

## What is Tagging on Social Media? How To Use It To Increase Leads!

Tagging on social media is a way of connecting YOUR social media content with another person, company, topic, or event. So whereas hashtags connect general KEYWORDS together (such as #socialmedia, #onlinemarketing, #contentstrategy), tags connect social media content to specific social media accounts.

Whereas a [hashtag uses the # symbol](#), you would tag another account by using the "@" symbol.

For example, say I wanted to tag [The Go! Agency](#) in a Facebook update. This is how it would look as you type it:

"There is nothing worse than not being able to get people to read the social media content that you are writing. Try these quick tips to increase your Facebook Page's engagement, courtesy of @[The Go! Agency](#)."

Now, when you put the tag into Facebook (not through a third-party tool like Hootsuite), when you type the @ and then begin typing "[The Go](#)", you will see a drop-down list appear and you choose [The Go! Agency](#) from the list. So when you post the same update above it would look like this:

"There is nothing worse than not being able to get people to read the social media content that you are writing. Try these quick tips to increase your Facebook Page's engagement, courtesy of The Go! Agency."

As you can see [The Go! Agency](#) is underlined in the post. This is now hyperlinked to The Go! Agency's page. By doing this, if I am posting this tagged post on my personal [Facebook Page](#) or another Facebook Page, The Go! Agency would not only be notified about the post, but if they allow posts from others on their Page, it would show up. This will not only increase the number of eyes that your post will receive, but this will increase engagement.

## TAG....You're It! How to Tag on Facebook, LinkedIn and Twitter

Let's cut right to the point - here's how to tag your content on [Facebook](#), [LinkedIn](#), and [Twitter](#):

\*[Facebook](#): You tag another account using the "@" symbol. If you are using your Facebook Page, you are ONLY able to tag other Facebook Pages. If you are tagging from your PERSONAL Facebook Profile, you are able to tag both [Facebook Pages](#) AND Facebook Profiles. These tags ONLY work when you post natively on Facebook. When I say "natively" I mean directly to Facebook and not using a third-party tool.

\*[LinkedIn](#): From your LinkedIn account you are able to tag BOTH people and companies by using the "@" symbol. This will only work if you post natively on LinkedIn and not through a third party scheduling tool.

\*[Twitter](#): This is where the social media tag originated from. Here you simply add the @ symbol and then the account's username you want to tag. For example if you wanted to tag me in a post on Twitter it would be something like this: "Struggling with understanding tags? Check out this great new post by @[DaleGriffen](#)." The best part? You CAN use a third-party tool to schedule and get the same effect. You do not have to post natively to Twitter to gain the benefits of tagging.

Need help with optimizing your content to create success in your social media marketing campaign? Visit us online for more tips and learn about [The Go! Agency's](#) custom social media marketing services which will help generate visibility, credibility and leads online: <http://thegoagencyusa.com/>

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