

THE EASY PEASY GUIDE TO HASHTAGS

A COMPLETE STRATEGY + A LIBRARY OF HASHTAGS THAT WILL BOOST YOUR INSTAGRAM REACH BY THE THOUSANDS!



INTRODUCTION

STOP GUESSING & START GROWING ON INSTAGRAM

Instagram hashtags are still one of the most effective ways to get more eyes (and engagement) on your Instagram posts.

But how do you find the best hashtags for your account? Which hashtags are the most popular right now? And should they go in your caption or in the comments?

We're answering these questions, and more, in our ultimate guide to Instagram hashtags.

How Do Hashtags Work on Instagram?

Instagram hashtags are fundamentally a way to label and categorize your content. They then help Instagram serve your posts to relevant users. They can help your posts reach a target audience, attract followers in your niche, increase engagement, and develop a more positive and recognizable brand image.

There's no denying Hashtags can skyrocket your business to new heights, but if used too frequently or without a clear strategy in mind, they become pointless and inefficient.

With around 95 million photos posted on Instagram every day, it's difficult for Instagram to efficiently deliver the right content to the right people. Hashtags help your post get discovered by viewers most interested in seeing it. Posting regular content + hashtags are an essential element of your post. Hashtags help to make your content discoverable and allow you to get your images seen by those outside of your current sphere of followers, so it's important to be intentional and mindful when choosing which hashtags to include.

When I started my Instagram to showcase my beauty business back in March 2013, I would search for "Makeup Artist hashtags" and would place the top 30 hashtags into my Instagram posts. Of course this hashtag strategy helped find other people in my niche but it wasn't helping me gain as many followers as I thought it would. Instead I found myself attract my competitors not my ideal clients.

Once I figured out what the problem was, I changed my strategy and it helped me get over 46,000 followers on my accounts in less than a year!

If you want your Instagram posts to get discovered, recommended, featured on the hashtag explore page, gain more followers and clients, you simply **MUST** use hashtags.

Ready to reach new audiences with Instagram hashtags? #LetsGrow!

So... Do Hashtags Still Work on Instagram in 2022?

Hashtags have always been the heart of much debate, especially following Instagram's recent recommendation to only use between 3-5 hashtags (more on that later).

As Instagram slowly pivots towards semantic keyword search, it opens up a new world of possibilities – indicating that the words in your captions or the topics in your videos will become searchable too.

However, despite these major advancements, hashtags do still work on Instagram. Paired with a strong content strategy, they can help yield impressive results.

How Many Hashtags Should You Use on Instagram?

As we've mentioned, Instagram recently advised that creators should use between 3-5 hashtags on their posts, despite allowing up to 30 per post.

This goes against everything we've previously heard about how hashtags work on Instagram, but based on their new focus on keywords and SEO, it does (kind of) make sense.

Instagram is introducing more "suggested" content feeds – like the Instagram Reels tab, for example. But in order to provide suggested content that truly is a "good match," Instagram needs to be able to accurately categorise it. The theory? Fewer hashtags = more reliable self categorisation.

The takeaway? Go big or go home when it comes to your hashtag strategy.

While using a few hashtags is good, using 20-30 relevant (and targeted) hashtags is even better for your overall reach and engagement rates.

THE STRATEGY

What Are the Different Types of Instagram Hashtag?

Before selecting hashtags for your posts, it's a good idea to consider the different types of hashtags you can include. This will help make sure you're covering all the bases with your hashtag strategy.

There are five main types of hashtags to consider:

- Location-based hashtags, like #Stamfordbridge or #BeltonwoodsBranded
- Hashtags for campaigns or events, like #Easypeasybusiness or #Squezy
- Industry hashtags that describe your niche, like #Socialmediamanagers or #Eventplanners
- Community-focused hashtags to bring your community together, like #VanLifeLiving or #IAmASweatyBetty
- Descriptive hashtags which describe the content of your actual post, like #ScentedCandles or #SheaButterProducts

There's no secret formula for how many of each of these hashtags you should include, but keeping the different categories in mind can provide valuable inspiration and help guide your strategy. When starting out aim to use only the hashtags that have been used between 10K-200K times. The chances of someone finding your post will increase dramatically because of the low competitor rate, thus giving you a much better chance of getting onto the top 9 posts for that hashtag.

Avoid Hashtags which are too long, or if there is barely any mentions (*Read, no one is searching on them!*

Once you start building your following, then you should start using some of the bigger hashtags.

Check out the number of likes and comments in the top photos of a hashtag. If that is roughly around the same engagement that you get on your posts, there's a good chance you'll reach those top posts!

Don't forget you can use your Instagram insights feature to learn more about your account's followers and performance. You can also view insights on your audience's engagement with specific posts, Stories, videos, Reels and Live videos. If applicable, insights and metrics about your account include paid activity as well. It's great to know which hashtags are working for you, and which to toss. If you're an analytical person, you can keep a running excel spreadsheet to track your hashtags more specifically with the exact count. I would wait at least 48 hours before logging hashtags.

What Is The Infamous Shadowban?

Over the years, a number of users have pointed to a mysterious Instagram shadowban and its impact on their engagement and reach.

While it has yet to be confirmed by Instagram, we're diving into the Instagram shadowban, what allegedly causes it, and how you can avoid it from happening.

Instagram Shadow-ban is a ban that makes your hashtags undiscoverable from any account that is not already following you. Only your followers will be able to see your feed and not the entire Instagram community. The ban is superficial and happens only when a rule has been broken.

Why do they ban accounts?

It's a little disheartening when it suddenly seems like your content isn't showing up anywhere. If you feel like your posts are receiving fewer likes and comments, or aren't appearing for certain hashtags, you might be shadow banned.

But don't worry this is only temporary. The shadow ban exists as a way for Instagram to protect us from spam account. Of course there is no way to know for sure what account is spam and what is not, so sometimes regular accounts succumb to the shadow ban.

Shadow banning allows Instagram to filter out accounts that don't comply with their terms. Some people use inauthentic measures to expand their Instagram following, like automated bots or hundreds of hashtags irrelevant to their content.

If that's the case, it seems only fair for Instagram to block those accounts, so users can continue receiving genuine and helpful content.

How do i know if I've been banned?

There's an easy trick to figure out if your account is shadow banned. First, post an image with a hashtag that isn't often used. (If you post an image with a hashtag that has millions of posts associated with it, it will be hard to see if your content is hidden from a shadow ban, or simply from competition).

Once you've posted something with a certain hashtag, ask five Instagram users who don't follow you to search that hashtag. If none of them see your post under the hashtag, it's likely you've been shadow banned.

However, if one or two of the accounts can see your post, you might simply be dealing with a drop in engagement.

Why You Got Shadowbanned, And How to Fix It

There are a few potential reasons your account could have been shadowbanned. To ensure this doesn't happen again, let's explore some actions you might have taken that led you to being shadowbanned:

You use bots or another automated "Instagram growth" tool. If you aren't putting in the hard work yourself, you're not growing a following authentically. Instagram frowns on this, they encourage users to have a strategy that focuses on connecting with the right audience. Using bots is a spammy tactic, and could result in a shadowban.

You use broken hashtags. Occasionally, a popular hashtag will become overrun with inappropriate content. When this happens, Instagram can remove the hashtag or limit its use. If you use a broken hashtag, it will prevent your other hashtags from ranking, and could also result in a blocked account.

Your account is often reported. When users repeatedly report an account, Instagram will assume your account is posting inappropriate content or violating their terms of service. They might disable your account, or they could shadowban it.

You've exceeded your daily or hourly limit. Instagram places time constraints on how often you can follow, unfollow, like, comment, or post within an hour or day. This makes sense if you're following 80 people within an hour, it's likely a bot doing the work, not you.

