

PLANN

THE ULTIMATE HASHTAGS CHEAT SHEET



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CHECKLIST

**HAVE YOU TRIED ALL OF THE STRATEGIES?
TICK THEM OFF AS YOU GO!**

- Ace your hashtag research
- Size matters
- Use all 30
- Creating hashtag collections
- Avoid spammy hashtags

INTRODUCTION

WHY HASHTAGS?

Hashtags.... Whether you love em' or loathe em', there's no doubt they're an important part of the Instagram puzzle. Without them, the audience of your posts is limited to the people who are already following you. This means fewer eyeballs on the amazing content you've worked so dang hard to create!

Using targeted hashtags explodes the visibility of your posts and helps get your content in front of your ideal audience. They also allow you to join in on global conversations already happening on Instagram— which is pretty awesome, because that's what social media is all about!

When used well, hashtags can be an incredibly powerful tool for growing an engaged Instagram following. That said, there can be so many 'ins and outs' of best hashtag etiquette that it can make you want to tear your hair out. "How many do I use?" "Where do I put em?" "How do I know which ones to use!?" It can be enough to send you spiralling into hashtag hell!

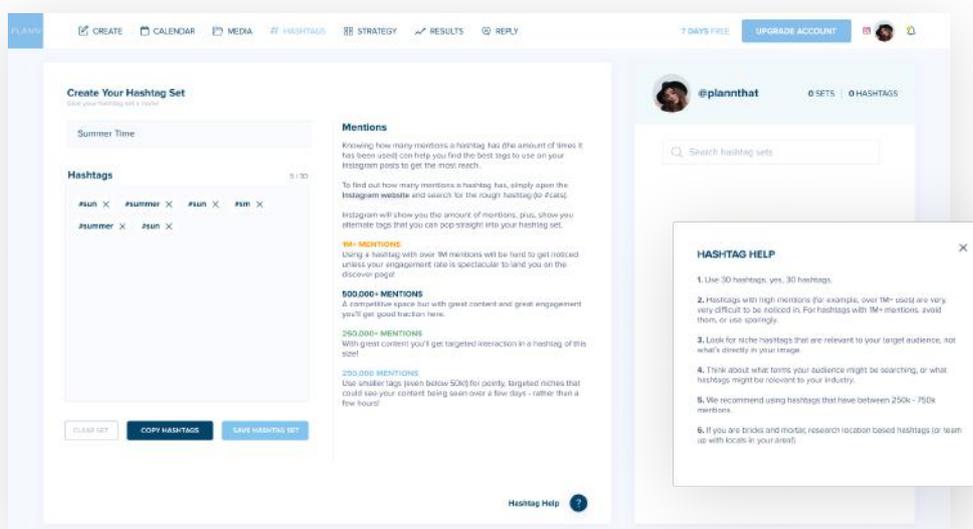
The good news is, hashtags don't need to be hard and complicated! From where to go to find them to the best sized-ones to use, we've hashed out everything you need to know about hashtags.

ACE YOUR HASHTAG RESEARCH

The golden rule of hashtags is to use ones your target audience is *actually* searching for. But, how do you actually go about finding these? Well, you can do so without even leaving the Instagram app!

Head to the search bar on your account and type in a sample hashtag — for example, ‘#cats.’ This will bring up a dropdown menu of other similar hashtags related to that search term, as well as how many posts they’ve been mentioned in. You can then also click on these suggested hashtags to see even more related hashtags.

Another great way to find strong hashtags to use is to check out what others in your industry are using. Just be sure to not completely rip off hashtags from one of your competitors — just cherrypick a few to create your own unique collections (more on that in step 5!)



Check out our top hashtag research tips in Plannt!



SIZE MATTERS

When you're in the hashtag research step, it's important to remember that not all hashtags are created equal. You want to make like Goldilocks and avoid hashtags that are too big, or too small — they need to be just right!

When you're looking at hashtags to put in your own collections, pay attention to how many many mentions they currently have. If you use hashtags that are too popular (think, over 500,000 posts, you risk your posts being swallowed up into the abyss.

