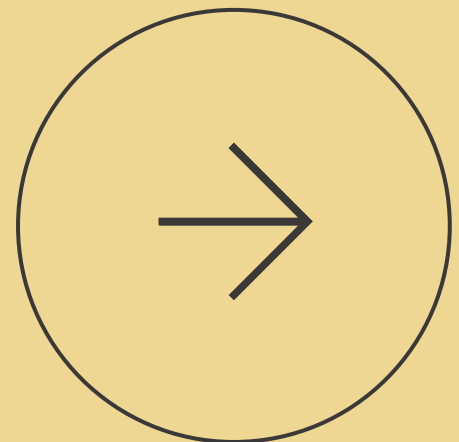


ROMABIO®

ORGANIZE
PROJECTS BY

#Hashtags

 @ROMABIOPAINTSPRO



Recommended Romabio Hashtags



#1

At Romabio we use *hashtags* for both **brand awareness** and to create **“Product Portfolios.”** Please use the following hashtags for Romabio brand awareness:

#Romabio #RomabioPaints

We highly recommend you create your own brand hashtag as well.

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Recommended Product Hashtags



#2

Product Hashtags help you, as a **Romabio Preferred PRO**, instantly show your customers examples of a specific product and application style in an organized way.

Try to only use hashtags corresponding to your project. See next slide for examples.

Recommended Product & Application Hashtags

#3

Product

Classico Limewash®
Masonry Flat / Textured
Lime Slurry
Velatura Mineralwash
Venetian Glaze
Marmorino Flat

Hashtag

#ClassicoLimewash #Limewash
#MasonryFlat #MasonryTextured
#RomabioLimeSlurry
#VelaturaMineralwash #Limewash
#VenetianGlaze #Limewash
#MarmorinoFlat #ItalianPlaster

You can create your own, branded hashtags. See slide #5

Color & Specialty Hashtags



#4

Color Hashtags allow you to sort by specific color examples.

Specialty Hashtags create a specialized portfolio for those wanting specific applications, techniques or substrate examples.

Color Hashtag Examples

#RomabioAvorioWhite

#RomabioNubeGray

Specialty Hashtag Examples

#RomabioOverStone

#RomabioOverYellowBrick

Organizing Your Hashtags

#5

By developing your own branded hashtags, you can easily organize your posts into specific product, application and color portfolios that save you time when scrolling through your feed with customers. If you have a long name, consider using your initials at the end of any hashtag: Examples:

Branded Color Hashtags

#RomabioAvorioWhiteRBP
#RomabioNubeGrayRBP

Branded Application Hashtags

#RomabioOverStoneRBP
#RomabioOverYellowBrickRBP

Test Them Out!



#6

In the post descriptions we've included various **hashtags for you to click on** and see both how **useful specific hashtags** can be for organizing your work portfolios, but also how ineffective hashtags can be when they're *misused* or *overused*.

*Keep in mind that there are only 2 generic hashtags we recommend using (when relevant): **#limewash #italianplaster***