

HASHTAGS AND PUBLIC OPINION MOBILIZATION: AN ANALYSIS OF GLOBAL TRENDS AND STATISTICS

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Abstract:

This research is dedicated to exploring a relatively recent phenomenon catalyzed by the emergence of social media platforms: the hashtag. The study examines its substantial role in broadening the diversity of follower bases across multiple dimensions—social, political, economic, cultural, and religious—thereby effectuating transformative shifts on local, national, and global levels. Their capacity to rapidly mobilize users and generate large-scale engagement has positioned them as a key force in digital activism and public opinion formation. Accordingly, this investigation concentrates on the operational dynamics of hashtags and their consequential impact on swaying public opinion, as evidenced by global models and statistics of hashtags that continue to influence governments and the global landscape through their succinct symbols and language.

Keywords: Hashtag; social media platforms; public opinion; users; interactivity.

Introduction:

In the contemporary digital milieu, where social media platforms increasingly serve as pivotal arenas for communication and influence, hashtags have emerged as instrumental in navigating public discourses and spotlighting societal and political concerns. These digital markers facilitate the convergence of diverse voices, enabling expansive dialogues that transcend the confines of geographic and cultural boundaries. Beyond their utility as organizational tools for digital content, hashtags have ascended to the status of a sociocultural phenomenon, reflecting and shaping the dynamics of public engagement and opinion formation.

Social media platforms have increasingly positioned themselves as key agents in the construction of public awareness and the modulation of

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collective behavior. Hashtags, in particular, serve as a crucial means of digital agenda-setting, structuring online discourse, and elevating social, political, and economic issues to the forefront of global conversations. Despite their perceived democratizing potential, the actual impact of hashtags remains a matter of ongoing debate, entangled with concerns surrounding credibility, virality, and the mechanisms of influence in the digital public sphere.

While hashtags have undeniably contributed to raising awareness about critical social and political issues, they have also sparked significant controversy regarding their authenticity and long-term efficacy. The potential for hashtags to be leveraged in misinformation campaigns, algorithmic amplification, and digital astroturfing raises questions about their role in public opinion formation. This study, therefore, seeks to critically examine the extent to which hashtags function as genuine instruments of social and political transformation or whether they are, in some instances, performative digital artifacts that generate ephemeral engagement without substantive real-world impact.

Furthermore, the linguistic economy of the hashtag raises fundamental questions about its ability to effect tangible change. While some hashtags generate substantial momentum, the key question remains: Do these digital campaigns translate into concrete policy shifts, or are they merely transient discursive events, confined to the rhythms of social media virality?

At the same time, the monetization of social engagement has transformed social media into a highly profitable ecosystem where trending topics are often shaped by commercial interests rather than organic public sentiment. The commodification of digital discourse has introduced new dynamics, wherein hashtags can be weaponized for profit, political gain, or ideological manipulation, further complicating their role in public opinion formation.

Given the increasing centrality of digital platforms in shaping contemporary political and social realities, this study interrogates the role of hashtags in structuring public debate, mobilizing collective action, and influencing institutional responses. The research problem, therefore, revolves around a central question:

How does the hashtag, through its condensed linguistic form, contribute to the shaping of public opinion?

From this broader question, the study raises several sub-questions:

- What are hashtags and what are their linguistic properties?

- How do social media platforms mediate the influence of hashtags in shaping public opinion?
- To what extent do hashtags facilitate collective digital mobilization?

Research Significance

The increasing dominance of digital media as a space for political expression, activism, and mass communication underscores the urgency of understanding the role of hashtags in contemporary public discourse. Hashtags have been instrumental in shaping political movements, influencing election campaigns, and steering global humanitarian conversations. Their ability to rapidly disseminate information and rally support across borders makes them an essential feature of modern political engagement and networked activism.

Research Objectives

This study aims to:

- Explore the linguistic and technological mechanisms of hashtags.
- Identify the tools for shaping public opinion in virtual space.
- Unearth the impact of hashtags as condensed communicative devices in mobilizing public opinion.

