

After the creation of the hashtag *#jesuisCharlie*, the root *#jesuis* has become extremely productive. Although most uses of the hashtag are supportive of a cause, there are also some examples of critical uses of hashtags with the *#jesuis* root. In this paper, we will analyse these non-conforming *#jesuis* hashtags in a corpus of 1309 automatically extracted tweets. Our qualitative analyses show that they can be classified into two groups: non-conforming uses of existing hashtags (such as critical uses of *#jesuisCharlie*) and non-conforming uses of the root *#jesuis* itself (through metadiscursive reference).