But on the other hand, if you use ones that are too niche or specific (say, only a few hundred posts) it's likely nobody will be searching for it!

Mid-size hashtags — say, around 10,000-50,000 tend to be the sweet spot for landing your content in the coveted 'top posts. That said, don't be afraid to also throw smaller or location-based hashtags into the mix if they're super relevant to your content. Or, you can even create your own branded hashtag!

USE ALL 30



Instagram allows you to use a maximum of 30 hashtags in every post and we recommend using all 30! This allows to cast a wide net with your content and get as many new eyes on it as possible.

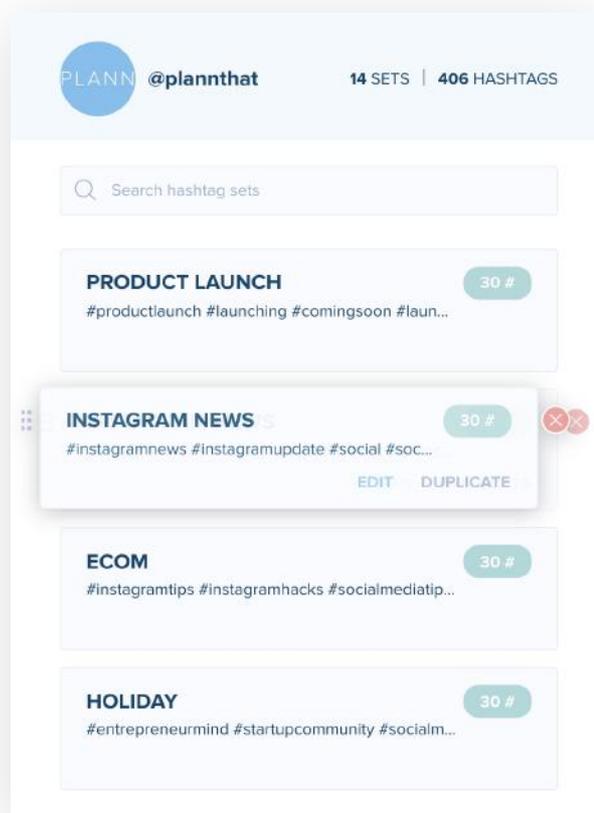
However, that's not to say you should use the same 30 hashtags every time. Not only is this thought to be a 'no no' for the algorithm, but it means you're attracting the same people over and over.

It's far more effective to save smaller sets of hashtags that you can mix and match from every time you post. This allows you keep things fresh!

CREATE HASHTAG COLLECTIONS

That brings us to our next point! In Plann, you can create smaller collections of hashtags, that you can easily pick and choose from every time you post to hit your total of 30.

We recommend using around 5-10 hashtags per set, in alignment with your strategy themes (which you can set in Plann's 'strategy' section.)



So, you might have a hashtag set for your thought leadership posts, another for inspiration, another for education and so forth!

Or, say for example, you're a beauty blogger and you have your own, personalized strategy prompts set up in Plann — such as beauty inspiration, natural skincare, acne positivity and so forth.

You would have targeted hashtag sets saved in Plann within those categories that you easily copy and paste into your captions with the click of a button. Easy peasy!

AVOID SPAMMY HASHTAGS



Make sure the hashtags you're using in your posts are ones that you actually want your brand to be aligned with.

The big culprits that attract spammers are hashtags such as #instagood, #happy, #love and #followme to name a few. These hashtags should be avoided if you don't want to be spammed to death with a whole lot of smiley faces or "follow me for free followers" comments.

You can easily recognise the hashtags to avoid as they will have well over 100,000,000 posts on them. Checking how many photos have been posted on a specific hashtag not only helps you weed out the spammy ones, but also allows you to find those smaller to mid-range hashtags which will help you stand out.

READY?

PLANN YOUR CONTENT

Yes! Now that you know how you get your posts seen with the right hashtags, let's create and schedule them!

With Plann you can plan days, weeks or months in advance and leave that social media overwhelm behind. [Sign up for your 7 day free trial right now.](#) ←