1. CONCEPTUAL FRAMEWORK

1.1. Public opinion

Public Opinion has been widely conceptualized as a collective expression of beliefs and attitudes formed by societies in response to specific issues, often shaped by media influence and strategic discourse. It represents the dominant perspective among an informed majority regarding matters of public concern, particularly those that directly impact their collective interests. Some define public opinion as a collection of ideas and beliefs that populations typically form on a specific issue under the influence of media and direction, reflecting a majority's viewpoint at a particular time or in response to social changes and phenomena (Tarih, 376).

1.2. Digital public opinion

It refers to the collective viewpoints articulated within the expansive digital sphere, where social media platforms and online networks serve as key arenas for discourse and mobilization. Achache and Mohamed describe it as the opinion expressed by the largest possible segment of the population on the Internet, influencing the most extensive reachable segment through this network (Achache & Mohamed, 2020: 264). Another definition posits digital public opinion as any perspective endorsed by a substantial online constituency—typically exceeding half a million users—who actively

advocate for its realization in offline settings, often seeking tangible political or societal outcomes.

1.3. The Hashtag

On Twitter, the hashtag functions as more than a simple metadata tag; it is a strategic tool for structuring discourse, amplifying content, and fostering collective engagement. Designed by users to curate conversations around specific topics, hashtags facilitate the dissemination of information while streamlining the retrieval of relevant content within the platform's algorithmic architecture. The use of hashtags on Twitter enables the efficient organization of discussions, allowing users to access a consolidated stream of information on a given subject, thereby optimizing visibility and engagement (Al-Zayed, 2022: 7).

1.3. Social Media Networks

Social media networks have emerged as dynamic digital ecosystems that facilitate large-scale interaction among individuals with shared interests, professional affiliations, or cultural orientations. Hussein Shafiq conceptualizes these platforms as online spaces that connect millions of users, enabling them to exchange files, images, and real-time messages. The designation of these platforms as "social" stems from their capacity to foster interpersonal connections and reinforce relational bonds within digital communities.

Janis Blade further refines this understanding, arguing that social media networks should not be viewed as mere aggregations of isolated individuals but rather as complex social structures underpinned by multi-layered cohesion. At the intra-group level, this cohesion manifests through shared linguistic practices, symbolic interactions, and collective emotional expressions. On a broader scale, social media operates through a binary logic of differentiation, constructing discursive boundaries between in-groups and out-groups—what Blade describes as the "us versus them" paradigm (Abbas, 2018: 120).

1.4. The evolution of the hashtag and its characteristics

The hashtag, now a ubiquitous feature of digital discourse, originated on August 23, 2007, when Chris Messina, a former Google employee and one of the architects of Google+, proposed using the # symbol to create thematic groupings on Twitter. His suggestion resonated with users, and by 2010, the term *hashtag* had been formally incorporated into the Oxford English Dictionary. This moment marked a turning point, as hashtags rapidly proliferated, transforming into a powerful tool for digital activism,

marketing, and public discourse. Today, they are integral to algorithm-driven visibility on social media, enabling users to track real-time trends, engage in collective conversations, and amplify messages across digital networks (Hashtag Usage Guide, 2019).

Creating an effective hashtag necessitates careful consideration of several factors:

- A hashtag should not replicate an existing one.
- Brevity enhances readability and facilitates seamless user interaction.
- A well-crafted hashtag should immediately convey its purpose, allowing users to discern its relevance and thematic scope at a glance (Al-Shawabkeh, 2025).

