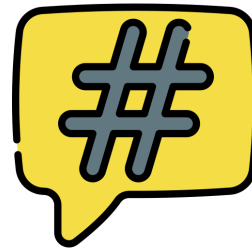
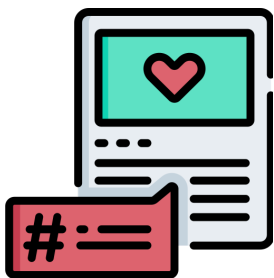


HISTORY OF HASHTAGS

1988

The hash symbol was first used on Internet Relay Chat (IRC) to sort and label topics that were available across the entire network. The hashtags grouped messages and content related to a similar topic so that users would find it easier to search.



2007

American blogger-consultant Chris Messina used the hashtag first on Twitter in August 2007. However, the concept didn't really gain momentum until the California wildfires of October 2007. A California resident Nate Ritter tweeted about the fires and used 'SanDiegoFire' used as a tag. This inspired Messina to suggest using #SanDiegoFire for all relevant tweets. This became so popular that it inspired Twitter users to use hashtags to group content of similar topics.



2010

Hashtags became a common feature by now. Instagram, which was launched in the year 2010 has used hashtags from the beginning. They were used to coordinate the Arab Spring, a series of anti-government protests in 2010.

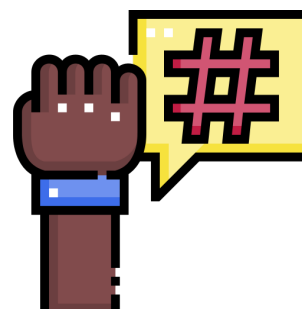
2009

In 2009, Twitter started using hashtags and introduced a search tool to evaluate which users were using a particular hashtag. In 2010, Twitter introduced "Trending Topics," which shows the most popular and trending hashtags at any given time.



2013 - present

Facebook adopted hashtags in the year 2013 extensively. Simultaneously, people started using hashtags as a tool for change, leading to what was being termed "hashtag activism." Several movements became very popular due to their hashtag. For eg: #MeToo and #BlackLivesMatter. Hashtags like #MakeAmericaGreatAgain were also widely used and very influential during the US presidential elections in 2016.



Sources:

<https://socialmediaweek.org/blog/2018/02/history-hashtags-symbol-changed-way-search-share/>

<https://www.cnn.com/2018/04/30/chris-messina-hashtag-inventor.html>

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