These actions might help you grow a following quickly, but they can't help you connect with the right people, which is why you're on Instagram in the first place. Additionally, these behaviours are likely to result in shadowban, which severely restricts your exposure to a new audience.

To get your account back to normal, you'll want to reverse the damage. Here's how:

If you use a bot or another automated service, stop using them and delete them immediately. To make sure the accounts aren't still attached to you, go to your desktop Instagram and click "Edit Profile", and then "Authorised Applications". If you see any of your bot accounts in the list, click "Revoke Access" to remove them completely. Remember, it's better to have 100 followers who love your brand and purchase your products, than 1,000 followers who never buy from you or interact with your content.

Moving forward, be selective and careful with the hashtags you choose, and when in doubt, take a look at the hashtag's page Instagram will likely post a message like, "Recent posts from #summer2022 are currently hidden ", which will indicate to you that the hashtag is no longer in use.

Take a two-day break. People have reported a full 48-hour break from using their Instagram accounts can reset the system and get you back on track, and it's

worth the temporary social media cleanse anyway, isn't it?

BANNED HASHTAGS

There are two types of banned hashtags on Instagram:

Completely Banned Hashtags - Instagram blocks users from searching these hashtags at all. You will see no results when searching for this tag.

Temporarily Banned Hashtags - these hashtags are censored, showing only a limited number of posts and a message that reads "Recent posts from #_____ are currently hidden because the community has reported some content that may not meet Instagram's community guidelines."

Some of the banned hashtags are just as you'd expect (anything even remotely vulgar) but some of the banned hashtags are actually very surprising and it's important to be aware of them.

For a complete up to date list of banned hashtags visit: [Instavast](#)



FINDING HASHTAGS

So, despite the announcement from Instagram's @creators account, saying users should use between 3-5 hashtags for now data still shows, using more relevant hashtags is still the best strategy for increasing your reach and engagement on Instagram feed posts. However, as Instagram introduces more “suggested” content feeds, focusing on fewer, hyper-relevant hashtags could be a tactic worth testing.

But how do you find this many relevant hashtags for every post?

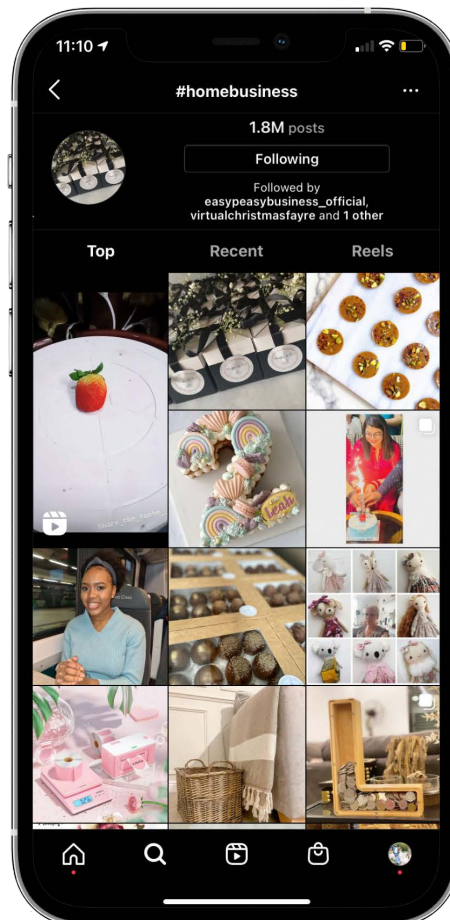
Here are 3 different tactics you can use:

Tactic #1: Conduct Research on the Instagram Explore Page

The Instagram Explore page is a great source of inspiration for your Instagram hashtag strategy.

For the best results, search for keywords that are relevant to your brand or content and check out the “Top” results.

These posts are clearly performing well with the Instagram algorithm, so take note of the different hashtags being used and whether they could work for your content.

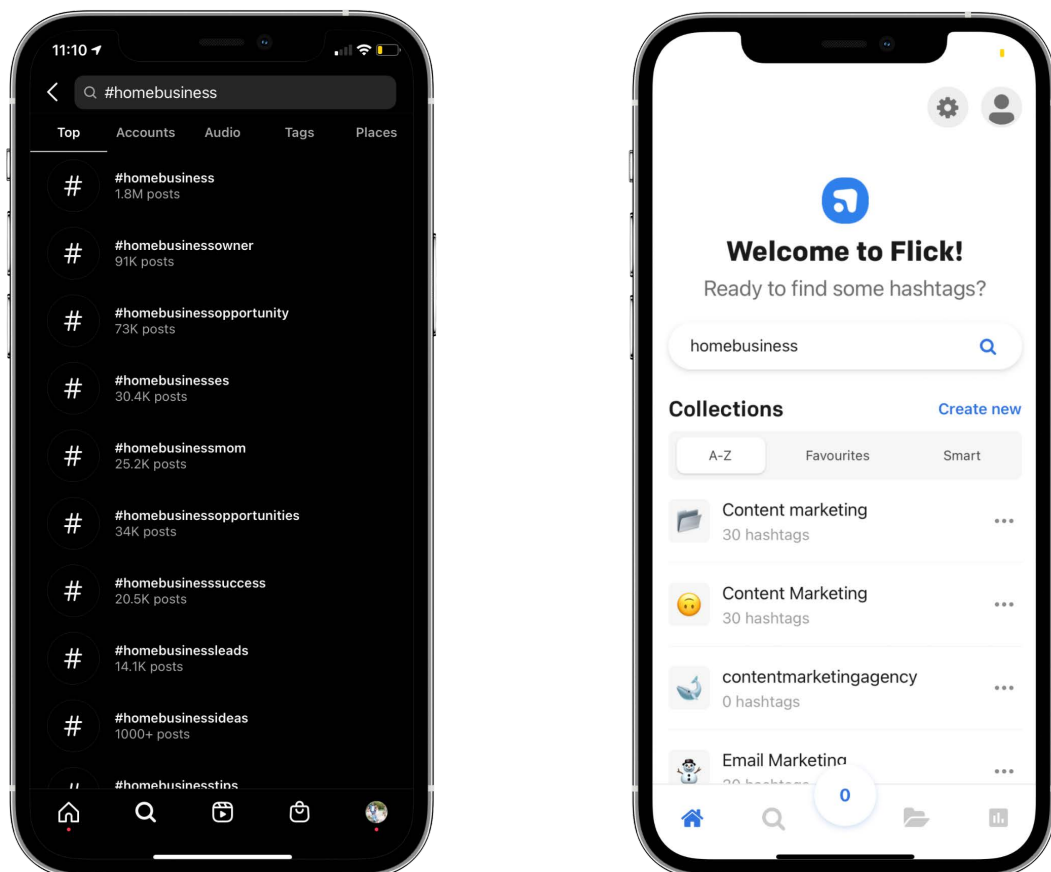


Tactic #2: Check Hashtag Volume Using Instagram's Tag Search Tool

When it comes to finding the best hashtags, post volume is a really important metric. If a hashtag has already been used on millions of posts, the chances are your post will be drowned out amongst the masses.

On the other hand, if a hashtag only has a few hundred posts, it's likely that no one is searching for it on the Instagram Explore page. For a safe middle-ground, remember aim for hashtags with between 10K-200K posts. To check a hashtag's post volume, head to Instagram's tag search tool on the Explore Page.

This is a great way to vet your hashtags, and can also provide valuable inspiration. For example, you might discover a more niche hashtag that starts with the same keyword, but has a much healthier volume of posts.



