

Moving with the PAC

What Is a Hashtag and How to Use It



Hashtags are a way to group posts together on social media so people can find them more easily. They are words or phrases with the # symbol in front, like **#MovingwiththePAC**. Using a hashtag helps your post be seen by others who are following the same topic or event.

Think of a hashtag like a label or a category for your post. It tells social media what your post is about.

Why Use Hashtags?

- Connect with others: People following the hashtag can see your post.
- Celebrate achievements: Sharing your **#MovingwiththePAC** badge helps others see your progress.
- Raise awareness: The more posts with the hashtag, the more people learn about Parkinson's and the challenge.

How to Use a Hashtag on Facebook

1. When creating a post, type the # symbol followed by the word or phrase with no spaces. Example: **#MovingwiththePAC**
2. You can add more than one hashtag in the same post, but 1–3 is usually enough.
3. Post your message as usual. Your friends and other people following the hashtag will be able to see your post.

Example Facebook post:

"I completed my monthly goal in the Moving with the PAC Challenge! #MovingwiththePAC #PACWalks"

How to Use a Hashtag on Instagram

1. When writing a caption for a photo or video, type the # symbol followed by the word or phrase with no spaces. Example: **#MovingwiththePAC**
2. Instagram users often include several hashtags in a post (up to 10–15 is fine), but you can start with just 1–3.
3. Tap Share. Your photo and caption will be grouped with other posts using the same hashtag.

Example Instagram caption:

"I finished my February movement goal in the #MovingwiththePAC Challenge! @ParkinsonsCarolinas #PACWalks #ParkinsonsAwareness"

Tips for Hashtags

- Do not use spaces or punctuation within a hashtag.
- Capitalize the first letter of each word for easier reading. Example: #MovingWithThePAC
- You can use the same hashtags every month to share your achievements.

Hashtags are a simple way to celebrate your progress, connect with others, and spread awareness about Parkinson's and the Moving with the PAC Challenge.