Twitter for mentions of your book and retweet or respond to those who tweeted about it.
- Hashtag should be as short as possible
- Be as close to the title of your book as possible
- Search for the hashtag before you put it in your book to ensure it's not being used for other uses (you don't want to confuse readers/Twitter users)