1.5. Types of Hashtags

• Brand Hashtag

A brand hashtag is crafted specifically for branding purposes, facilitating promotional campaigns tailored to enhance brand visibility and consumer engagement. For example, McDonald's #ImLovinIt campaign exemplifies a successful application of a brand hashtag that transcends mere promotional use, becoming synonymous with the brand's identity. These hashtags do not necessarily incorporate the brand's name but are quintessentially aligned with its image and messaging ethos. They are designed to be unique, memorable, and relevant, often gaining legal protection as trademarks. Notably, such hashtags are pivotal in user-generated content campaigns and contests, encouraging active consumer participation and content creation, as seen in Lay's #DoUsAFlavor campaign.

• Place Hashtag

Place hashtags are employed to promote specific locations or venues, particularly useful in local business marketing and tourism-related activities.

• Event Hashtag

Event hashtags are extensively used to aggregate and amplify content related to particular events.

• Cause-Based Hashtag

In situations of crisis or emergent societal issues, cause-based hashtags come to the fore. These are often mobilized in response to emergencies, political upheavals, humanitarian crises, or natural disasters (e-marketips, 2025).

1.6. Twitter

Twitter has evolved into a defining platform within the digital communication ecosystem, bridging the immediacy of instant messaging with the structured discourse of traditional blogging. The term *Twitter* originates from the English word for “tweet,” encapsulating the platform’s core function as a microblogging network that enables users to share concise updates and engage in real-time conversations. Unlike Facebook, which prioritizes networked intimacy among close friends, Twitter fosters an open-ended, dialogic space, where users interact through short-form textual exchanges—originally capped at 140 characters. This constraint was not merely technical but shaped the platform’s distinctive communicative style, reinforcing brevity, clarity, and viral potential (Splunk et al., 2014: 11).

• **Twitter as the Foundational Platform for Hashtags**

Twitter was conceived as a research initiative by Obvious Corporation in San Francisco, California, in early 2006. Officially launched for public use in October 2006, it rapidly distinguished itself as an innovative model for digital discourse. By 2007, as its adoption increased, Twitter emerged as a pivotal platform for real-time social engagement, marking a shift in the ways users shared and consumed information. In April 2008, the company was formally rebranded as Twitter Inc., accelerating its expansion. Acknowledging the platform’s growing influence, Google integrated Twitter updates into its search results in 2009, reinforcing its role as a primary node for real-time digital indexing.

Twitter is often conceptualized as a hybrid between email and blogging, offering a free, open-access microblogging service that enables users to document their thoughts, respond to events, and participate in broader public conversations. Over time, it has cultivated a dynamic virtual ecosystem, where millions engage in networked dialogue, shaping both individual narratives and collective discourse. As of its fifth anniversary, Twitter had surpassed 100 million registered users, underscoring its ascent as a dominant force in digital sociability.

Twitter’s impact extends beyond Western digital cultures, particularly within Gulf Cooperation Council (GCC) countries, where it has become a primary social networking tool. Initially launched in 2006, its rise as a mainstream microblogging service accelerated in 2007, marking the beginning of its institutionalization as a sociotechnical infrastructure for digital engagement. The platform now supports over 35 languages, including English, Japanese, Spanish, Arabic, and Persian, reflecting its transnational adaptability. Users can create accounts via the Twitter

homepage, establish a personalized profile, and interact with trending discussions. Chronologically ordered updates allow for seamless tracking of discourse, facilitating participation in localized and global conversations.

Recognizing its relevance as an information hub, Google incorporated Twitter posts into its live search results in December 2009. By 2017, the platform had reached 317 million active annual users, accumulating over 1 billion visits to embedded tweets across various websites. Daily tweet volume exceeded 58 million, further evidencing its pervasive digital presence. Twitter's cross-device functionality, supporting both mobile and desktop interactions, has significantly contributed to its widespread adoption, reinforcing its ubiquity in digital communication landscapes (Al-Saadi & Hanaa Ali Mohammed, 2017: 10).

