

# 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.

**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

The research shows that these two hashtags are already used intuitively in articles about the ICV - both by ICV officials and by external parties (e.g. speakers at our events).

Advantage: Both terms can be used in German / English.

The screenshot displays a vertical feed of LinkedIn posts. Each post includes a profile picture, the user's name and title, the post text, and engagement metrics like comments and likes. Several posts have the hashtags #controlling and #icv highlighted in red. The posts are as follows:

- dr Tomasz M. Zieliński** (CEO of ICV POLAND) posted 1 month ago: "... z o.o. is a strategic partner of ICV and administers ICV POLSKA - International Association of Controllers . #controlling #icv #cfo". 22 likes, 7 comments.
- Jasmina Očko** (Controlling consultant) posted 2 months ago: "...in/dQpJqrJ #controlling #managementaccounting #icv #controllers #menadžment #upravljanje #kontroling #leadership". 61 likes, 6 comments.
- Cornelius Nickert** (Entrepreneur) posted 1 month ago: "Es ist angerichtet. Gleich geht's los: die 18. CCS #Controlling Kompetenztagung des #ICV mit dem Thema die Krise als Chance?! Ich treue mich auf einen kleinen Beitrag zum #SaninsFOG und #StaRUG Gerade auch für Kontrolle hat die...". 10 likes, 1 comment.
- Alexander Hein** (Digital Transformation) posted 2 months ago: "...#praxistage #icv #barc #controlling". Includes a video thumbnail titled "Exciting FP&A-Events in November - smartPM.solutions". 18 likes, 1 comment.
- Tilman Hagen** (Senior Manager) posted 1 month ago: "An diesem Donnerstag spreche ich auf der 18. CCS CONTROLLING COMPETENCE STUTTGART des ICV International Association of Controllers - controlling network zum Thema "Einführung und Nutzen einer Data Analytics Governance". Das Motto...". 10 likes, 1 comment.
- Jasmina Očko** (Controlling consultant) posted 2 months ago: "...happening. Once again - thank you all! Heimo Losbichler dr Tomasz M. Zieliński Bernie Smith Xavier Subirats Alcoverro Valentin Usenkov Mario Korbar https://lnkd.in/dQpJqrJ #controlling #managementaccounting #icv ... mehr anzeigen". 38 likes, 3 comments.

## 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**

## Standard hashtags for the ICV events

**#controllercongress\***

**#ccs**

**#cib**

**#cis**

**#cab**

**#nordtagung**

## Standard hashtags for the ICV awards

**#ControllingExcellenceAward**

**#NewcomerAward**

\* is already used in this form in social media, especially by external parties. As a hashtag term, it is more intuitive than the correct name #Congressdercontroller

## Additional hashtags: Creative space

In addition to the standard hashtags, there are no limits to your imagination when it comes to other hashtags. These should just match the post.

Example:

#forabetterperformance > Congress motto

#BePartOfIt > Be part of the ICV network

#cometogether #worktogether #growtogether > about the ICV

#ICVSchweiz

#ICVÖsterreich

#ICVPolska (is already used by the ICV Poland)

#BerlinBrandenburg

#InternationalWorkGroup

#expertworkgroup #DigitalCFOAgenda

#sectorworkgroup #EnergyAndWater

#ControllingWiki

#ControllingWissen

#Ideenwerkstatt #ICVThinkTank

#Sustainability

#controllersbiergarten

...

# SUMMARY

If you write a post about the Congress of Controllers 2021, you use

## A the two MANDATORY hashtags

#ICV #controlling

## B the standard hashtag for the ICV events

#ICVevents

## C the standard hashtag for the Congress

#controllercongress

**D optional further hashtags**, depending on the content of the post, e.g. for Stefan Schnell's speech at the Congress (see below):

#forabetterperformance #KI #ArtificialIntelligence #Visualization #BusinessPartner #Pathfinder #FinanceForecast  
#LiquidityPlanning #Automation #BASF #PredictiveAnalytics

### 4.50 pm For a better Performance Management – Examples of Artificial Intelligence at BASF

- The role of a controller: from "Business Partner" to "Pathfinder"
- Transparency through visualization and analytics
- Predictive analytics in the financial forecast and in liquidity planning
- Artificial Intelligence in credit management

#### **Stefan Schnell**

Senior Vice President

Group Reporting & Performance Management, BASF SE, Ludwigshafen



# How do you use the hashtags in the various social media channels?

**TWITTER:** The number of characters per post is very short here anyway. Therefore, if possible, you should include the necessary hashtags directly in the text, e.g.

*The #ICV #controllercongress takes place on 26/27.4.2021 under the motto #forabetterperformance. You can register now! (LINK) #controlling #ICVevents*

**LinkedIn:** The hashtags are listed at the end of the post. Here, if there are still enough free characters, be creative, e.g. in a report on sustainability use #sustainability #gogreen etc. It helps if you check the list of suggestions. As soon as you type in “#” and immediately afterwards the first few letters of your hashtag idea, LinkedIn suggests words that are already frequently used.

