Hashtags and Vanity URLs

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Hashtags

What is a hashtag?

On social media sites such as Twitter and Facebook, a hashtag is a word or phrase preceded by a hash or pound sign (#). A hashtag is used to identify messages related to a specific topic.

PBS hashtags

All show-related hashtags that you plan to use on your site must be approved by PBS. To begin the review and approval process, please send your proposed hashtags in an email to your Program Manager or Programming contact. They will work with Emily Kayser and Ashley Carufel to review your hashtags and you should receive a response within 48 business hours. **PBS reserves the right to veto any proposed hashtags that conflict with the PBS brand.**

Guidelines

- **Plan ahead:** The hashtag approval timeline can vary, so if you're launching new site or a new program, please **submit your hashtags two (2) weeks in advance of your site launch/promotion and/or in advance of an event where the hashtag will be used**.
- **Include PBS:** "PBS" must be included in your hashtag and typically appears at the end of the hashtag (examples: #MercyStreetPBS, #PoldarkPBS).
- **Be open to suggestions:** Programming and/or PBS Digital/Social may suggest a hashtag outside of the standard format (program name and PBS) because of the following:
    - Length
    - Spelling
    - Redundancy
    - Used for other programs
    - Not intuitive
    - No abbreviations
    - Unintended meaning
- **Get everything approved:** All hashtags, even those that do not follow the standard format, need to be approved by PBS Digital/Social and follow the standard approval process.

Vanity URLs

What is a vanity URL?

A vanity URL is a customized web address that includes the name of your show for marketing, branding, and search engine optimization (SEO) benefits. They are usually short and descriptive, and can easily be recognized as part of your show's branding (examples: http://www.pbs.org/mercystreet, http://www.pbs.org/bigbluelive).

PBS vanity URLs

All program vanity URLs that you plan to promote on your site but be approved by PBS. To begin the review and approval process, please send your vanity URLs in an email to your Program Manager or Programming contact. They will work with PBS Digital/Social to review your vanity URLs and you should receive a response within 48 business hours. Once the vanity URL is approved, work with your Program Manager to submit a Digital Support Portal ticket requesting that your vanity URL is created. **PBS reserves the right to veto any proposed vanity URLs that conflict with the PBS brand.**

Guidelines

- **Plan ahead:** The vanity URL approval timeline can vary, so if you're launching new site or a new program, please **submit your vanity URL two (2) weeks in advance of your site launch/promotion**.
- **Standard format:** Full show title, all lowercase and no punctuation (examples: /mercystreet and /bigbluelive)

- **Be open to suggestions:** Programming and/or PBS Digital/Social may suggest a vanity URL outside of the standard format (program name) because of the following:
    - Length
    - Spelling
    - Redundancy
    - Used for other programs
    - Not intuitive
    - No abbreviations
    - Unintended meaning
- **Get everything approved:** All vanity URLs, even those that do follow the standard format, need to be approved by PBS Digital/Social and follow the standard approval process.
- PBS reserves the right to redirect any vanity URL at the end of a broadcast period and/or streaming rights period.