As Twitter gained traction, it became increasingly central to public discourse, political mobilization, and strategic communication. The platform is now a preferred medium for public figures, policymakers, and institutions, offering a direct engagement channel that bypasses traditional media gatekeeping. Prominent individuals leverage Twitter to monitor public sentiment, amplify their messaging, and cultivate digital followership. Many government officials, journalists, and corporate leaders have adopted the platform as a real-time public interface, where they communicate policy updates, organizational decisions, and personal reflections. In some cases, Twitter serves as an unfiltered digital press release mechanism, reshaping how information is disseminated and consumed.

By the first quarter of 2015, Twitter reported 302 million active monthly users, reflecting a 6% increase from the last quarter of 2014, when its active user base stood at 288 million. Significantly, 80% of active users accessed Twitter via mobile devices, reinforcing its status as a mobile-first platform, optimized for instantaneous engagement and networked visibility (Walida, 2015: 37).

At its core, Twitter operates as both a social networking service and a microblogging tool, embedded within the broader digital sociability matrix. As a real-time, participatory media environment, Twitter fosters interactive content dissemination, leveraging collective intelligence to enhance information circulation and knowledge-sharing. Users engage with the platform through mobile applications, web interfaces, and API integrations, underscoring its adaptability to evolving digital ecologies.

- **Defining Features of Twitter**

- Efficiency and Immediacy: Upon registration, users can instantly begin tweeting and publishing short-form messages to their network.
- Mobile Optimization: The platform is designed for seamless mobile integration, supporting SMS-based tweeting and mobile-responsive interfaces.
- Free and Open Access: Twitter maintains a cost-free model, democratizing participation and fostering broad-based digital engagement.
- Effective Communication Tool: Twitter enables direct, unmediated interaction with diverse audiences, ranging from close contacts to global communities.
- Personalized Content Expression: Users can share real-time updates on personal interests, professional insights, and sociopolitical perspectives, facilitating public discourse formation.
- Follower-Based Interaction: The following and tracking system allows users to curate their digital experience, engage with specific content streams, and participate in trending conversations (Boumchta, 2022: 216).

1.7. Social Media Networks and Their Role in Shaping Digital Public Opinion

Social media platforms have emerged as the cornerstone of contemporary digital communication, representing the foundation of new and alternative media ecosystems. These platforms facilitate interaction and engagement within virtual spaces, enabling individuals and communities to exchange information, debate issues, and mobilize around shared interests (Abbas, 2008: 218).

Historically, the concept of social networks can be traced back to 18th-century sociological and philosophical discourse. However, what distinguishes the modern digital era is the transformation of this theoretical construct into a tangible technological reality. The convergence of advanced communication technologies and internet connectivity has relocated social interactions to the digital sphere, thereby reshaping the structure of public discourse on a global scale (Drahi, 2017: 202).

At their core, social media platforms function as interactive digital environments that foster real-time engagement among users. These platforms provide a broad spectrum of communication tools, including instant messaging, video conferencing, file sharing, discussion groups,

email integration, and blogging functionalities, all of which contribute to the dynamic nature of online interaction (Al-Ghanmi, 2021: 245).

From a sociological perspective, public opinion is not a static construct but rather a dynamic process that unfolds across multiple stages. Its formation is contingent upon three key elements:

1. The Public Issue – which may range from localized concerns to nationwide or global debates.
2. The Engaged Group – which can be small but highly influential or large yet fragmented and ineffective.
3. The Discussion Process – which can be open and deliberative, fostering collective decision-making, or constrained and polarized, reinforcing ideological divisions.

For public opinion to be impactful, it must exhibit several defining characteristics:

- Conscious and rational engagement in discussions.
- Disciplined and structured discourse that respects pluralism and diversity of perspectives.
- Ethical and legal awareness, ensuring that debates remain free from coercion or intellectual suppression (Tarih, 376).

In the era of digital connectivity, social media platforms have evolved into critical arenas for public discourse, political activism, and ideological mobilization. Their increasing significance lies in their ability to democratize access to information, challenging the traditional monopolization of knowledge by state-controlled media and corporate news conglomerates. Consequently, these platforms have emerged as powerful pressure mechanisms, influencing policy decisions, governance structures, and mass mobilization efforts.

