



vg

Hashtag Tips



@vickigsocial



hi@vickigoldblatt.com



Why use hashtags?

Hashtags allow your posts to be seen by accounts that don't already follow your account. Using them is a great opportunity for you to attract new people to your posts, and ultimately to your account. If other people outside of your followers see your posts, and like the look of your feed, they might just choose to follow you too.

Using hashtags is one of the ways you can grow your audience. So if you don't use them you are seriously missing out! Always remember on Instagram that hashtags are king! [x]

How do you use them?

On Instagram, you can use up to 30 hashtags per post. These 30 hashtags should focus on 3 things:

- ✦ Your product - This typically is what you are posting about, so your caption and photo need to be reflected in your hashtags.
- ✦ Your audience - where the kind of people that you would like to market your product/service to are hanging out.
- ✦ Your industry - More general hashtags to attract people who are in the industry to raise awareness amongst them.

Where do I put them?

Underneath your caption, or in a comment underneath your post. In the caption is best but if you forget to add them, still put them in the comments afterwards.

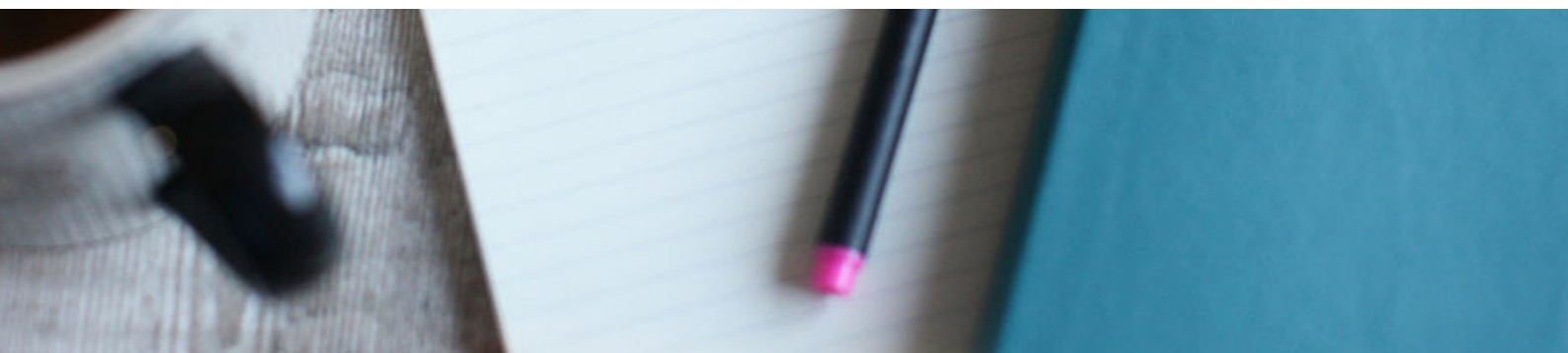
Should I use the same hashtags on each post?

Ideally not.

Instagram algorithms start to notice that you are appealing to the same audience each time, so you need to mix them up to keep them fresh and up-to-date.

Hashtags also change in popularity so you need to keep abreast of ones that are topical and use them where you can. You will notice these in posts of people you admire, or in competitors' content.

Make a note of any new hashtags in your phone and mix them into your hashtag list to keep it current ♻️





Should I use hashtags that have been used a lot before?

Some of the hashtags listed have been used millions of times before. These are very popular hashtags that have grown in popularity over time or topical ones that have popped up due to a big issue e.g. #blacklivesmatter

Instagram users can follow hashtags on topics that interest them, and if a hashtag is being used ALOT, then your post won't be picked up by many people following the hashtag amongst all the noise of the other posts. If you use a less popular hashtag, those that follow it are more likely to see it, as there are fewer other posts being published with that hashtag.

So overall, it's a good idea to mix up your hashtag list. Use one or two of these very popular ones at most when they are relevant, but also mix some less popular hashtags into your list. Even the ones with only c. 1k previous uses can perform well for an account.

Can I work out which hashtags are working well for my business account on Insta?

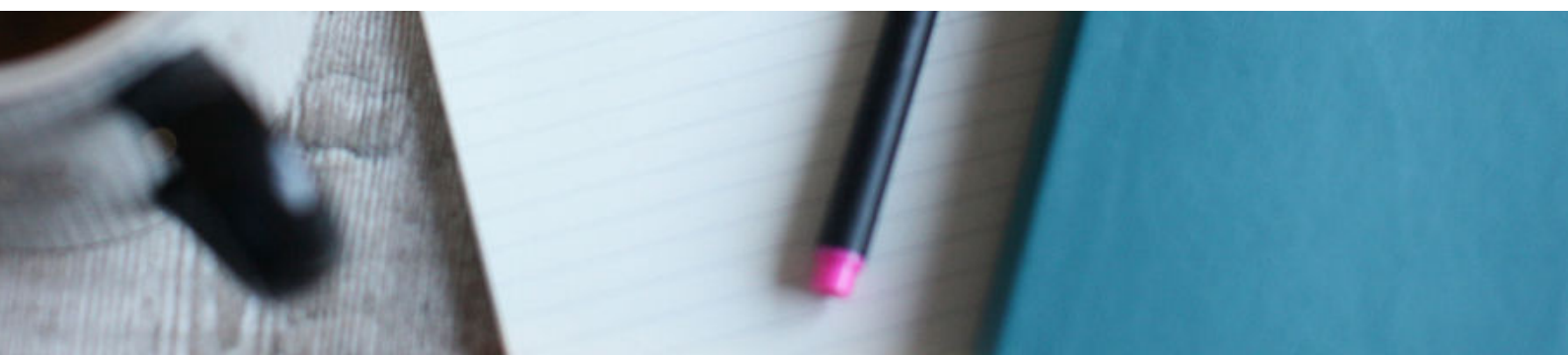
Once you start to use hashtags you will notice engagement from accounts that aren't following yours.

The frustrating thing is we can't pinpoint exactly which hashtag is giving us this reach. However, if you take note of your Impressions from Hashtags in your Post Insights you can start to build a picture of which posts and hashtags have worked well for you in the past, and replicate that in the future to continue to get good reach on your posts [x]

How can I go the extra mile with hashtags?

You can use hashtags to find your niche on Insta. Try engaging with posts that have used hashtags that are relevant to your business. By engage, I mean like and comment on. Start conversations, ask questions, or compliment the posts, just in the way you would if you met someone face-to-face.

You might just find that doing so, encourages those accounts to check out your feed and interact with your posts as well. If it doesn't work around one hashtag, try another, and keep going until you find a hashtag space/niche where the other accounts respond well to your interactions.





Before we started working with Vicki we were unsure how to use hashtags and if the pages looked professional, were set up as effectively as possible and if they were conveying the correct message.

Working with Vicki was easy, she gave great feedback, explained things well and was always there if we had any questions



Miriam

@beigelcheshire on Instagram



I hope you found these hashtag tips helpful?

I'd love to see you get better results from your hashtags!
Please send me a DM if you would like a list of unique hashtags,
that are bespoke to your brand. I want to make sure that your
content gets the best reach each time you post!


vicki
goldblatt

HELPING BUSY WOMEN SHINE ONLINE



@vickigsocial



hi@vickigoldblatt.com