



## 25 Hashtags Your Kids Should Follow this Summer

- August 23 is **International Hashtag day**, in celebration of the first known social media usage of hashtags
- Over 125 million hashtags are shared every day on Twitter
- **#TrashTag**, **#ChooseKindness** and **#NASA** are some of the hashtags included in the list prepared by Qustodio for families to follow.

**Barcelona, August 20, 2020** - Using hashtags on social networks – adding the pound sign (#) to an idea, keyword or string of words – may seem very current, but the technique has been around on social media for more than a decade, and on internet connected computers since the 80's. Chris Messina, a social technology expert, is credited with the first hashtag **#Barcamp** 13 years ago through a tweet its use to create groups and better classify messages. Although Messina was considered a visionary, he himself confessed that the creation of the hashtag happened accidentally.

Two years later Twitter adopted its use and the well-known “Trending Topics were born.” According to data shared by Twitter in 2018, more than 125

million hashtags were being posted each day. Facebook implemented hashtags shortly after, followed by Instagram in January 2011. Today, millions of people use hashtags such as #Love, #Instagood or #PhotoOfTheDay to accompany their posts.

Aware of its success among minors and coinciding with the celebration of World Hashtag Day, [Qustodio](#) has prepared a list of 25 hashtags (and their Instagram post count) with quality content that the families can follow, not with the aim of getting “likes” or adding followers, but as a great conversation starters, ways to learn, and to show solidarity with different social causes such as taking care of the environment:

1. [#Education](#) (20M posts)
2. [#QuickDraw](#) (235k posts about users sharing their fast sketches)
3. [#Drawing](#) (198M posts)
4. [#GraphicDesign](#) (43M posts for lovers of graphic design)
5. [#GameArt](#) (1M posts sharing drawings of the characters of their favorite video games)
6. [#PlayAtHome](#) (276K posts)
7. [#PlayAtHomeMummy](#) (39K posts about fun things to play at home with parents)
8. [#MotivationalPhrases](#) (14K posts)
9. [#TrashTag](#) (182K posts challenging people to collect the garbage that others throw away)
10. [#ClimateStrike](#) (632 posts in support of Greta Thunberg and climate change activists)
11. [#SaveThePlanet](#) (4M posts)
12. [#SayNoToPlastic](#) (662K posts to raise awareness of the importance of reducing the use of plastics)
13. [#KindnessIsFree](#) (124K posts with examples of how to be kind costs nothing)

14. [#ChooseKindness](#) (258K posts on the importance of being kind)
15. [#AntiBullying](#) (526K posts)
16. [#FlipBook](#) (153K posts flipping through flip books)
17. [#Literature](#) (7M posts)
18. [#KidsJokes](#) (8K posts with fun jokes for kids every day)
19. [#Homeschooling](#) (3M posts for learning at home)
20. [#NASA](#) (6M posts about space)
21. [#STEMEducation](#) (414K posts on scientific learning)
22. [#FunFactFriday](#) (248K posts)
23. [#NationalGeographic](#) (7M posts of breathtaking looks at our world)
24. [#MagicTricksForKids](#) (1K video posts for your budding magician)
25. [#DanceChallenge](#) (2M posts to get the whole family dancing)

**María Guerrero**, an expert psychologist at Qustodio, recommends “a good way to get closer to digital natives is to show them positive and interesting uses of technology. It’s not that you have to use hashtags yourself when you chat with your children, but pointing out those related to quality publications can go a long way to greeting some common ground with children, tweens and teens.”

### **About Qustodio**

[Qustodio](#) is the world leader in online safety and digital wellbeing for families. Since 2012, our cross-platform parental control app and expert insights have helped parents around the world protect their children against online harm such as predators, cyberbullies and inappropriate content, while also helping them create healthy digital habits and awareness. With more than 2 million users, and accessible in 8 languages across +180 countries, Qustodio promotes the healthy

use of technology, a safer internet, and open communication between parents and kids around the world.

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