

Twitter launches stock sign: the cashtag - the next ticker for Wall Street?

Twitter has just rolled out a new feature that will set a new standard (maybe): the **cashtags**!



Ok, we're all used to hashtags, but this is different: cashtags are related allow users to click on stock (or "ticker") symbols in any tweet to view search results for those stocks and companies.

Check out for yourself by clicking on [Apple \(\\$AAPL\)](#) or [Google \(\\$GOOG\)](#).

Now you can click on ticker symbols like [\\$GE](#) on [twitter.com](#) to see search results about stocks and companies

— *Twitter (@twitter) [July 31, 2012](#)*

This is a search result for Tweets about [\\$FB](#), that's **Facebook**:

So, now it's not only matter of # but also of \$ (it's always been, by the way...)

Techcrunch, though, reports a pretty interesting story: StockTwits said it already used the cashtag - and in some way invented it.

In a blog post entitled "**The Twitter Hijacking of Stocktwits \$... The Cashtag,**" StockTwits co-founder and CEO Howard Lindzon says:

It's interesting that Twitter has hijacked our creation of \$TICKER ie. \$AAPL. It only took four years to 'fill' this hole, though a few months back they told me in a detailed email it was not a hole they wanted to fill.

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[Via [TechCrunch](#)]