



## HASHTAGS for the ICV social media channels

### What actually is a hashtag?

A hashtag is a keyword that is introduced by a symbol #. Hashtags are always written without spaces, directly after the hash. Example: #financeandcontrolling OR #FinanceAndControlling. Uppercase and lowercase letters have no effect on the function of the hashtag, but can support readability.

### Why do you need a hashtag?

A hashtag is a keyword marked by the hash symbol, which gives a post or tweet a thematic assignment. This type of keywording can be used both within the text and as a single word. If you click on the keyword, you are forwarded to posts with the same hashtag. With hashtags it is not only possible to categorize major events such as #FIFAWorldCup and TV events as #Sherlock, but also to assign collections of tweets, photos and other postings to a topic.

The advantage of this keywording is that you can browse your own posts in a channel retrospectively and create a well-categorized archive in a few simple steps and you can see who mentioned the ICV in their post. Simply enter the desired hashtag # or a combination of several hashtags in the channel's search field.

### In which channels do you use hashtags?

on LinkedIn, Twitter, Instagram - not on XING.

**The aim is to have binding hashtags that everyone at the ICV uses when they write about the same topics.**

### Standard hashtags for the ICV

In every post about the ICV, please **always use 2 hashtags**:

#### #ICV #controlling

#### Standard hashtags for the central ICV areas

**Please always use them in your posts in addition to #ICV #controlling for contributions**

- about the **Association** in general: #ICVnetwork
- about **work groups**, expert and sector work groups: #ICVworkgroups
- about **events**: #ICVevents
- about **know-how**, education, specialist readings, webinars: #ICVlearnings



**International  
Association  
of Controllers**

### **Standard hashtags for the ICV events**

#controllercongress  
#ccs  
#cib  
#cis  
#cab  
#nordtagung

### **Standard hashtags for the ICV awards**

#ControllingExcellenceAward  
#NewcomerAward

### **ICV online seminar instead of ICV webinar**

Since Webinar is protected as a word mark and we cannot exclude warnings, we use the term “ICV online seminar” instead of “ICV webinar” in public contributions.

### **ICV online seminars with participation of your work group**

We thank you for your support in the area of ICV online seminars. We publish these on the ICV website in the event area. In addition, it would be nice if you could publish on your work group page dates of the ICV online seminars that take place with your participation or because of your commitment. If you need support, please contact our web editor at [web@icv-controlling.com](mailto:web@icv-controlling.com).

### **Abbreviated URLs**

If you write articles about ICV events, please use the shortened URLs to link directly to the event pages:

[www.icv-controlling.com/en/cc](http://www.icv-controlling.com/en/cc)  
[www.icv-controlling.com/en/cc-anmeldung](http://www.icv-controlling.com/en/cc-anmeldung)  
[www.icv-controlling.com/en/cab](http://www.icv-controlling.com/en/cab)  
[www.icv-controlling.com/en/cib](http://www.icv-controlling.com/en/cib)  
[www.icv-controlling.com/en/cis](http://www.icv-controlling.com/en/cis)  
[www.icv-controlling.com/en/ccs](http://www.icv-controlling.com/en/ccs)