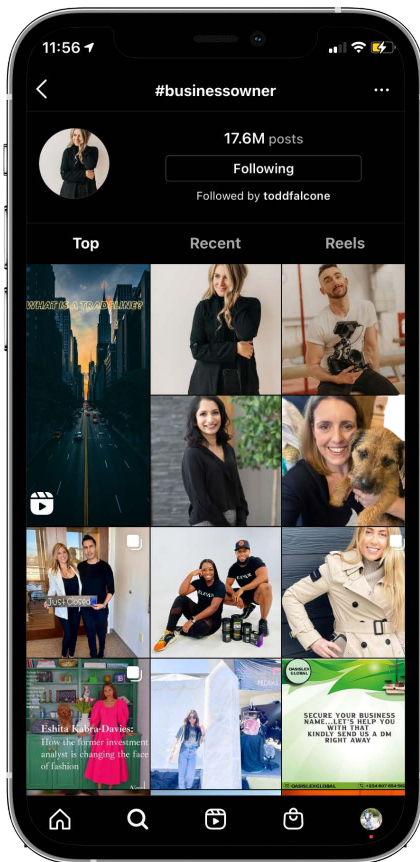
Tactic #3: Use a Hashtag Suggestion Tool like Flick

Flick's Hashtag Suggestion tool is an easy way to find hashtags based on the content of your post and similar hashtags in your industry.

To use it, type a hashtag into the tool's search bar, hit "Search," and it'll immediately generate new hashtags, sorted by relevance:



WHY FOLLOW



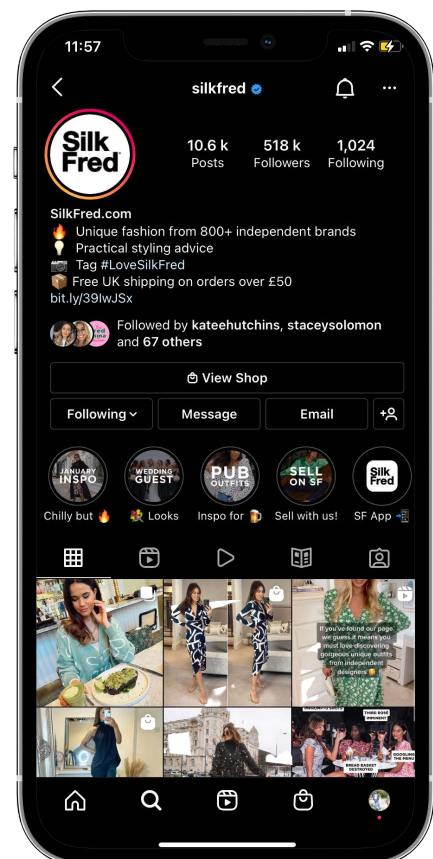
You can stay up-to-date on various topics (or communities) by following a hashtag related to your interests.

Following a hashtag works just like following a user's profile. When you find a hashtag you'd like to follow you simply open the hashtag page and tap on the follow button. For brands and businesses, this opens up a great opportunity to regularly appear in a follower's feed.

By adding hashtags into your Instagram bio, profile visitors are able to click directly through to view the respective content. Adding branded hashtags or hashtags related to your interests makes your bio much more functional, allowing you to highlight branded content and share more of your interests with profile visitors.

NOTE: Adding hashtags into your bio does *not* make your profile searchable within those hashtags, so it's probably best to stick to using your own branded hashtag in your bio. This way you won't waste valuable character space in your bio by listing hashtags that won't actually drive traffic back to you!

What's so great about this feature is that it makes your bio even more functional — you can use hashtags for everything from promoting your Instagram community to highlighting your branded content and announcing your Instagram campaigns. All you have to do is include a “#” before any word in your bio and it will automatically become a clickable link that leads visitors to that hashtag.



ADD INSTAGRAM HASHTAGS TO YOUR STORIES

There is a way to put your favorite #hashtags to an Instagram story. There is also a way to make them invisible so no one else will find out your secret hashtags, or even that you use them at all! You can include up to 30 hashtags on a regular post, and up to 10 hashtags on a Story. If you try to include more, your comment or caption won't post. That said, just because you can use that many hashtags for Instagram doesn't mean you should.

How to Add Invisible Hashtags to Your Instagram Story

1. Upload or Select a Photo From Your Gallery. Simply just select any photo (or video) that you want to upload on your Instagram story.

2. Type in Any #Hashtag

Type in any hashtag that you want to use. You'll be able to see a roller of hashtags that you can choose from as soon as you start the typing with a #.

When you have written your hashtag, simply tap the pen. We love this pen since it can match the text to any colour visible in the photo.

Drag the pen across the screen (to the background of the text) until the hashtag matches the background. TA-DA, no one can see your invisible hashtags! (they still work wonders!) What's so great about this feature is that, like regular posts, when you add a hashtag to an Instagram story, it becomes searchable on the Search & Explore page. Meaning that anyone who searches for that hashtag in Instagram will be able to see your story!



1. Upload or Select a Photo From Your Gallery

Simply just select any photo (or video) that you want to upload on your Instagram story.

2. Type in Any #Hashtag

Type in any hashtag that you want to use. You'll be able to see a roller of hashtags that you can choose from as soon as you start the typing with a #.

3. Make Your Hashtag Invisible

When you have written your hashtag, simply tap the pen. We love this pen since it can match the text to any colour visible in the photo.

Drag the pen across the screen (to the background of the text) until the hashtag matches the background.

TA-DA, no one can see your invisible hashtags! (they still work wonders!)

While we are talking about the 'how' and 'when' to add instagram hashtags to your stories we should also mention when you should and should not use the @ tagging feature.

Heres the low down

TO TAG OR NOT TO TAG

You can tag people in a photo or video that you share on Instagram. After you've selected a photo or video and added effects and filters, tap Tag People from the Share screen. Tap on someone in the photo. Start entering their name or username and select them from the dropdown menu.

It's a handy feature to use when socialising at someplace or with someone on Instagram

If you are at a business location that uses Instagram, you can tag that business on your posts.

Or if you're socialising with someone who is on Instagram, you can tag them in your post.

These are great ways to share the connection.

When connecting with a business, this is beneficial to ensure they see your post and how you enjoy their location.

Something to consider, if you are at a concert, conference, or popular event, consider tagging people rather than @ mentioning them in the post (or do both).

Because Instagram only provides a limited number of notifications on your activity feed, it's easy for @ mentions to get lost in the clutter.

Tagging someone ensures they see the notification and the image in which you tagged them.

Tag the Company of the Product of Service in Your Post

If you want to reach out to your favorite brands, tag them in your posts that showcase their products or services. For example, if you just bought a new pair of designer shoes, tag the designer in the post of you wearing your awesome new shoes.

If you attended a webinar with an industry expert host, tag the host in the image showing you watching the webinar.

While not everyone or every brand will respond, it is a good way to get on their radar. And if you get a response or shout out or regram from them, think of the additional reach and exposure that gives you!

Tag Your Business Partners or Affiliates

If you have others that you collaborate with in your business, tag them in your content on Instagram. If you are working on a project together, tag them in your post.

If you have a post that showcases your products or services together, tag the other business in the post.

Be sure to share the love and promote the other companies and brands you associate with.

Contest Winners

If you run contests for your business, you can tag the winners in the post announcing the winners.

Shout Outs

If you want to give shout outs to customers, fans, or associates who deserve a little extra kudos, feel free to tag them in your related post.

Testimonials

If someone has given you a testimonial or recognition for a job well done, you can post that message or a thank you to them and tag them to be sure they see the notification.

Regramming

If you are regramming someone's content onto your Instagram account, tag the original user in the image so that they know you shared their content with your audience.

Answering Questions

If certain Instagram followers have asked you questions or were looking for something specific, you can tag them in the image where you post the answer, resource, or solution.