- Suggested hashtag words are already used by others and are therefore better suited to placing the post in an attractive keyword environment.
- If the favorite hashtag word is not in the suggestion list, you can still use it!

**Facebook:** This channel is no longer served by the ICV.

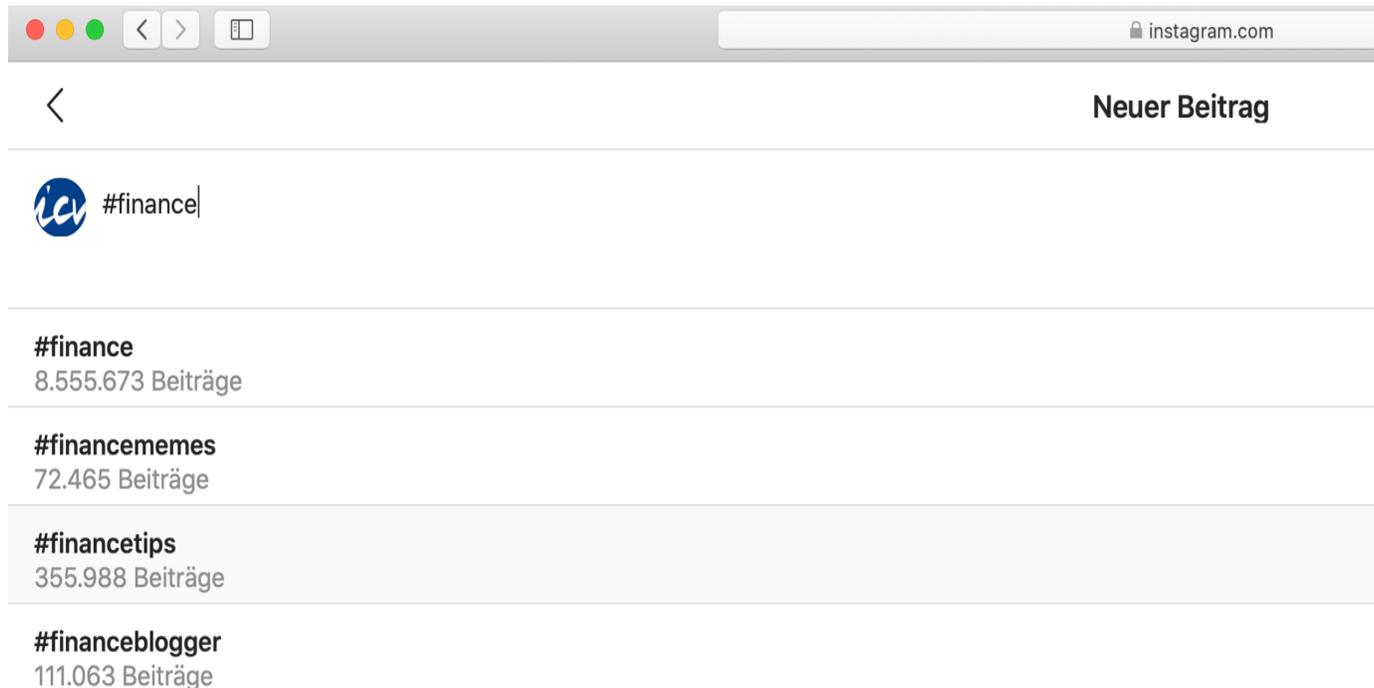
**XING:** No hashtags are used here.

**Instagram:** See the next page

**Instagram:** lives from pictures and hashtags - very often a post only consists of a picture with a caption in the form of a list of creative hashtags!

See below: Instagram suggests frequently used hashtag words including the number of uses as soon as you type hashtag character “#” and the first letter of the word in the post field .

The same applies here: The larger the number of posts listed, the more often this word is used on Instagram. So use hashtags that match the picture with a high number of posts PLUS your creative ideas in order to stand out from others.



# Make people / companies / organizations aware of the post

If you mention a person and / or organization in the post OR you want to draw the attention of a person / organization to the post, place the „@“ symbol in front of the name, e.g. @BASF or @Stefan Schnell

1. In contrast to the hashtags, names are written with spaces between the first and last name...
2. If there are several people with the same name, select the correct target person from the list of suggestions that appears after entering the @ sign and the first letter, see the example of Stefan Schnell on LinkedIn on the right.
3. If the person or company you are looking for is not in the suggestion list, you can simply put the hashtag in front of the name (#BASF #StefanSchnell).
4. You can set the @ reference just like the hashtags within a post or at the end. The next time they log into the LinkedIn the person named in the post receives a message that they were mentioned in a post as well as the direct link to the post.

## Beitrag erstellen



Brigitte Dienstl-Arnegger ▾

Alle ▾

## @Stefan Schnell



**Stefan Schnell** 2. • Senior Vice President bei BASF



**Stefan Schnell** 2. • Senior Systems Engineer at BWI GmbH



**Stephen Schnell** 3. • Operations at Bird



**Stefan Schnell** 3. • --