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Hashtags for youtubers on instagram

Instagram hashtags can make or break your Instagram strategy. Use them correctly and you'll get your messages from more people who might be interested in your products or brand. But use evil and you can actually do damage, annoying potential followers to be penalized by the Instagram algorithm. To effectively use hashtags for Instagram, you need to understand exactly how they work, and put some thought into a strategy. You're in the right place to do that. Bonus: Download a free checklist that reveals the exact steps of a lifestyle photographer used to go from 0 to 600,000 followers on Instagram without budget and without expensive equipment. Everything you need to know about Instagram hashtags in 2020 What are Instagram hashtags? A hashtag is a combination of letters, numbers, and/or emoji preceded by the symbol (e.g., #NoFilter). They are used to categorize content and make it more detectable. Hashtags are clickable. Anyone who clicks on an Instagram hashtag or searches the Instagram hashtag will see a page showing all the posts marked with this hashtag. Why use Instagram hashtags? Hashtags are an important way to expand your Instagram audience. When you use a hashtag, your message appears on the page for that hashtag. If you use a hashtag on your Story, it can be included in the relevant story hashtag, which also appears on the hashtag page. People can also choose to follow the hashtags, which means they might see your hashtagged message in their feed, even if they don't follow you (yet). Instagram hashtags can be a great way to build the online community so that people are motivated to engage with your brand. For example, as the way people fare suddenly changed in 2020, Nike Los Angeles used the hashtag #playinside to feature local people who are active at home. Types of popular Instagram hashtags Instagram breaks down hashtags into nine distinct types: Product or Service Hashtags: These are basic keywords to describe your product or service, Like #handbag or #divebar niche hashtags: These become a little more specific, showing where you fit into the context of your industry, like #travelblogger or #foodblogger Industry Instagram community hashtags: Communities exist on Instagram, and these hashtags help you find and join them. Think #gardenersofinstagram or #craftersofinstagram special event or seasonal hashtags: These can refer to real holidays or seasons, such as #summerdays, or they can be used for all those National Day holidays, such as #nationalicecreamday or #nationalpolishday Hashtags Even if you geo-tag your Instagram post, it can still be a good idea to include a hashtag that refers to your location, such as #vancouvercraftbeer or #londoneats daily hashtags: Every day has many of its own hashtags, from #MondayBlues up to #SundayFunday. We've created a whole list of daily hashtags for you to choose from if you're looking for an easy source of hashtags to add to your posts. Relevant expression hashtags: hashtags combine elements of product hashtags, niche hashtags and community hashtags. Basically, these are phrases that people use on Instagram to connect to existing communities in a slightly initiated way, such as #amwriting or #shewhowanders Acronym hashtags: Perhaps the most well-known acronym hashtag is #TBT for Throwback Thursday. Other popular acronym hashtags include #OOTD for the day's outfit, #FBF for Friday's flashback, and #YOLO for you live only once. Emoji hashtags: These hashtags may include emojis by themselves, such as '????', or words or phrases with emojis attached, such as #sunglasses?????. Brand hashtags are another great option for businesses on Instagram. We'll get into more details about those later in this post. How many hashtags on Instagram use You can include up to 30 hashtags on a regular message, and up to 10 hashtags on a story. If you try to include others, your comment or caption will not be posted. That said, just because you can use that many hashtags for Instagram don't mean you should. There are no many hashtags for each company, or even for each position by the same company. The consensus is that about 11 hashtags is a good number to start with. But the most common number of hashtags to use on Instagram is between 1 and 3. You will need to do some testing to determine what works best for your particular business. How to hide hashtags on Instagram When you've spent time making a great Instagram caption, you may not want to end your post with a large collection of hashtags. Fortunately, there are a few easy ways to make your hashtags less visible. How to hide Instagram hashtags in a comment: Write your caption as usual but don't include hashtags. Once your message is published, just click on the speech bubble icon under your message to leave a comment. Write or paste the hashtag you want to include in the comment box and tap Post. On mobile, your hashtags won't be visible unless a user presses View All Comments. However, on the desktop, your comment will remain in first place, so this trick works best if you target a mobile audience. Source: VV on Instagram How to hide Instagram hashtags in the caption: You can also use hashtags in the caption itself without them being super-visible. At the bottom of your caption, tap Back or Enter. If you don't see a Back or Entry button, press 123 to talk about it. Enter a punctuation mark (try a period, a ball or a dash), then hit back New. Repeat steps 2 to 4 at least three times. Instagram hides captions after three lines, so your hashtags won't be viewable unless your followers type... More. Even then, your hashtags will be visually separated from your caption so they don't divert attention from your copy. How to hide captions on Instagram Stories: You can hide hashtags on Instagram Stories, too. One option is simply to minimize the appearance of your hashtags by pinching and reducing them to make them small enough. You can also tap the hashtag sticker to change it from a white one to a semi-transparent. If you want to hide your hashtags entirely, you can stick an emoji, sticker or GIF on them to hide them. Source: Christina Newberry How to find trend hashtags on Instagram Unlike Twitter, Instagram doesn't