WHEN TO AVOID TAGGING PEOPLE ON INSTAGRAM

Let's face it, there are plenty of times or reasons you can, and should, tag people on Instagram. Unfortunately, there are a lot of people who take advantage of this tool and come across looking spammy. *We don't want that!*

Don't tag people in all your motivational posts. First of all, there's just no need. Unless you think it's relevant to them that day or at that time in their life. Doing this occasionally can work, but don't make this a habit.

Don't tag the same people all the time. If you're always tagging the same 10 people in every post, it looks desperate. Stop.

Don't tag people just to try and get more engagement on your posts. If they're following you, they want to see your content and will engage accordingly. If they aren't following you, there's probably a reason – so tagging them repeatedly isn't going to help that point.

Using the tag feature on Instagram can have a lot of benefits for both you as a user and you as business. Use this tool effectively to reach more targeted audiences, increase engagement, and forge relationships with your audience! Just don't overdo it and look spammy.



HOW TO CREATE HASHTAGS

The best way to organise your hashtags used to be with a spreadsheet like Google Sheets. You would create a spreadsheet with headers like "hashtags," "category," "# of posts," and more, and then actively fill it out as you found new effective hashtags.

Luckily, there's a better and more time effective way!

Introducing Planoly!

Planoly is an Instagram planner that allows you to see what your feed will look like with the new photo. It lets you plan as far in advance as you need to. I could write an entire ebook on all of the great things to do with Planoly, but for the purpose of this ebook, we're going to focus on Planoly's Hashtag Lists.

Planoly's Hashtag Manager allows you to create multiple hashtag lists based on your frequently used hashtag categories. You can easily apply to captions without having to rewrite them time and time again.

Goodbye to copying and pasting from your notes! #winning





HASHTAG SUGGESTIONS



1,984 Likes

theviplife Here are our suggestions for the best hashtags for your niche! Just copy & paste to your...

See more...

6 MINUTES AGO · SEE TRANSLATION





GIRL BOSS

Small Hashtags (less than 500k)

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#girlbosslife #girlbossgang #womeninbiz
#womenentrepreneurs #femalentrepreneur #bosschick
#bossladies #dontquityourdaydream #cantstopme
#cantstopmenow #slaytheday #bossgirlcertified
#girlcrushcollective #bossbabeco #fempreneur
#girlgang #hustleharder #femaleentrepreneur
#womensupportingwomen #empoweringwomen
#empowerwomen #workingwomen #womeninspiringwomen
#womenunite #bossladymindset #bossbabemovement
#goaldiggers #staybossyladies #societygal #womenwholead
#bosschic #womenpreneur #fempreneur #girlpreneur
#dreamersanddoers #createyourhappy #passiontopaycheck
#whatglassceiling #entrepreneurgoals #iamabundant
#worksmarter #shesgotskills
#worksmarternotharder #buildanempire #myownboss
#ceolife #dreambigorgohome #earnyourworth #womenontop
#shesbossy





GIRL BOSS

Large Hashtags (more than 500k)

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#girlboss #communityovercompetition #beyourownboss
#bossbabe #bosslady #womeninbusiness #workworkwork
#dreambig #ladyboss #womenempowerment #girlpower
#workingwoman #millionairemindset #successmindset
#laptoplifestyle #workfromanywhere #laptoplife #yougotthis
#cantstopwontstop #successful #success #boss #billionaire
#businessowner #ceo #girlpower





BLOGGER

Small Hashtags (less than 500k)

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#bloggersgetsocial #thedailybasic #bloggervibes
#imsobloggingthis #bloggergram #bloggerbabes
#bloggerperks #theblogissue #pursuewhatislovely
#bloggerlove #bloggerdiaries #microinfluencer
#bloggercommunity #girlswhoblog #blogandbeyond
#bloglovin #blogsociety #savvyblogging #blogginggals
#blogged #vloggerlife #ihavethisthingwithpink
#girlcrushcollective #imsobloggers #blogboss
#shinyhappybloggers #chattycaptioncommunity
#thecaptionclub #discoverunder5k #discoverunder1k
#thesehappysquares #bossgirlblogges





BLOGGER

Large Hashtags (more than 500k)

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#bloggerstyle #flatlay #lifestyleblogger #ontheblog
#blogsociety #bloggerlife #blogpost #blogging #newpost
#instablogger #abeautifulmess
#abmhappylife #abmlifeiscolorful #blogs #acolorstory
#blogger #bloggerlife #theblogissue #bloggerlifestyle
#vlogs #thefeelfreefeed #feelfreefeed #bloggers
#discoverunder10k #newblogger #newblogpost
#fashionblogging #lifestyleblogging





CREATIVE

Small Hashtags (less than 500k)

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#designlifeyoulove #creativehappy life #whimsical
#carveouttimeforart #onmydesk #moodboard
#designlife #colorpalette #colourpalette #designing
#designporn #designerlife #designlife #designideas
#designaddict #designinspo #creativebiz
#creativepreneur #creativelifestyle #creativeprocess
#creativecontent #happycreativelife #meetthemaker
#theviplife #createcultivate #herestothecreatives
#colorpop #mycreativecommunity #creativebusiness
#dontquityourdaydream #creativebusinessowner
#entrepreneurspirit #tnchustler #theimperfectboss
#seekinspirecreate #simplethingsmadebeautiful
#theeverydayproject





CREATIVE

Large Hashtags (more than 500k)

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#designlovers #prettythings #graphicdesign

#carveouttimeforart #calledtobecreative

#creativelifehappyliife #creativityfound #calledtcreate

#creativeminds #createeveryday #creativehappyliife

#handsandhustle #mycreativebiz #thenativecreative


#creativeentrepreneur

#thatauthenticfeeling #myunicornlife #abmlifeisbeautiful





FOOD

A heads up for food Instagrammers - if you make Eggplant Parm or anything using eggplants, do not include anything related to eggplants in your hashtags  they're all banned.

Small Hashtags (less than 500k)

#droolclub #devourpower #fortheloveoffood #foodjunkie
#eeeeats #foodislove #foodisbae #feedyoursoull
#eattheworld #heresmyfood #thefeedfeed #haute cuisines
#fbcigers #gloobyfood #foodpornography #tastingtable
#yummo #whatsfordinner #kitchenbowl #foodblogeats
#foodadventure #breakfastanytime #foodbassador
#foodismypassion #chefatwork #chefsoninstagram
#discoveringchefs #simplisticfood #chefsalert #foodnvibes
#foodfeed #seriouseats #foodietribe #foodnation
#foodforfoodie #brunchboys #foodmakesmehappy
#foodexplorer #foodtasting #foodfoodfood #foodgasmic





FOOD

Large Hashtags (more than 500k)

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#eeeeeeats #foodoftheday #foodstyling #feedyoursoul
#foodie #eattherainbow #eattheworld #forkyeah
#eatwelllivewell #instayum #nomnom #forthe loveoffood
#buzzfeedfood #foodstagram #onmyplate #eatgreen
#brunchlife #foodisfuel
#healthylifestyle #foodporn #eatingfortheinsta #instavegan
#mealidea #inthekitchen #homemade #recipeidea
#kitchenlife #thedailybite #spoonfeed #buzzfeast
#huffposttaste #yahoofood #foodgawker #bhgfood
#feastagram
#instachef #cheflife #foodilysm #noleftovers
#yougottaeatthis #lovetoeat
coffee hashtags #butfirstcoffee #coffeesfirst #coffeesplease
#nocoffeenoworkee #nocoffeenolife #coffeehollic #latteart
#coffeesgeek #coffeesvibes
#coffeesporn #coffeesgram #coffeesculture #coffeesaddicts





DESSERT

Small Hashtags (less than 500k)

