

**Utilizing Hashtags Within Your
Summer Workshop Program**
Allyssa Rommel, allyssa.rom@gmail.com

During the Advanced High School Workshop in Pennsylvania, we utilized a common hashtag (#advancedgold) to encourage dialogue leading up to our workshop and to continue that online dialogue throughout the workshop. For those who aren't familiar with the hashtag concept, it easily connects posts, pictures, etc. of a common topic. By clicking on the hashtag, you're able to view all posts made with that same hashtag. Therefore, it was an easy way for our program to catalog and archive memories from the week-long workshop. What we found was that its use prior to the workshop created high energy levels which carried through for the duration of the week. It provided an opportunity for student and staff bonding even prior to meeting one another. It also provided students with a level of comfort prior to arriving at camp because the tone had already been set and staff members were already visible to the students.

During the week we continued to use the hashtag on Facebook, Twitter and Instagram to showcase parts of the workshop by attaching #advancedgold to pictures

and posts made by the students and staff throughout each day. By doing so we were easily publicizing the workshop and keeping advisers and parents in the loop with daily events and curriculum material. We also included the hashtag in our daily blog posts, which served as another means of communication between our staff and advisers, parents, etc.

Hashtags are simple to use, FREE, and easily adaptable to a variety of student leadership events and activities.