



Hashtag Strategy Planner

What is a Hashtag?

A word or a phrase preceded by a pound sign (#), and it's used to label and categorize content by topic. It essentially makes content available in other locations. When you search for a hashtag on Instagram, you'll be able to browse all the posts that have been tagged with it. When you attach a hashtag to your own content, it will become discoverable by anyone searching for that hashtag.

Hashtags are like free advertising!

Why Use Hashtags?

12.6% increase in engagement—Your chances of attracting new followers, getting more likes, comments, and increasing engagement are vastly increased using hashtags.

Hashtags are a way for people to find you that are not following your page, and for a new audience to discover you.

More Engagement & More Followers=More Customers!

Following Hashtags

Just like following an Insta Profile Page. Give Instagram users a new way to discover photos, videos and people outside of their immediate friendship group and people they follow.

If someone is following a hashtag you're using, they have the potential to see your content in their feed or stories, whether or not they're following your business on Instagram.

How Many Should You Use?

Instagram allows up to 30 Hashtags per post and up to 10 for Insta Stories. Since it is Free Advertising and great exposure, I would use all 30 per post. In Stories I tend to stick to one, so my story doesn't look spammy.

Types of Hashtags

Branded Hashtag– A branded hashtag is a hashtag that's unique to your company when using Instagram for business. It can be as simple as your company name, tagline, or the name of one of your products or campaigns. Or it can be a hashtag that has nothing to do with your brand name but has everything to do with your brand identity! This is the only hashtag I would include in your Instagram Bio. When a user taps it they will be taken to that hashtag's page to follow it. It's a great way to highlight your branded content and collect user-generated content. This is the hashtag you want to share and have your customers tag you in.

Community Hashtag– Connect like-minded users around a specific subject like #healthyeating. You can find these by looking to see what your audience or favorite accounts are using.

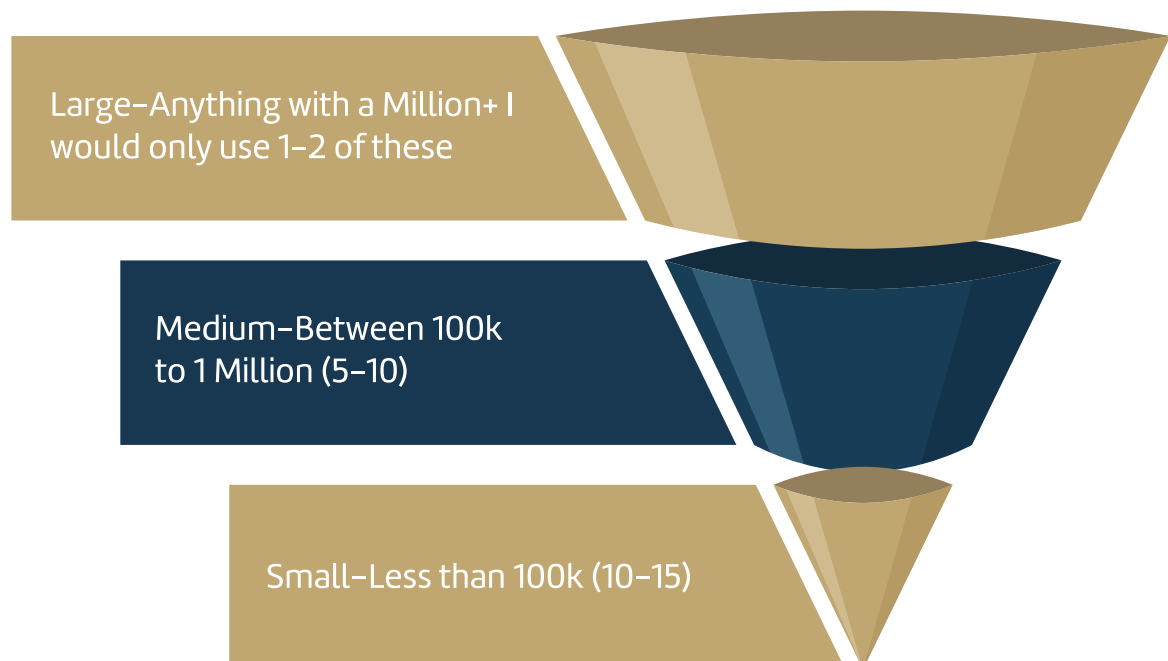
Campaign Hashtag– These are usually shorter term and last for the duration of your particular campaign. These are fun for new product launches or contests. They need to be very specific to your brand and not have any other activity.

Location Hashtag– A hashtag that uses the specific location area of your business or target market.

Hashtags make your content discoverable and put you in front of users you may have never successfully targeted.

Hashtag Best Practices

- Have a good mix of hashtags including:



- Hide your hashtags in the 1st comment or after line breaks in your caption
- Store them in your notes of your phone or in a keyboard shortcut
- The only hashtag that should be visible on your post is your branded or campaign hashtag

Time to find the right Hashtags for you!

What Hashtags are you currently using?

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Go through this list and cross out any that are too narrow (no one using), not relevant (nothing to do with your niche), or too broad (over 1 million).

You don't always post the same thing on Instagram, do you? Of course not, so you can't always use the same hashtags on each post. You need to use the ones that are relevant to that post. Oh, and Instagram will think you are spammy if you always use the same ones!

Creating Hashtag Category Sets

What are the core content topic categories on your page? For example, are you sharing makeup tutorials, motivational posts, recipes, etc...These will be your Hashtag Categories. (no hashtags here yet)

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Write these categories on your Hashtag Planner Sheet

List the keywords that describe your products or services

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What is the location of your business and/or target market of consumers you want to discover you? People now open the Insta app and search for things to do in their city. You can pair your location with the services you offer i.e. #bostonhairstylist

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Research Time!

Use Instagram Search– type the keywords you wrote down above in the search bar and then select tags. Instagram will list all of the hashtags with that keyword as well as the number of posts tagged with it. Start adding the ones you would like to use under your content categories on your planner. Some hashtags may be relevant in more than one category so go ahead and add them!

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Check Your Competitors, Similar Businesses, Influencers in your Niche–take a peek at hashtags they are using for their post and add any new ones to your hashtag sets.

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Notes:

A large rectangular area containing 25 horizontal dotted lines for writing notes.