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#dessertfirst #dessertbae #dessertgoals #dessertheaven
#dessertgasm #instadesserts #dessertlove
#sweetcravings #loveforchocolate #chocolateoverload
#whatsfordessert #bakebakebake #bakingfromscratch
#bakingfun #lovetobake #bakersgonnabake #bakingblog
#bakerlife #sweettoothforever #sweettoothsatisfied
#sugaroverload #sugaroverdose #selftaughtbaker
#scrumptious #yummyintummy #cakelife #cakesofinsta
#bakeyourworldhappy #bakeandshare #sweetmagazine
#cupcakeproject
#undiscoveredbaker #bakestagram #donutporn
#doughnuttime





DESSERT

Large Hashtags (more than 500k)

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#dessertstagram #dessertoftheday #dessertporn
#sweettooth #sweettreats #thebakefeed #sugarrush
#homebaker #homebaking #homebaked #dessert
#homebakery #edibleart #cakesofinstagram #desserttable
#desserts





FASHION

Small Hashtags (less than 500k)

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#fashionist #fashiontips #fashiontrend #fashiongirls
#fashionphoto #outfitinspirations #fashioninstagram
#bloggerfashion #fashionablelife #fashionenthusiast
#chicstyle #styled #fashiongrammer #fashionlooks
#fashionmoment #streetstyleinspo #streetstyledeluxe
#stylebyme #stylehunters #runwayfashion #fashionslayer
#expensiveladies #womenfashionline #glamazon #glamlife
#whowhatwearing #mystylediary #outfitblogger
#fashionqueen #fashionsense #styleadvice #imwearing
#mywhowhatwear #thefashionforce #ootdguide
#stylehunters #fashionlookbook #fashionworldwide
#fashionpage #stylemyway #fashionablelife #stylelover
#howtowear #effortlesschic #spotmystyle #mywardrobe
#inspiredlook #getthelook #lovetoshop #getinmycloset
#shoptilyoudrop #lookswelove
#looksforless #cuteandcomfy #comfyoutfit #styleinsp
#styletrends #stylefiles





FASHION

Large Hashtags (more than 500k)

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#fashionista #ootd #outfitoftheday #styleblogger
#styleoftheday #outfitinspo #fashiondaily #lookbook
#fashionblogger #whatstrending #ontrend #fashionmodel
#currentlywearing #whatiworetoday #whatiwore #ootdfash
#highendfashion #fashionkilla #fashionbombdaily
#fashionjunkie #whowhatwear #styleinfluencer #style
#stylish #fashionlover #lookoftheday #ootdshare #ootd
#todaysoutfit #womenwithstyle #trendsetters #fashionistas
#retailtherapy #mylook #fashiongram #instastyle
#instafashion #liketkit
#outfitoftheday #wiw #wiwt #wwd





BEAUTY

Note: #beautyblogger is a banned hashtag! 

Small Hashtags (less than 500k)

#beautygram #makeupguru #beautygirl #beautytip
#beautytalk #beautylover #beautyphotography
#beautymakeup #beautyshoot #beautylook
#universalhairandmakeup #beauty_features
#beautycommunity #abmstyle #aboutalook #lashquotes
#nomoremascara #makeuphoarder #makeupflatlay
#beautyfavorites #beautybloggerlife #beautyreview
#intothegloss #igtopshelfie #skincarecommunity
#skincaredaily #makeupfanatic #muapassion #abhsoftglam
#underratedmuas #muaunderdogs #muasfam
#promakeup #promakeupartist #beautyhacks





BEAUTY

Large Hashtags (more than 500k)

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#beautyguru #makeupobsessed #makeupjunkie
#makeupguru #makeupblogger #makeupmafia
#wakeupandmakeup #fiercesociety #slave2beauty
#slave2makeup #bblogger #bbloggers #faceoftheday
#beautyvlogger #beautyjunkie #instamakeup #makeup
#makeupartist #iwokeuplikethis #makeuphaul #makeupvideo
#makeuptutorial #skincare routine #wakeupandmakeup
#makeupslaves #motd #makeupporn #makeupmobb
#glammakeup #100daysofmakeup #makeupbyme
#makeuplooks #makeuponpoint #makeupforever #contour
#beautytips #beautylover #todaysdetails #palettes #lipstick
#lipstickaddict #lipstickjunkie #lipsticklover #makeupaddicted
#makeuppassion





Small Hashtags (less than 500k)

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#beyondthehairstylist #mastersofbalayage #cosmoschool
#dreamyhair #foilmefoils #hairdressersofinstagram
#hairdressersofinsta #hairgram #maneaddicts #blowdrystyle
#cutandcolor #hairvibes #hairmagic #allyouneedisgoodhair
#hairnerd #wellatoner #unitehair #instahairstyle
#instahairstyles #hairdressersjournal #stylistsdoitbetter
#hairobssessed #amazinghair #hairbrained_official
#blondespecialist #cosmotologist #licensedcosmetologist
#cosmotology #ittakesapro #hairdressersthatslay
#availableappointments #hairfordays #greathair #snipsnip
#blondegoals





HAIR

Large Hashtags (more than 500k)

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#avedacolor #hairpainting #balayagedandpainted
#balayageartists #coloredhair #colorfulhair #hairdid
#licensedtcreate #imallaboutdahair #authentichairarmy
#maneinterest #hairenvyy #salonlife #haironfleek
#prettyhair #hairdressermagic #goodhairday #loveyourhair
#cosmoprofbeauty #saloncentric #hairstyling #hairartist
#hairstyling #hairdressing #newdo #longhairdontcare
#hairtransformation #hairbesties #appointmentsavailable
#hairinspo #hairtrends #hairinspiration
#stylistssupportingstylists #modernsalon #stylistshopconnect
#redkenobsessed #bestofbalayage #redkenready #redken
#redkencolor #paintedhair





TRAVEL

Small Hashtags (less than 500k)

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#wanderlusttribe #athomeintheworld #travelporn
#travelwithme #traveltips #travellove #travelgoals
#wearetravelgirls #sheisnotlost #ladiesgoneglobal
#howfarfromhome #earthfever #modernoutdoorsman
#createexploretakeover #thetravelwoman #theheavenearth
#travelogue #placestosee #ilovetraveling #shewhowanders
#citizenfemme #darlingescape #mydomainetravels
#huffposttravel #passportpassion #travelthroughtheworld
#travelawsome #travelshots #earthfever
#themoderndayexplore #stayandwonder #justgotbackfrom





Large Hashtags (more than 500k)

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- #dametraveler #traveldiaries #travelgram #keepitwild
#darlingescapes #traveldeeper #welltravelled #mytinyatlas
#openmyworld #neverstopexploring #wanderlust
#travelblog #exploringtheworld #worlderlust #tasteintravel
#passionpassport #travelawesome #travelblogger
#travelersnotebook #traveladdict #globetrotter #exploremore
#simplyadventure #wanderlusting #passportready
#doyoutravel #traveltips #travelandleisure #wheretofindme
#athomeintheworld #worldnomads #travellingtheworld
#goexplore #travelislife #travelingpost #followmetoo
#keepexploring #nakedplanet #natgeolandscape #fantastic_earth
#exploringtheglobe #alwaysgo #beautifuldestinations
#theoutbound #welivetoexplore #adventureculture





MOM



Small Hashtags (less than 500k)

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#motherhoodalive #motherhoodrocks #mommysbaby
#mommyhood #mommylove #lovebeingamommy
#mamabear #mamablogger #mamarazzi #mamalife
#mamablog #motherhoodrising #momblog
#writeyouonmyheart #littlefierceones #mytinymoments
#enchantedchildhood #wildandfreechildren #familytrails
#documentingmotherhood #thebloomforum
#thesweetlifeunscripted #mommyhood #mommylove
#connectingmoms #simplymamahood #honestlymothering
#lifeasmama #thisismotherhood #mynameismama
#motherhoodintheraw #thatmomlife #hotmessmom
#stayathomemoms #workfromhomemoms
#workathomemom #huffpostparents #mindfulmama
#postpartumjourney #beyond_motherhood
#storytellingmama #momswhoblog #ohheymamas
#stopdropandmom #parentingwin #toddlerhood
#toddlersofig #toddlersofinsta #trendytoddler
#parentingatitsfinest #morethanmama





