

Hashtags are important, but there are still risks. Unexpected results can occur when hashtag try to make sense of others' conversations. This means that if you hashtag things incorrectly, you may not be reaching the right audience or saying what you intended to say. Hashtagging incorrectly can also result in misspellings and confusion when hashtags are completely different words with the same number of letters. For example, people have used the hashtag "kale" for both kaleidoscope and kale chips because there is no way to tell based off of spelling alone which product they were actually referencing. The first hashtag was posted on August 4, 2003, by Chris Messina (Twitter) to an article about his broken phone. The first known legal use of the term was in February 2004 by Howard Bloom, who used it for a book proposal. The first known use of the term as an organizational tool occurred in July 2005 by Mike Ward (Groups.Google), Aaron Shaw (Groups.Google) and Jesse James Garrett (Groups.Google) for their open source project Google Groups. Historically, there have been concerns over the appropriateness of using hashtags on social media sites, for example, an open letter to Google by the Privacy International organization urging them to avoid tagging random individuals. There have also been discussions about whether or not hashtags themselves are offensive. For example, in 2015 during the Nice attacks there were discussions of whether people should use the hashtag #PrayforNice instead of #NiceAttack because it felt more insensitive. In 2016 the hashtag #PunchPresidentTrump was used on Twitter with some people using it as a form of protest against Donald Trump and others using it as a joke suggesting that Donald Trump should be punched. Some people reported that Twitter banned them for using the hashtag. Hashtags are also used to organize conversations around certain topics. They can help users find like-minded people or discover what other participants are talking about. However, there is no "official" list of hashtags (like the ones on Instagram) to use; each user determines which hashtags to use for their posts. Hashtags can also be used to organize conversations online and allow users to connect with like-minded users. This has led some companies and organizations to ask Twitter and Facebook to take down hashtags that they feel promote their competitors (e.g., #DeleteUber). The popularity of hashtag usage has increased since the 2009 introduction of Periscope, Vine and Instagram-based video services. The ability for users to "re-post" existing videos has led to additional expansion in the role of hashtags to not just discussion but also product promotion. For example, people can use hashtags to tweet or post videos that used products that they believe vouch for the final piece. Related hashtag campaigns have begun popping up on Facebook. One such campaign was popularized by Procter & Gamble's #LikeAGirl campaign which urged users to "inspire girls globally" by sharing #LikeAGirl images with their friends.

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