

Guide to #SGH Hashtags

HELLO SGH STAFF!

Creating your first LinkedIn post can be an exciting step towards building your professional online presence. To help you get started, we've put together a guide on using our corporate hashtags to effectively share your stories, align your content with our corporate messages, and amplify our collective voice.



#DEFININGTOMORROWSMEDICINE: SGH IS NATION'S PRIDE

Showcase our contributions to healthcare excellence and national pride.

#DARETOINNOVATE & #DARETOCOLLABORATE: SGH IS INNOVATIVE

Highlight our innovative projects, collaborations, and breakthroughs.

#SGHCARES & #HEALTHIERSG: SGH OFFERS COMPREHENSIVE CARE

Share stories of patient care, health initiatives, and community engagement.

#SGHCAMPUSMASTERPLAN & #DARETOSHAPE: NEW FACILITIES/ INFRASTRUCTURE

Provide updates on our campus developments and infrastructure advancements.

By incorporating these hashtags into your posts, you'll help to enhance our collective presence on LinkedIn and contribute to a unified message.

How to add #Hashtags in 3 Steps

1 IDENTIFY RELEVANT HASHTAGS

Choose 3-5 hashtags that are relevant to you.
Take inspiration from your network

2 TYPE THE "#" SYMBOL AND FOLLOW WITH YOUR HASHTAG

Capitalise each word, for example:
"#LifeAtSGH"

3 WEAVE IN HASHTAGS

Incorporate hashtags naturally within the main copy or towards the end of your post or comment.

There is no hard and fast rule for hashtags.
Experiment with different placements to see what works best for your content and audience



STILL LEARNING THE ROPES?

Engaging with your colleagues' posts by liking and commenting is a great way to start building your presence on LinkedIn. Every interaction counts, and it's a positive step towards becoming more active on LinkedIn.

You've got this!