MUM

Large Hashtags (more than 500k)

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#mommyblogger #momswithcameras #sahm
#candidchildhood #littleandbrave #childofig
#childhoodunplugged #letthembelittle #letthekids
#momboss #momtobe #mompreneur #dailyparenting
#igmotherhood #thechildrenoftheworld #magicofchildhood
#parenthood #documentyourdays #clickinmoms
#mommyandme #mommylife #sahmlife #stayathomemom
#inbeautyandchaos #motherhoodthroughinstagram
#ohheymama #motherhoodunplugged #kidsforreal





PHOTOGRAPHY

Small Hashtags (less than 500k)

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#acertainslantoflight #theseniorcollection #photographytips
#photographys #photography_love #photographyig
#fstoppers #thelensebible #moodygrams #artofvisuals
#loadedlenses #ig_tones #creativeoptics #photographies
#photographes #photographeroftheday #photographer_pics
#photographyskills #photographyisart #photographydaily
#ourvisualvibes #toneception #ourvolourdays
#supremeshutter #toldwithexposure #colorscrush
#justgoshoot





PHOTOGRAPHY

Large Hashtags (more than 500k)

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#iphonography #photooftheday #potd #flatlay #vsco
#vscocam #iphonedaily #photoart #photographerart
#photographeveryday #chasinglight #thevisualscollective
#loaded_lenses #photographie #photographe
#creativephotography #photographylove #photographyislifee
#photographyislife #digitalphotography #photoartist #ig_
shutterbugs #ilovephotography #photographysouls #ig_
great_pics #shotwithlove #master_shots #shotzdelight
#houseoftones #createandcapture #makeportraits
#makeportraitsnotwar #makeportrait #acolorstory
#photosinbetween #colorventures #bevisuallyinspired





LIFESTYLE

Small Hashtags (less than 500k)

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#lifestylebloggers #lifestylebusiness #ontheblogtoday
#feelfreefeed #inspiremyinstagram #thatauthenticfeeling
#momentsofmime #beautyintheeveryday #seeingthepretty
#makeitblissful #seeksimplicity #ofsimplethings
#capturequiet #glitterguide #createyourhappy
#dreamersanddoers #manifestyourlife #positiveintentions
#oneofthebunch #theuniversehasyourback
#raiseyourfrequency #souljourney #theeverydayproject
#makeitblissful #lovelylittlesquares #chooselovely
#sidewalkerdaily #pursuewhatishlovely #insearchofjoy
#everyysquareastory #takeaminute #beautyintheeveryday
#seeingthepretty #sobestfriendsforfrosting #solovelysofree
#gatheredstyle





LIFESTYLE

Large Hashtags (more than 500k)

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#theeverygirl #darlingweekend #thatsdarling #darlingdaily
#darlingmovement #petitejoys #livethelittlethings #instalike
#instamood #morningslikethese
#pursuepretty #thehappynow #flashesofdelight
#liveauthentic #chooselove #ABMlifeiscolorful
#ABMsummer #ABMlifeissweet #ABMlifeiscolorful
#ABMlovesmurals #ABMhappyhour #ABMsummer
#ABMathome #ABMpatternlove #postitfortheaesthetic
#ohwowyes #happymoment #liveunscripted #chooselove
#photosinbetween #makeyousmilestyle #fromwhereistand
#myeverydaymagic #intentionalliving





WEDDING

Small Hashtags (less than 500k)

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- #theweddinglegends #weddingcouture #bridalmarket
#freespiritedbride #littlethingstheory #adventurouslovestories
#thewedding #theknotweddings #destinationweddings
#weddingadvice #sylemeprettyweddings #weddingtips
#weddingdreams #oncewed #marthastewardweddings
#bridalmusings #insideweddings #authenticlove #ruffledblog
#walkmedowntheaisle #simpleweddings #idocrew
#weddingcelebration #weddingfever #strictlyweddings
#thedailywedding #wedspiration





WEDDING

Large Hashtags (more than 500k)

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#weddingwednesday #weddinginvitations #weddingregistry
#shesaidyes #bridetobe #dreamwedding #bridalparty
#weddingdress #weddingcake #weddinginspo
#weddinginspiration #weddingdetails #weddingideas
#bridebook #instabride #instawed #brideandgroom
#instawedding #pinterestwedding #whitedress
#weddingday #justmarried #loveauthentic #belovedstories
#dreamwedding #theknot #howheasked #thedailywedding
#theknotrings #sylemepretty #huffpostido





PETS

Small Hashtags (less than 500k)

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#dogsonadventures #dogsdaily #dogstyle #igdogs
#mustlovedogs #dogsarelife #dogsoninstagram #spoiledog
#sillydog #rufflife #catsrule #catslovers #catsogram
#cutecatsofinstagram #catsconnect #catsdaily #catsworld
#kittensofig #kittendaily #kittytime #kittygang #dailywoof
#dailymeow #purrfect #furball #furbabiesofinstagram
#petsgram #animallove #adoptlove #foreverhome
#savethemall #awwfeed #wooftastic #pupdoggydog
#pawz #ruffingtonpost #foodtheif #beggintime #puppytales
#puppypower #dogsmakemehappy #thegreatoutdogs
#dogsthatexplore #adventuredogation





PETS

Large Hashtags (more than 500k)

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#dailyfluff #dogsofinstagram #instadog #catsofinstagram
#instacat #buzzfeedanimals #tongueouttuesday
#dogsofig #catsofig #dogstagram #catstagram
#mydogiscutest #fluffypack #petoftheday #petscorner
#weeklyfluff #ilovemydog #ilovemycat #dogsofinstaworld
#sendadogphoto #instapup #doglife #doggo #pupper
#lovedogs #adoptdontshop #rescueismyfavoritebreed
#igwoofs #barkpost #barkpack #dailybarker #petfancy
#dogsarefamily #dogsarefamilytoo #dogsarethebest
#dogsrule #aplacetolovedogs #pawpack #dogsandpals





FITNESS

A heads up for fitness Instagrammers - #fitgirlproblems & #fitnessgirls are banned hashtags 

Small Hashtags (less than 500k)

#justmove #movemore #moveeveryday #outdoorfitness
#powerofshe #werunsocial #irunthisbody #fuelyourbetter
#thefitlife #exerciseroutine #exercisemotivation #getfitstayfit
#instafitfam #gymzombies #sheruns #transformyourbody
#getstronger #starttraining #fitnesspassion #girlsgonestrong
#betterfasterstronger #sweateveryday #inspiredtobefit
#womensrunning #niketrainingclub #getoutandrun #runfar
#thisgirlcanrun #runningismytherapy #runningismylife
#whfitspo #runningismydrug #believeinyourself





FITNESS

Large Hashtags (more than 500k)

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#activeliving #activelifestyle #fitgoals #betterforit
#findyourstrong #thesweatlife #sweatpink #iwill
#ican #runningcommunity #runitfast #fuelyourbody
#betterforit #fitfluentia #fitjourney #igfitfam #fitigers
#bodyunderconstruction #getstrong #bbgcommunity
#sweatwithkayla #bbgfam #bbgsisters #nikewomen
#adidaswomen #shredded #inbstagrambodybuilding
#bodybuildingmotivation #gymlife #teamspirit #thisgirlcan
#dontgiveup #runlikeagirl #justrun #justdoit
#womensrunningcommunity