Within these digital spaces, activist groups, political movements, and ideological collectives have proliferated, leveraging social media's viral potential to advocate for their causes. The digital sphere has facilitated the rapid emergence of grassroots campaigns, many of which have had tangible sociopolitical repercussions. One illustrative case is the April 6 Movement, which originated as a call for a nationwide strike—initiated by a single user online. The movement quickly gained momentum among digitally engaged youth, exemplifying the power of online mobilization in bypassing traditional organizational constraints.

Simultaneously, blogging platforms have become increasingly central to public discourse, offering a more personalized yet highly interactive

medium for users to curate, critique, and contribute to digital narratives. The interactivity of blogs and social networks, combined with their ever-growing user base—including in Algeria—has cemented their status as primary instruments of public engagement. A study conducted among Algerian university students on the role of digital blogs in shaping public opinion found that the majority of respondents perceived blogs as critical tools for discourse formation, solidifying their place as a key component of internet-based communication.

As digital media consumption expands, a newly emergent public space—the virtual public sphere—has begun to take shape. This gradual evolution reached a watershed moment with the widespread adoption of Facebook and Twitter, two platforms that capitalized on the constraints imposed by state-controlled media environments. Amid restrictions on press freedom and censorship, individuals increasingly turned to digital spaces as alternative forums for political and social expression.

These networked digital arenas function as fluid, decentralized spaces, where discussions unfold in real time, free from geographical limitations or historical constraints. Unlike traditional public spheres, which are often shaped by institutional gatekeepers, these digital spaces operate through peer-driven interaction, algorithmic amplification, and participatory engagement (Achache & Mohamed, 2020: 264).

1.8. The Influence of Hashtags on Public Opinion

The pervasive influence of social media on contemporary public discourse is indisputable. These platforms function as real-time information ecosystems, shaping news consumption, public sentiment, and collective mobilization. Through social media, individuals engage with current affairs, societal debates, and emergent crises at an unprecedented pace, not merely on a daily basis but in continuous, real-time cycles.

This transformative impact extends beyond news dissemination and issue framing; it has also reconfigured institutional responsiveness, compelling governments, corporations, and organizations to recalibrate their engagement strategies. A recent report by *Al-Watan*, titled "Hashtags: A Rapid Catalyst for Institutional Engagement," highlights the increasing use of Twitter hashtags as a mechanism for public advocacy and grievance redressal. The article underscores the persistent reliance of many institutions on traditional bureaucratic channels, such as fax submissions for complaints, which often result in delayed responses spanning weeks or even months. As a result, individuals seeking expedited institutional attention are turning to

hashtag activism, a digital tactic that has proven highly effective—especially when a cause garners widespread social engagement.

The hashtag (#)—initially conceived as a content categorization tool—has evolved into a potent instrument of digital activism. On Twitter, hashtags serve to index discussions, enabling users to track and participate in thematic conversations. Digital communication scholars argue that institutional inertia and the absence of accessible grievance mechanisms often catalyze public outrage, transforming isolated incidents into collective digital movements. When grievances remain unaddressed through conventional means, hashtags become rallying points for social pressure, often compelling swift institutional responses that might not have occurred through traditional bureaucratic processes.

Empirical evidence abounds regarding the influence of hashtag activism in shaping sociopolitical landscapes. Many issues remain peripheral or invisible within mainstream discourse until they trend as hashtags, at which point they command widespread public attention. This dynamic has placed heightened pressure on institutions to develop proactive digital engagement strategies, ensuring that public concerns are acknowledged before they escalate into full-scale digital advocacy campaigns.

However, despite the democratizing potential of hashtags, concerns persist regarding the credibility and verifiability of certain social media-driven narratives. While many hashtag-driven movements serve to amplify marginalized voices and overlooked issues, others may propagate misinformation or distort reality.

