

# U.S. Navy Hashtag Directory (v 1.0.14)

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Updated Dec. 1, 2016

- *Revision to v 1.0.14 (Dec. 1, 2016): Adds #ArmyNavy and #PearlHarbor75.*

The hashtags listed in this document are commonly used to mark keywords or topics for content tagging and discovery on U.S. Navy social media platforms. While hashtags may be used on most social media platforms, they are most commonly used on Twitter and Instagram.

## Best practices and tips:

- Due to the nature of social media, always research a hashtag to determine who is using it and how it is being used.
- Be a part of a larger conversation, i.e. using #BlackHistoryMonth instead of creating a Navy-specific hashtag for Black History Month.
- Capitalize the first letter of each word for readability, i.e. #ThisIsAHashtag.
- Be purposeful and deliberate; don't hashtag every word in a tweet/post.
- Use no more than three hashtags in a tweet/post.
- Keep hashtags short.
- Incorporate your hashtag directly into the tweet/post's text instead of posting a string of hashtags at the end of the tweet/post
  - **Do:** #USNavy builds Cybersafe #USSSecure to protect Fleet warships & weapon systems - <http://1.usa.gov/218vS4e> #NavyCyber
  - **Do not:** Navy builds Cybersafe USS Secure to protect Fleet warships - <http://1.usa.gov/218vS4e> #USNavy #USSSecure #NavyCyber
- Do not use spaces, punctuation, or other special characters within your hashtag. You'll break it.

Note that this directory will be frequently updated. To submit a hashtag to be considered for addition, email [NavySocialMedia@Navy.mil](mailto:NavySocialMedia@Navy.mil) with the hashtag, its definition, your contact information, and associated Navy social media account.

<b>CHINFO (@USNavy)</b>	
#BREAKING	Refers to urgent news with high visibility.
#ExerciseName	Refers to a specific exercise or operation such as #CutlassExpress.
#NavyCyber	Refers to how cybersecurity on U.S. Navy networks demands constant vigilance.
#NavyInnovates	Refers to how the Department of the Navy is removing barriers and fostering a culture of innovation that unleashes ingenuity within our people.
#NavySAPR	Refers to the Navy's commitment to prevent and respond to sexual assault – eliminating it from our ranks through a balance of focused education, comprehensive response, compassionate advocacy, and just adjudication to promote professionalism, respect, and trust, while preserving Navy mission readiness.
#USNavy	Refers to the U.S. Navy. (Note: Use #USNavy instead of #Navy.)
#USSShipName	Refers to a U.S. Navy ship, i.e. #USSJohnCStennis, in the absence of a Navy account that has posted within the last 30 days. (Note: Depending on character availability, a hull number, i.e. #CVN74 may be used in addition.)
<b>Secretary of the Navy (@SECNAV)</b>	
#GreatGreenFleet	Refers to a Department of the Navy initiative highlighting how the Navy and Marine Corps are using energy efficiency and alternative energy to increase combat capability and operational flexibility. The Great Green Fleet kicked off Jan. 20, 2016, with the deployment of the USS John C. Stennis Carrier Strike Group.
#PartnershipsMatter	Refers to our relationships with industry, allies, and the American people.
#PeopleMatter	Refers to the Navy and Marine Corps' greatest edge, our people.
#PlatformsMatter	Refers to the ships, aircraft, submarines, unmanned vehicles, and hardware the Navy buys and builds.
#PowerMatters	Refers to SECNAV's energy goals that include pursuing energy efficiencies and alternative sources of energy.
#PresenceMatters	Refers to our naval forces' being at the right place – not just at the right time – but all the time.

<b>Chief of Naval Operations (@CNORichardson)</b>	
#31for31	Refers to infovideos that are 31 seconds in length, which are produced by CNO PAO about issues relevant to the 31 <sup>st</sup> CNO.
<b>Commander, Submarine Force, U.S. Pacific Fleet (@PacificSubs)</b>	
#WhyGoGuam	Refers to COMSUBPAC's initiative that encourages personnel and families to answer the question "Why Go Guam?" with insight from their own experiences on the island, and allows the conversation about Guam to grow through brief, personal narratives.
<b>Miscellaneous</b>	
#ArmyNavy	Refers to the coordinated hashtag for the annual Army-Navy football game.
#DYK	Refers to the commonly used abbreviation for "Did You Know?" – an opportunity to present facts or figures.
#FF	Refers to the commonly used abbreviation for "Follow Friday" – a weekly social media trend that encourages users to follow other accounts. <i>(Note: Official U.S. Navy accounts should be careful to limit recommendations to other mission-related government accounts to avoid the endorsement of non-governmental organizations.)</i>
#ICYMI	Refers to the commonly used abbreviation for "In Case You Missed It" when reposting content.
#Location	Refers to a geographical location, i.e. #SanDiego.
#OIR	Refers to Operation Inherent Resolve, which the president authorized U.S. Central Command to work with partner nations to conduct targeted airstrikes of Iraq and Syria as part of a comprehensive strategy to degrade and defeat the Islamic State of Iraq and the Levant (ISIL).
#OTD	Refers to the commonly used abbreviation on Twitter for "On This Day."
#PearlHarbor75	Refers to the coordinated hashtag for the 75th anniversary of the Japanese attacks on Pearl Harbor and other U.S. military facilities on Oahu
#SelfieWithASailor	Refers to a photo taken with a U.S. Navy Sailor.
#TBT	Refers to the commonly used abbreviation for "Throwback Thursday" – a weekly social media trend for past or historical content posted on Thursdays.
<b>Navy Office of Community Outreach</b>	
#NavyWeek	Refers to the U.S. Navy program designed to raise awareness about the Navy in areas that traditionally do not have a naval presence and include community relation projects, speaking engagements, and media interviews with flag hosts and area Sailors.



