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Tagging & Filters Guide

How To Go [From Zero To 100,000 Followers](#) On Instagram

Instagram Tagging & Filters Guide

Instagram hashtags, what are they?

You can use hashtags to sort content so others can find it easily. But what is a hashtag exactly? A hashtag are numbers, letters and sometimes even emojis combined, with a # character in front of the word. Additionally hashtags are clickable for the user. When the hashtag is clicked on the user will see a page showing posts tagged with only that hashtag.

Why to use hashtags for your business

People can follow hashtags, so in their feed they see everything related to that that hashtag. This means you can reach people that aren't following your business yet.

Different types of hashtags

According to the Instagram business page, there are 9 different type of hashtags:

1. Hashtags indicating your product or service, like #sweater or #coffeeshop.
2. Hashtags indicating your niche in your industry, like #weddingphotographer or #travelphotographer.
3. Hashtags for Instagram communities in your industry, like #bakersofinstagram or #foodiesofinstagram.
4. Hashtags for special events or seasons, like #whiteday or #nationaldonutday.
5. Hashtags using location, like #pastry NYC, #madeinToronto, or #sydneysweets.
6. Daily hashtags, like #mondaymotivation, #tuesdaytip, or #wellnesswednesday.
7. Hashtags with phrases relevant to what you do, like #becreative or #bakerylove.
8. Hashtags with acronyms, like #qotd (quote of the day) or #ootd (outfit of the day).
9. Hashtags with emojis, like #shoes👟 or #🌻.

How many Instagram tags can I use in a single post?

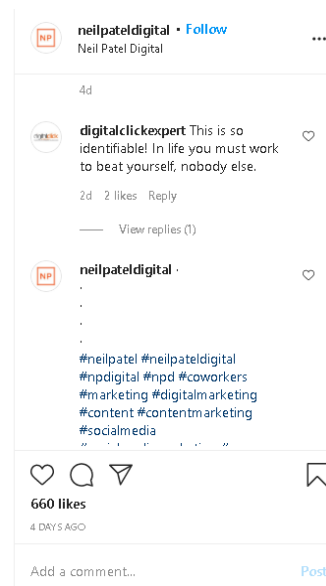
You can use up to 30 hashtags on a single post, but we recommend using only 3. Of course this all varies per audience and per brand. So testing out what works for you, is the best practice.

Hiding hashtags

When you made a great description for your new Instagram post you probably don't want your users to see a collection of hashtags in visible sight. To fix this you can post 3 dots below your description. Instagram does not show your caption after 3 lines, so that's where you can hide all your hashtags, another way is to make a new post below your original one and putting all your hashtags there.

**Work hard in
silence. Let
success be
your noise.**

FRANK OCEAN



If you want to hide tags in captions or photos or stories, you can shrink the tag to be super small, put a sticker/emoji on top of it or make the hashtag transparent.

How to find hashtags for your business

Finding hashtags

To find trending hashtags you can search the hashtag symbol + a word into the search box of Instagram. Then you'll be shown a list of tags that use these words in hashtags. With a number of posts below it to show popularity. When finding the right hashtags, make sure it is the right fit for your business.

Also keep in mind the most popular hashtags are not always the best ones for a business, while a popular hashtag of millions of people can reach many, lower hashtags have more engagement. We recommend using a mix for your business.

Competition

Look at what your competition is doing, are they using super popular hashtags, are they using a mix or only less popular hashtags?

What is your audience using?

What is your target audience using already in terms of hashtags? This is something to find using the search function in Instagram. A tip: Use the related hashtag function in Instagram, this can give you new ideas for your business's hashtags.

Your own hashtag

To create your own hashtag community you can make your own hashtag. Include this into your bio, every post you upload and more. Now you can monitor your audience clicking on your branded hashtag and see all the content that people attach to it through hashtags.

What not to do

There's a lot of great things you can do with hashtags, but we also recommend to not do a few things when it comes to hash tagging such as using banned hashtags and spam hashtags. That aside it's best practice to not use irrelevant hashtags or repetitive ones.