2. GLOBAL TRENDS AND STATISTICAL ANALYSIS OF INFLUENTIAL HASHTAGS

Table 01: The Linguistic Structure of Hashtags

Engagement Metrics (Likes & Followers)	Hashtag Analytics Tools	Symbol	Hashtag Language
K: 1,000 M: 1,000,000 or Megabyte	RiteTag, Hashtagify.me, Keyhole, Foller.me, The Hash...	#	#Hashtag

Source: based on: Clodagh O'Brien, *How to Use Hashtags Effectively on Social Media*, Digital Marketing Institute, 28-12-2023, accessed 05-01-2025.

The adage "Brevity is the soul of wit" aptly encapsulates the communicative power of hashtags, which have become fundamental to the digital public sphere across platforms such as Facebook, TikTok, Twitter,

and Instagram. A hashtag, structurally marked by the # symbol, serves as a semantic and functional tool that enhances discoverability, interaction, and engagement. By allowing users to categorize, retrieve, and contribute to ongoing discussions, hashtags operate as powerful digital indexing mechanisms that facilitate the amplification and circulation of information in real-time.

The linguistic economy of hashtags is central to their effectiveness in digital discourse. A hashtag encapsulates a concise yet expressive phrase, strategically designed to signal, persuade, or mobilize. The brevity and precision of the chosen words are crucial—the more succinct and impactful the hashtag, the more likely it is to capture public attention and drive engagement. This makes hashtags not merely tags but coded communicative artifacts, carrying symbolic and ideological weight that reflects the intent of their creators and the sociopolitical climate in which they circulate.

The text following the hashtag serves as a concise representation of the user’s intent—whether to promote, advocate, or persuade a target audience. Its brevity and clarity are what make it compelling; the shorter and more precise the phrase, the more effective it is in attracting attention. Hashtags function as encrypted communicative messages, conveying deep, impactful meanings that align with the strategic objectives of those who create them.

This is particularly evident in international debates and global events, where hashtags play a pivotal role in shaping public opinion. Notably, hashtags merge linguistic terminology with symbolic representation, incorporating elements of computer programming languages—a phenomenon that has evolved with the advancement of artificial intelligence technologies.

TABLE 02: TOP FIVE TRENDING HASHTAGS WORLDWIDE AS OF JANUARY 7, 2025, AT 08:50

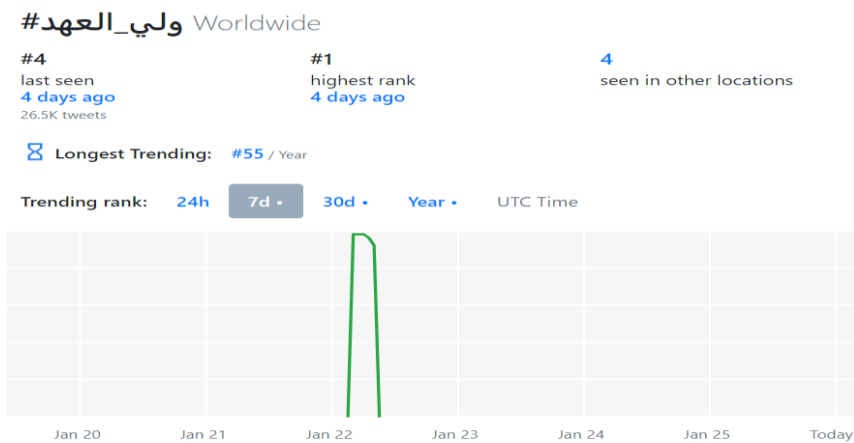
RANK	HASHTAG	TOTAL POSTS	TRENDING SINCE
1	#GoldenGlobes	1.5M	23 hours ago
2	#TGAT	515.5K	Now
3	#WWERAW	271.8K	Now
4	#OssansLoveTHep1	179.2K	14 hours ago
5	#WWEonNetflix	146.7K	3 hours ago

Source: Researcher’s compilation based on *GetDayTrends*, January 7, 2025.

