

INSTAGRAM #HASHTAG CHEAT SHEET



WHY?

Why are hashtags so important?

- Enables others to find you on Instagram
- Signals to Instagram what your account is about so they can show your posts to potential followers



Where should you put your hashtags?

There are a couple of things to consider here:

- There is a maximum of 30 hashtags allowed per post
- You can comment in the caption or as a comment

If you're including hashtags in your caption, ensure you have enough characters for your actual caption.

If you're including hashtags in the comments. Post them straight away.



Organising your hashtags

Given the 30 hashtag limit and to ensure consistent branding, keep the first 15 hashtags consistent with each post. The second 15 hashtags can then be tailored to the specific content of the post. This makes the searching more relevant and makes your content more easily discoverable.



LOCATION!



ORGANISING



REFRESH

Be on trend!

When you're small, keep it small. By this I mean don't use hugely popular hashtags to start with or you'll get lost in the crowd. As you grow you'll need to update your hashtags to scale with your growth. Do a monthly audit and update!



Where to find your hashtags

- Search a popular hashtag
- Check related hashtags that appear
- Research new related hashtags to come up with your list

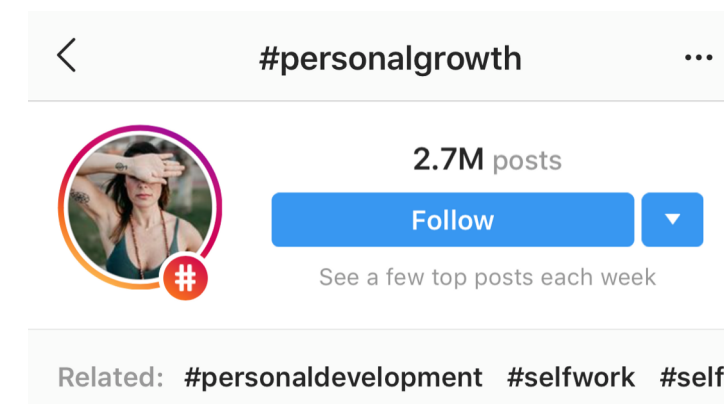


FINDING YOUR VIBE

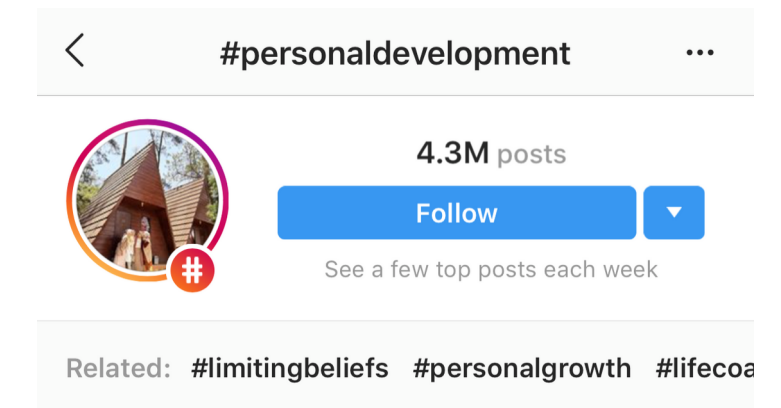
There are so many ways to select your hashtag lists. Remember to test out what works for your ideal client and target audience. Review and update until you're getting a great response.

- 1st search #personaldevelopment
- Selected #personalgrowth
- Selected #innerwisdom

Example 2



Example 1



Example 3