BOOKS & WRITERS

Small Hashtags (less than 500k)

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#bookobsessed #booksofig #beautifulbooks #bookishfeature
#becauseofreading #bookworld #readingaddict
#avidreader #lovetoread #newbooks #readinggoals
#readingchallenge #goodreadschallenge #readingislife
#booksarelife #bookreader #bookster #novelist #novelists
#indiewriter #writerlife #writtenword #literaryquotes
#writerscommunityofinstagram #writerssociety
#writingofinstagram #writingtips #writinginspiration
#readthis #readthisbook #readstagram #booksandbeans
#booksandflowers #paperback #unitedbookstagram
#loveofwords #readingisfun #bookalicious #booktag
#readersofig #authorlife #amwriting #amwritingchallenge
#amediting #spilledwords





BOOKS & WRITERS

Large Hashtags (more than 500k)

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#currentlyreading #bibliophile #bookish #bookaddict
#booknerdigans #bookstagram #bookstagramfeature
#bookstagramfeatures #instareads #bookblog
#bookworms #bookgeek #amwriting #authorlife #writerslife
#authorsofinstagram #creativewriting
#writingcommunity #kindle #writerscommunity #epicreads
#writingcommunity #writers #goodreads #reading
#readingtime #ilovebooks #bookaholic #spilledink





HOME | DECOR

Small Hashtags (less than 500k)

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#thatsgoodhousekeeping #southernlivingmag
#househunters #cratestyle #apartmenttherapy #shabbystyle
#mymderrhome #simpledecor #interiordesigncommunity
#makehomeyourhaven #decorhashtagfeed
#coffeetabledecor #myhomesense #homedecorinspo
#howwedwell #doingneutralright #uohome
#mycuratedaesthetic #stopandstaredecor
#nesttoimpress #myspaceanddecor #spotthenewtrend
#howihome #interiorbloom #interiorforall #mystylispace
#mygorgeousgaff #spotlightonmyhome #colourmyhome
#myperiodhomestyle





HOME | DECOR

Large Hashtags (more than 500k)

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#abmathome #interiordesign #interiordecor #homestyling
#homeinspo #homedesigns #designsponge
#interiorarchitect #interiorinspiration #interiorstyle
#potterybarn #targethome #interiordesignideas
#shabbychic #myhomevibe #pocketofmyhome #houseporn
#homedecorating #modernfurniture #homefurniture
#designinspo #interiordecoration #homedecor #homeinterior
#interiorforyou #myhouseisbeautiful #housegoals
#houseinspiration #houseinspo #houseandhome
#dreamhome #dreamhouse #housebeautiful #beautifulhome
#sodomino





SOCIAL MEDIA

Small Hashtags (less than 500k)

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#onlinetrainer #socialmediatipsfollow #socialmediacoach
#womeninbusinessuk #womeninbusinesss
#womeninbusinessrock #womenempowermentquotes
#smallbusinessowners #businesstips101
#businessquotesoftheday #buildyourempires
#buildabrand #newbusinessowner #digitalagencylife
#instagrammarketingtips #businessmarketing
#socialmediamanagement #esntrepreneurskills
#esntrepreneurspirit #entrepreneursuccess #youtubevideos
#instagramgrowth #instagramforbusiness #instagramnews
#instagramupdate #contentmarketingstrategy
#contentmarketingtips #socialmarketingtips
#digitalmarketingexpert #onlinebusinessowner





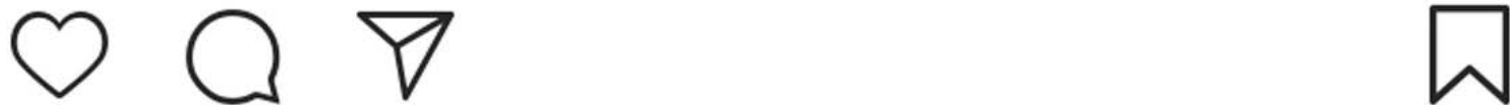
SOCIAL MEDIA

Large Hashtags (more than 500k)

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#socialmediatips #socialmediatipsandtricks
#womeninbusiness #womenempowerment
#smallbusinessowner #businesstips
#businessquotes #buildyourempire #newbusiness
#newbusinessowner #branding #brandingdesign
#digitalagency #instagrammarketing #esntrepreneur
#esntrepreneurship #esntrepreneurs #esntrepreneurslife
#esntrepreneurstyle #youtube #youtuber
#socialmediastrategist #instagram #instagramer
#instagrammarketing #writersofinstagram #contentmarketing
#socialmarketing #digitalmarketing #onlinebusiness





BUSINESS COACH

Small Hashtags (less than 500k)

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#businesscoaches #businesscoachforwomen
#onlinebusinesscoach #onlinebusinessowner
#onlinebusinessideas #onlinebusinesses
#onlinebusinessstraning #onlinebusinesssupport
#socialmediaguru #socialmediaexpert #socialmediaqueen
#socialmediaagency #socialmediacoach
#socialmediahelp #socialmediatools #socialmediasuccess
#socialmediaexperts #socialmediamanagment
#marketingdigital #entrepreneurmindsets
#entrepreneurlifestyles #lifecoachingforwomen
#savvybusinessowners #businessownership #solopreneurs
#founders #millionairemindsets #motivationalspeakers
#startuplifestyle





BUSINESS COACH

Large Hashtags (more than 500k)

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#keeplearning #socialmedia #bebold #socialmediamarketing
#businesscoach #businesscoaching #entrepreneurmindset
#entrepreneurlifestyle #lifecoach #savvybusinessowner
#businessowner #businessowners #businesswomen
#solopreneur #millionairemindset #hardworkpaysoffs
#hardworkpaysoff #entrepreneurlife #founder
#businessman #grind #motivational #motivationalspeaker
#startuplife #workfromanywhere #businessopportunity
#motivations #mentor #mycreativebiz #womeninbusiness





SKINCARE

Small Hashtags (less than 500k)

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#skincareshop #skincaretrends #skincarenatural
#skincareregime #skincarediary #skincareobsessed
#skincaredaily #skincaregoals #skincasrereview
#skincareproduct #skincareblog #cleanskincare
#antiagingskincare #healthyskincare #antiagingskincare
#eyecreams #antiagingproducts #healthyskinfood
#healthyskinessentials #healthyskincareproduct
#clearlotion #glowingskincare #skintherapy
#clearskintips #clearskingoals #organicskincareproducts
#organicskincarelover #acnejourney #beautifulskincare
#beautifulskinstartshere





SKINCARE

Large Hashtags (more than 500k)

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#skincare #skincareroutine #skincareproducts #skincaretips
#skincarecommunity #skincareph #skincarejunkie
#skincareaddict #skincareluxury #skincarelover
#skincareblogger #skin #antiaging #eyecream #healthyskin
#glowingskin #rejuvenate #clearskin #organicskincare
#acne #acnetreatment #beautifulskin #glowing #glowingskin
#naturalskincare #loveyourskin #clearskin








MAKEUP

Small Hashtags (less than 500k)

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#makeuploversunite #makeuplover  #makeuplovers_inspo
#makeupaddicts #makeupaddictioncosmetics #lipstick 
#wakeupandmakeupsweeps #makeupprofessional
#makeupprofessionals #makeupspecialist
#promakeupartists #professionalmakeupartist
#weddingmakeupideas #weddingmakeuplook
#weddingmakeupandhair #macmakeupartist #beautytip
#beautyeditorial #beautyconsultant #pixibeauty
#makeupproducts #makeupbyme  #makeuplooksgood
#makeuplooksworldwide #creativemakeupartist
#creativemakeuplooks #makeupfashion #muapro
#muaprofessional #bridalmakeuplook





MAKEUP

Large Hashtags (more than 500k)