The table provides real-time statistics on the most widely used hashtags globally as of the specified date. The #GoldenGlobes hashtag ranks first,

with 1.5 million mentions, reflecting sustained public engagement with the Golden Globe Awards, which recognize achievements in American and international cinema. The increased interaction surrounding this hashtag has been partly linked to discussions following the recent wildfires in the United States. The second most popular hashtag, #TGAT, corresponds to the Thai General Aptitude Test, a standardized examination required for undergraduate university admissions in Thailand. Its prominence in digital discussions underscores the importance of national academic assessments and their widespread online discourse. Third on the list, #WWERAW, refers to WWE Raw, a professional wrestling event that consistently generates substantial digital engagement. The fourth-ranking hashtag, #OssansLoveTHep1, is associated with the Asian drama series "Ossan's Love", demonstrating the expanding international reach of Asian television content. Lastly, #WWEonNetflix, ranking fifth, marks WWE's presence on Netflix, a move that has driven discussions around the availability of professional wrestling content on streaming platforms. Each of these hashtags reflects high engagement levels, driven by global audiences interacting with widely followed events and entertainment content.

Figure 01: Example of Hashtag Levels



Source: *GetDayTrends*, <https://getdaytrends.com>

Through extensive research and analysis of hashtags that have generated significant global impact, a recurring pattern has emerged regarding their lifespan and engagement cycle. Hashtags typically undergo distinct phases, beginning with an initial surge in activity, followed by widespread dissemination, and eventually reaching a plateau or stabilization phase.

Highly viral hashtags experience peak engagement in the early stages, driven by intense user participation and widespread sharing. Over time, however, as the event, issue, or phenomenon that triggered the hashtag fades from public discourse, interaction levels decline, leading to diminished activity or complete disengagement.

Several factors contribute to the decline of hashtag engagement, including the waning relevance of the topic it represents or the emergence of new hashtags that reframe discussions using different terminology. As digital conversations evolve, newer hashtags often supersede older ones, reflecting shifts in public interest, media coverage, and online discourse dynamics.

Table 03: Top hashtags related to #Algeria used by Algerian bloggers on Instagram

Rank	Hashtag	Total posts
1	#algerian	1,759,617
2	#algeriangirl	407,347
3	#algerianstyle	328,032
4	#algerianfood	154,799
5	#algerianboy	131,248
6	#algerianblogger	117,534
7	#algerianbeauty	107,298
8	#algeriatravel	99,164
9	#algerianculture	84,959
10	#algeriansweets	83,467

Source: Best-Hashtags, January 7, 2025. <https://best-hashtags.com>.

The numbers associated with each hashtag indicate the total volume of Instagram posts that include the respective tag. Instagram's algorithms continuously update the ranking of hashtags, incorporating new and trending tags in real time. The table above reflects the latest update as of January 5, 2025, at 19:24:09, specifically highlighting Algeria-related hashtags. The engagement surrounding these hashtags encompasses a broad range of topics, including Algerian identity, fashion, food, travel, culture, and beauty.

The statistics illustrate the extent to which Algerian social media users leverage hashtags to promote discussions, events, and public concerns. This engagement underscores their awareness of the strategic role of digital activism, particularly in shaping online discourse and public opinion. The high interaction rates, as reflected in the table, demonstrate the power of hashtags in fostering visibility and engagement.

Beyond their role in facilitating digital conversations, hashtags have also become a source of financial revenue, as influencers and content creators monetize engagement through sponsored content and audience reach. Simply copying and reposting trending hashtags can drive substantial online interaction, making them an essential tool in social media marketing and digital influence. Twitter's latest user engagement data further supports this trend, with 241 million active monthly users, including 184 million mobile users in the fourth quarter of the previous year (*Al-Quds Al-Arabi*, 2014).

