

# Facebook introduces hashtags

June 12 2013, by Barbara Ortutay

---



Facebook CEO Mark Zuckerberg speaks during an event at Facebook headquarters on April 4, 2013 in Menlo Park, California. Facebook on Wednesday added Twitter-style hashtags to help the more than 1 billion members of the social network tune into topics of interest at the leading social network.

Facebook is introducing hashtags, the number signs used on Twitter, Instagram and other services to identify topics being discussed and allow users to search for them.

[Facebook](#) Inc. said in a [blog](#) post Wednesday that users will be able to click a hashtag to see a feed of discussions about a particular topic. For example, typing a number sign in front of "ladygaga" or "[sunset](#)" will turn the words into a link that users can click on to find posts about Lady Gaga or sunsets.

Facebook said hashtags are a first step toward making it easier for users to find out what others are discussing. The company is not giving exact details about other tools it might introduce. If Twitter's use of hashtags is any indication, Facebook will likely incorporate them into its advertising business.

"We'll continue to roll out more features in the coming weeks and months, including trending hashtags and deeper insights, that help people discover more of the world's conversations," wrote Greg Lindley, product manager for hashtags, in the post.

The hashtags will conform to users' [privacy settings](#)—so putting a hashtag in a post that's only visible to your friends won't make it show up for anyone other than your friends.

Facebook said it will make the clickable hashtags available to users in the coming weeks, beginning on Wednesday. Though hashtags haven't worked on Facebook until now, many people were using them anyway, having grown accustomed to them on Twitter, Instagram and elsewhere.

Using hashtags will help users gain a larger view of what others are talking about, Lindley said.

**More information:** [newsroom.fb.com/News/633/Publications-on-Facebook](https://newsroom.fb.com/News/633/Publications-on-Facebook)

© 2013 The Associated Press. All rights reserved.

Citation: Facebook introduces hashtags (2013, June 12) retrieved 24 June 2024 from <https://phys.org/news/2013-06-facebook-hashtags.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.