

MARCH 2019

AS PROMISED,
HERE ARE SOME
OF MY
FAVORITE
METHODS OF
RESEARCHING
AND
IMPLEMENTING
HASHTAGS FOR
INSTAGRAM!

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02

THINK LIKE YOUR FOLLOWERS.

Put yourselves into their mindset and ask yourself, what would they search for?" A perfect example the other day: my best friend asked me if I knew of any websites that highlighted local photographers. I didn't, but I did advise that she use Instagram as a search engine. By searching hashtags like #sanramonphotography, local photographers had higher discoverability.

CONSIDER WHAT NICHE YOU'RE TARGETING.

Write up a list of hashtags within 3-5 categories. For example, if you're a jewelry designer living in Brooklyn, focus on hashtags within the local, jewelry and fashion categories. This helps you stay consistent with your posts while saving time by simply copying and pasting the hashtags for each post.

03

SEARCH FOR HASHTAGS.

Pinterest is a huge resource for social media tips, hacks & insights. Simply search for things like, “foodie hashtags 2019” or “best fitness hashtags for Instagram”. You’ll find a multitude of blogs featuring current and popular hashtags.

Twitter is another resource because of their trending hashtags. If one of them makes sense for your brand, catch that wave and ride it

FOLLOW WHO INSPIRE YOU.

Study their hashtag patterns. If they have large followings, they’re likely doing it right. Again, be sure to only implement the hashtags that best represent your account.

04

DECIDE WHAT'S MOST IMPORTANT

With all those tips in mind, what is most important, is knowing how to choose the right hashtags within your niche. As you're typing in your hashtags on Instagram, you'll notice the number of public posts beside it. You want to find the somewhat competitive hashtags that aren't oversaturated.

So hashtags like #photography, with over 392 million uses, instantly tells you that your post will disappear in seconds from that feed. There are just too many people using it. Instead, opt for a hashtag like #portrait_universe with 356k posts. Be sure to mix it up too and use hashtags with only a few thousand uses.

KEEP SHUFFLING YOUR HASHTAGS.

Instagram's algorithm could potentially flag your posts as spam if you constantly use the same hashtags. Changing things up will prevent that, and keeps your page looking authentic.

05

STUDY WHAT WORKS AND WHAT DOESN'T.

Not every hashtag batch will bring in killer views. It's important to check your analytics by clicking the "view insights" link on your posts. Under the impressions section, you'll be able to see the number of times people saw your post because of the particular hashtags you used.

BONUS TIP!

Instagram now lets you follow your favorite hashtags. I'd definitely encourage you to do this as you'll regularly see other users using these and other valuable hashtags right in your feed. Keep studying them and refer back and update your handy hashtag list.

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