Table 04: Most impactful hashtags for increasing followers and boosting Reels views according to 2024 statistics

Rank	Hashtag category	Hashtags
1	Summer-themed hashtags	#beautiful #repost #instadaily #happy #photooftheday #summer #me #picoftheday #instagood #fashion #cute
2	Arabic Instagram hashtags for increasing likes and Reels views	#لايكات #اقوال #عبارات #حكم #فولو #تصميم #بنات #سناپ #تابع #اكسلور
3	Hashtags for increasing Reels views and likes on Instagram	#like4like #liking #likeall #likes4followers #likes4likes #instagood #tagblender #iliketurtles #ilikeyou #ilikeback #liketeam #liker #ilike
4	Instagram food-related hashtags	#hungry #foodgasm #instafood #yum #yummy #delicious #photooftheday #homemade #eat #dinner #food #foodporn #sweet #stuffed #hot #sharefood #breakfast #beautiful #lunch #love #yumyum #instafood #eating #foodpic #foodpics #amazing #instagood #fresh #tagblender
5	Instagram hashtags for music and playlists	#tagblender #guitarist #pianist #trumpet #guitar #punk #musician #recording #band #classic #pop #rockstar #musicvideo #songs #rockstars #onedirectioninfection #musical #festival #group #bands #1d #rocknroll #rockband #musicals #hiphop #song #concert #hardrock #artistic

	#singer
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Source: *Techni Dot Com*, January 1, 2025. *Most Active Instagram Hashtags in 2024 for Increasing Likes and Followers*. <https://www.tikane10.com/2022/05/instagram-hashtags-2022.html> .

The rise of Reels, short-form videos lasting between 15 and 30 seconds, has reshaped social media engagement on platforms such as Facebook and Instagram. These videos, designed for vertical or horizontal viewing, rely heavily on hashtags to increase visibility and drive audience interaction.

The table presents a data-driven overview of the most effective hashtags used across the Arab world to boost Instagram Reels viewership. While Arabic-speaking users engage with hashtags much like global audiences, their usage reflects cultural nuances, digital behaviors, and social trends. The listed hashtags predominantly revolve around entertainment, fashion, food, and social interaction, aligning with Reels' primary purpose of enhancing digital engagement through short-form content.

This analysis highlights that hashtag culture is not exclusively tied to political discourse, activism, or crises. Rather, hashtags function as digital tools for shaping public conversations, capturing what resonates most with Arab social media users at a given moment.

Hashtags have played a significant role in political mobilization across the Arab world, particularly during popular uprisings against authoritarian regimes. A notable example is the Syrian revolution, where hashtags served as digital tools for resistance and grassroots activism. Similarly, the hashtag "North Gaza is Starving" gained widespread traction, drawing massive engagement from social media users in a display of solidarity with Gaza and the Palestinian cause.

This hashtag functioned as a desperate cry for help from the Palestinian people, highlighting the devastating impact of Zionist aggression. With traditional media often failing to reflect their reality, social media emerged as their only remaining channel to reach the global community and international organizations. By leveraging the power of digital discourse, Palestinians were able to amplify their voices, raise awareness, and rally global attention to their plight.

Building on the analysis presented in this study, it is evident that hashtags function as a pivotal mechanism in shaping public opinion, mobilizing collective discourse, and amplifying engagement around key issues, events, and social movements. Their ability to facilitate large-scale conversations

within digital spaces has positioned them as a strategic tool leveraged by individuals, organizations, and entire communities to broadcast their voices globally.

Conclusion:

What renders hashtags particularly potent is their concise yet highly impactful nature, allowing for brief yet meaningful communication with far-reaching effects. In an era where social media platforms exert unprecedented influence over global narratives, hashtags have emerged as critical instruments in driving public discourse and fostering digital activism. The empirical evidence drawn from contemporary socio-political dynamics underscores their enduring significance in shaping virtual engagement and real-world outcomes.

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