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#makeup #makeuplooks #makeupartist #makeuptutorial
#makeupideas #makeuptutorials #makeupvideos
#makeuplife #makeupparty #makeupoftheday #makeuptime
#makeupmakeupartistsworldwide #makeupjunkie
#makeuponfleek #makeupaddict #makeupmakeupwedding
#makeuponpoint #makeuptransformation #makeupfanatic1
#makeuplover #makeupaddiction #makeupcollection
#makeuprevolution #makeuplook #makeupporn
#makeuplovers #makeupforever #makeupobsessed
#makeupbyme #makeupgeek





MAKEUP

Large Hashtags (more than 500k)

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#makeupart #makeupinspo #makeupinspo
#makeupmakeupblogger #makeupclass #makeupinspiration
#makeupallmodernmakeup #makeupdolls #makeupguru
#makeupworld #makeuplove #makeupgoals
#makeupbrushes #mua #promakeupartist #weddingmakeup
#weddingmakeupartist #macmakeup #makeupbrushes
#beauty #beautycounter #beautybloggers #beautytips
beautygirl #beautycare #beautybox #beautytime
#beautymakeup #beautyjunkie





NUTRITION

Small Hashtags (less than 500k)

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#nutritions #nutritional #nutritiontips #nutritiontip
#nutritioncoaching
#nutritionplan #nutritionfacts #nutritionblogger #nutritionfirst
#nutritionadvice #nutritionists #nutritionsportive
#nutritionschool #nutritiongoals #nutritionistapproved
#nutritionclub #nutritioniskey #nutritionstudent
#nutritionexpert #nutritionaltherapy #nutritioneducation
#nutritionconsultant #vegannutrition #purposedrivennutrition
#fitnessnutrition #proteins  #cleaneatingideas
#weightlosssupport #weightlossideas #weightlossgoal





NUTRITION

Large Hashtags (more than 500k)

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#nutrition #nutritionist #nutritioncoach #nutritionmatters
#nutritionsportive #nutritionplan #protein #proteinshake
#cleaneating #cleaneatingrecipe #weightloss
#weightlossjourney #weightlosstransformation #healthyfood
#healthyfood #healthyeating #gymlife #supplements
#paleo #mealprep #mealpreplife #healthyliving #shredded
#physique #exercise #glutenfree #instafit #instafitness #abs
#plantbased





PERSONAL DEVELOPMENT

Small Hashtags (less than 500k)

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#personaldevelopmentbooks #personaldevelopmentcoach
#personaldevelopmentjunkie #personaldevelopmentquotes
#personaldevelopmentjourney #personaldevelopmenttime
#personalgrowthjourney #personalgrowthcoach
#personalgrowthbooks #dailymotivationquotes
#dailymotivational #dailymotivations #selfgrowthjourney
#inspirationalquoteoftheday #onlinebusinesscoach
#onlinebusinessowner #quotesdailylife
#mindsetiseverything  #financialfreedom  #financialfree
domstartshere #selfhelpbooks #selfhelptools #selfhelptips
#successcoaching #successcoaches #youngentrepreneurs
#lifecoachingtips #lifecoachinghappiness #believers
#helpotherssucceed





PERSONAL DEVELOPMENT

Large Hashtags (more than 500k)

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#personaldevelopment #personalgrowth #hardworker
#gogetit #inspirationalquote #dailymotivation
#onlinebusiness #quotesdaily #mindsetiseverything
#selfgrowth #solopreneur #networker #financialfreedom
#wordsoftheday #successquotes #believer
#youngentrepreneurs #successcoach #selfhelp #bosses
#inspireothers #gogetter #millionairementor #quotesaboutlife
#motivationalquote #businessmen #lifecoaching
#entrepreneurial #helpothers #successmindset





WHERE TO PUT YOUR # AND WHERE TO HIDE THEM

Should You Use Hashtags in the Instagram Caption or Comment Section?

Instagram has confirmed that hashtags are effective in both your post caption and the comments section – so it's totally up to you where you want to share them.

It is worth considering timeliness though. If you're manually posting hashtags in the comments section, you'll want to do this as soon as your post is published.

TIP: If you use Planoly's Instagram scheduling tools, you can schedule a First Comment to go live at the same time as your post.

This is a great way to keep your caption aesthetic clean, while still benefiting from all the added exposure benefits of a good hashtag strategy.

USE HASHTAGS TO CONNECT

Hashtags are great because they not only allow your account to be found by others, but they also allow you to connect with your target audience. Engage with other accounts that are using the same hashtags as you to make some connections with others in your community!

GET SPECIFIC

The more specific your hashtag are the better. For example, if you are a makeup artist, incorporate some local hashtags, like #manchesterblogger instead of just #blogger. The more specific you are, the more likely you are to reach your target audience and connect with the right people!

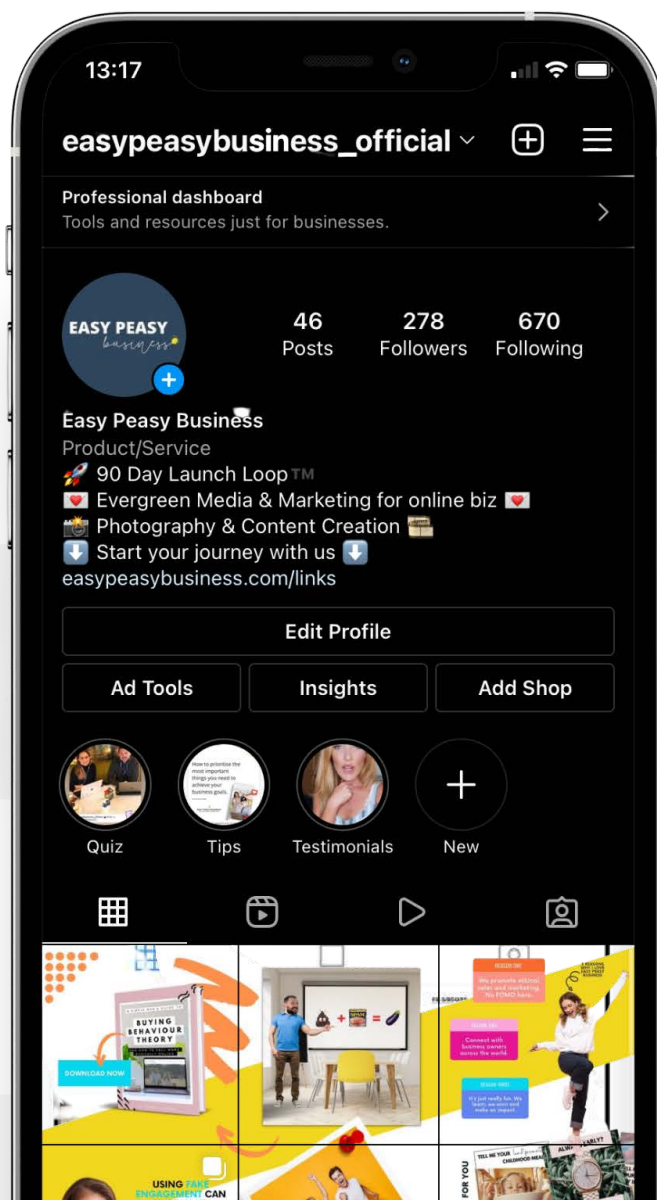
Using Instagram hashtags strategically is a great way to connect with customers, find content created about your business by your followers, reach new audiences and grow your account, but it takes time and effort to see big results.

Whether you use 5 or 30, a consistent hashtag strategy is still one of the most effective routes for growth on Instagram.

#LetsGrow!

Ready to take your hashtag strategy and business to the next level? Then join our Easy Peasy Business Network for just £25/mo. [Click here for more details](#)





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