<b>Office of Naval Research (@USNavyResearch)</b>	
#70YearsOfInnovation	Refers to the Office of Naval Research's celebration throughout 2016 of 70 years of developing cutting-edge science and technology for U.S. naval forces.
<b>PERS-41 Surface Warfare (@PERS41)</b>	
#LeadAtSea	Refers to what PERS-41 considers the best part about being a surface warfare officer – leading at sea.

<b>Archived</b>	
#240NavyBday	Referred to the U.S. Navy's 240 birthday celebrated Oct. 13, 2015.
#241NavyBday	Referred to the U.S. Navy's 241 birthday celebrated Oct. 13, 2015.
#BALTOPS	Referred to the 44th iteration of the multinational maritime exercise BALTOPS 2016 in the Baltic region, in which approximately 6,100 maritime, ground, and air force troops from participating nations demonstrate maritime interdiction, anti-subsurface warfare, amphibious operations, and air defense in a joint environment to ensure regional security.
#BlackHistoryMonth	Referred to the commonly used hashtag on Twitter for National African American History Month held annually in February.
#BlueAngels70	Referred to the team's hashtag that was used to commemorate its 70th season in 2016.
#Budget2017	Referred to the Department of Defense's FY 2017 budget proposal that was announced Feb. 9, 2016.
#DoDPride	Referred to the hashtag coordinated with OSD-Social Media for LGBT Pride Month in June. The hashtag #PrideMonth was also used to join the larger conversation.
#HispanicHeritageMonth	Referred to the commonly used hashtag on Twitter for Hispanic Heritage Month held annually Sept. 15-Oct. 15.
#HonorOnline	Referred to our collective charge, under Adm. Michelle Howard when she was vice chief of naval operations, as a Navy to promote our core values online.
#ICEX2016	Referred to the five-week exercise (Ice Exercise 2016) designed to research, test and evaluate operational capabilities in the Arctic region.
#IMCMEX	Referred to the International Mine Countermeasures Exercise, which included mine countermeasures, diving operations, small-boat exercises, maritime security operations coordinated with industrial and commercial shipping, unmanned underwater vehicle operations, and port clearance operations.
#IndependenceDay	Referred to the hashtag coordinated with OSD-Social Media for the 4 <sup>th</sup> of July.
#InvictusGames2016	Referred to the international Paralympic-style, multisport event created by Great Britain's Prince Harry in 2014 to demonstrate the power of sports to inspire recovery, support service members' rehabilitation, and to demonstrate that there is life beyond their disability. The event was last held May 8-12 in Orlando, Florida.
#ISS22	Refers to the 22nd International Seapower Symposium held Sept. 21-23, 2016, at the U.S. Naval War College. The three-day symposium welcomed maritime leaders from around the world

	to attend and lead presentations, take part in panel discussions, and learn from other global leaders on matters relating to current maritime topics that effect nations regionally and globally.
#KidsServeToo	Referred to the hashtag coordinated with OSD-Social Media for the Month of the Military Child in April.
#MCPONMinute	Referred to infovideos that are one minute in length, which are produced by MCPON PAO about issues relevant to MCPON.
#MedalOfHonor	Referred to the award for members of the Armed Forces who distinguish themselves conspicuously by gallantry and intrepidity at the risk of their own lives above and beyond the call of duty.
#Midway74	Referred to Naval History and Heritage Command's hashtag for the commemoration of the 74th anniversary of the Battle of Midway, which was fought June 4-7, 1942, over and in the waters near the island of Midway in the central Pacific Ocean. The United States took the offensive in World War II after this victory over the Japanese navy. After Midway, the tide of the Pacific war turned in favor of the United States and her allies. The hashtag #BattleOfMidway was also commonly used.
#NeverForget	Referred to the trending hashtag 9/11's anniversary.
#PacificPartnership2016	Referred to the largest annual multilateral humanitarian assistance and disaster relief preparedness mission conducted in the Indo-Asia-Pacific Region. The annual maritime operation helps improve disaster response preparedness while enhancing partnerships with participating nations throughout the region.
#RIMPAC2016	Referred to the world's largest international maritime exercise, Rim of the Pacific (RIMPAC), which provides a unique training opportunity that helps participants foster and sustain cooperative relationships that are critical to ensuring the safety of sea lanes and security on the world's oceans. RIMPAC is scheduled for June 30 to Aug. 4, in and around the Hawaiian Islands and Southern California.
#SAAPM	Referred to the hashtag coordinated with OSD-Social Media for Sexual Assault Awareness and Prevention Month in April.
#SAS15	Referred to the Navy League Sea-Air-Space Exposition held April 2015.
#SAS16	Referred to the Navy League Sea-Air-Space Exposition held May 16-18, 2016.
#SNA16	Referred to the Surface Navy Association's national symposium held January 2016.



#TeamNavy	Referred to the 37 seriously wounded, ill and injured Sailors who competed in Department of Defense's Warrior Games.
#VeteransDay	Referred to the commonly used hashtag for the day
#WarriorGames	Referred to DoD's adaptive sports competition for wounded, ill, and injured service members and veterans that was held June 15-21, 2016, in West Point, New York.
#WomensHistoryMonth	Referred to the commonly used hashtag on Twitter for Women's History Month held annually in March.