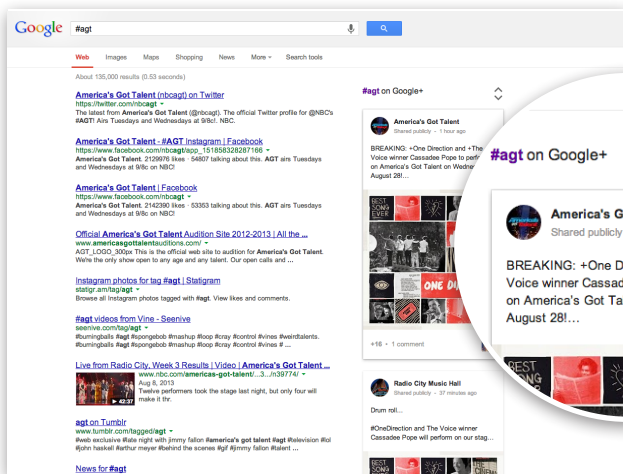


Hashtags in Search:

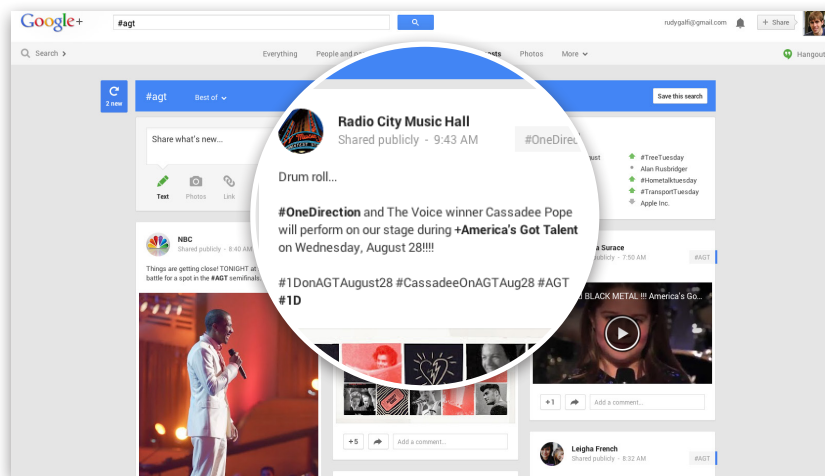
More meaningful results to #hashtag searches

A hashtag - any word or phrase (no spaces) with a # preceding it - is a great tool for people to find and join conversations about a particular topic. Clicking on a hashtag shows related content.



Hashtags are now even more powerful. When users search for certain hashtags, they'll see a stream of related Google+ posts on the right hand side of Search results. For example, if someone searches for #agt in Google Search, they'll see this:

This means you can use hashtags in creative campaigns; tell your audience to "Search for #X on Google" to see the conversation happening on Google+. Users can join the conversation by clicking into the stream and posting on Google+.



How it works:

Whenever there is enough detailed data, the Google+ post stream will serve up relevant public posts as well as those that have been shared with circles. Follow best practices to see a hashtag trend on Google+ in order to have it appear in Search. Many hashtag searches will not trigger Google+ posts in Search if there aren't enough recent relevant posts.

Google is rolling this feature out in the US right now with international markets to follow at later dates.