

Guide to Hashtags

Using hashtags is an absolute must if you're trying to reach new audiences and grow your Instagram account organically. But without an effective hashtag strategy in place, your posts will go nowhere.

Why Should You Use Instagram Hashtags?

The primary goal for hashtagging posts should be to engage and connect with like-minded individuals in your local area or niche. In fact, Instagram posts with at least one hashtag receive an average of 12.6% more engagement than posts without a hashtag.

With that in mind, you should use hashtags to reach new audiences within your industry and location. Whether you're trying to gain a following or potential new customers, hashtags open the door for new audiences to discover your account.

Instagram users can follow hashtags that interest them, seeing posts from people they aren't following. Therefore, when you use a hashtag on your post, it allows you to reach and engage potential new followers.

Additionally, people often browse through hashtag pages when they are interested in a particular topic or location. Thus, hashtags develop communities among like-minded individuals, allowing you to make deeper meaningful connections on the platform.



Instagram Hashtag Rules

You can use up to 30 hashtags on Instagram posts and ten hashtags or less on Instagram Stories. These hashtags can be posted in the caption of your photo or as a comment underneath the image. However, it is suggested now that 5-10 hashtags are most optimal.

We chose to put our hashtags in the first comment rather than the captions to appear less cluttered. But keep in mind that you can only edit the hashtags in your caption; you can't edit comments. So if you need to change or delete a hashtag, you'll have to delete and re-post the comment.

Additionally, if your Instagram account is private, your posts will not show up to non-followers. So if you're trying to increase your reach with hashtags making sure your profile is public is an important step.

Hashtag Categories

1. **Location hashtags.** These are specific to a particular location. Examples are #ThisisCle or #MainStreetMedina.
2. **Hashtags for Instagram communities/groups.** These allow groups of like-minded people to engage with one another and group their posts in one spot. Examples are #SmallBusinessOwners and #WomenOwnedBusinesses.
3. **Product or service hashtags.** These are keywords to describe a particular product, such as #womensboutique or #eyeshadow.
4. **Special events or seasonal hashtags.** These refer to holidays, national days, special events, and other timely events such as #SelfImprovementMonth or #customweddinghashtags.
5. **Daily hashtags.** Things like #WednesdayWisdom or #FriYAY are examples of daily hashtags.
6. **Hashtags indicating your niche.** These show your interests or business areas, such as #EuropeTraveler or #GraphicDesign.
7. **Acronym hashtags.** Things like #TBT (Throwback Thursday) and #YOLO (You only live once).

Research Your Hashtags

- **Research Hashtag trends related to your niche/ industry.**
- **View other industry leaders with similar follower count hashtags.**
- **Browse the related hashtag pages.**
- **Make sure you visit every hashtag you plan to use.**

Hashtags can take your Instagram post to the next level when used correctly. If you still have questions after reviewing our FREE Hashtag Userguide, please feel free to contact us at info@medinasocialmedia.com.

#Protip:

Change-up your hashtags from post to post to see which ones work best over time. Make note of the ones that do!