advertise a list of trendy hashtags. However, if you search for a hashtag on Instagram, you'll see how many posts use this hashtag. You'll also see a list of other popular Instagram hashtags using similar words, with message accounts included too. Source: Instagram To search for a hashtag on the desktop, enter the hashtag with the symbol - in the search area. On mobile, enter your search term in the search area, then tap Tags. If you pay attention to your Instagram feed, you'll learn how to quickly spot trend hashtags as they emerge. Don't be too quick to jump on a trend, though. Post only using a trend hashtag if it really makes sense to your business, and to the specific content of your post. How to search for multiple hashtags on Instagram The easiest way to search for multiple hashtags on Instagram is to set up search feeds in a social listening tool like Hootsuite to follow the hashtags you're interested in so you can see all the relevant content on a single screen without having to lead each one as an individual Instagram hashtag search. Source: Hootsuite Instagram business profiles can search up to 30 unique searches of the hashtag over a given seven-day period. Here's some additional information on how to set up search feeds so you can keep track of several Instagram hashtags easily on a dashboard. We've written a full post on the benefits of social listening if you want to dig deeper into how it works. Bonus: Download a free checklist that reveals the exact steps of a lifestyle photographer used to go from 0 to 600,000 followers on Instagram without budget and without expensive equipment. Get the free guide now! Top Instagram hashtags As of June 1, 2020, these are the top 25 hashtags on Instagram: #love (1.824B posts) #instagood (1.143B posts) #fashion (807.1M posts) #photooftheday (792.4M posts) #beautiful (807.1M posts) #photooftheday (792.4M posts) #beautiful (807.1M posts) #photoftheday (792.4M posts) #art (643.6M posts) #beautiful (657.4M posts) #art (643.6M posts) #beautiful #happy (576.9 million posts) #photography (657.4M575.9 million positions) #picoftheday (569.4 million positions) #cute (564.9 million positions) #follow (557.8M positions) #tbt (534.5 million positions) #followme (526.4 Positions) #nature (520.7 million positions) #like4like (515.0 million positions) #travel (494.6 million positions) #instagram (475.6 million positions) #repost (469.1 #style (469.0 million posts) #summer (452.4M posts) #instadaily (439.5 million posts) #selfie (421.8M posts) #me (420.0 Million posts) #friends (395.8M posts) #fitness (393.8M posts) Keep in mind that the most popular Instagram hashtags are not necessarily the most effective. A lot of posts can mean a lot of people follow this hashtag, but it also means that there's a ton of content on it and your posts could get lost. Instagram suggests using a combination of popular and niche hashtags to reach different audiences, from wide to specific. Search hashtag Instagram How to find the best hashtags for Instagram Instagram YOUR Brand Discover The Competition You don't necessarily want to model your competition strategy too closely, but taking a look at the hashtags they use can give you some good clues about what works for others in your industry. You may discover new hashtags to add to your directory. Or you can decide that you don't want to compete for the same eyeballs, in which case you can search for alternative hashtags to use. See what hashtags your audience is already using After all, if your audience is already using a certain hashtag, then other people like them are probably using it too. Finding these existing Instagram communities is a great way to broaden your audience and reach the people most likely to be interested in your business. Keep an eye on your best subscribers and see what hashtags they use. The Instagram search tool can give you some additional information about the hashtags that the people you follow care about. When you search the Instagram hashtag, the search tool will show you if someone you follow is also following this hashtag. (Note that it only works on mobile, not on the desktop.) Source: Instagram Use Instagram's Related Hashtags On any hashtag page, just above the Top and Recent tabs, you'll find a list of related hashtags that you can scroll through by swiping left. Source: Instagram This is a great way to find relevant hashtags that could be a little more niche than the big hashtags based on keywords you originally searched for. This means a more targeted audience with less content to compete with. These are perhaps some of the best hashtags for Instagram brands that want to connect with passionate communities. Create a brand hashtag The best hashtag for your brand can be the one you create yourself. A brand hashtag is simply a tag you create to promote your own brand or campaign. You can then share your hashtag with your audience by including it in your Instagram bio and highlighting it in your captions and Instagram stories. You may also want to consider running a contest with a brand hashtag to popularize the hashtag while collecting user-generated content. Source: Lululemon on Instagram Be sure to follow your brand hashtag, both in the Instagram app and using a feed in your social media dashboard, so you can monitor how it is used. Look for opportunities to share great content or communicate with influential members of your audience. To follow a hashtag on Instagram, simply click on it, then press the Blue Follow button on the hashtag page. Source: Instagram How to use hashtags on Instagram — 7 tips and tricks 1. Use Insights to see which tags work best If you've switched to an Instagram business profile, you have access to post information that tells you how many impressions you've received from hashtags. Select the post you want to access and tap View the information below the message on the left. Swipe up to see all the ideas for this post, including the number of impressions of the hashtags. Hashtags. This data helps you determine which hashtags are most effective in improving reach. 2. Include hashtags on the Instagram Stories Hashtag pages have an Instagram Story icon in the top left corner. Click on it and you'll see a collection of Stories publications tagged with the hashtag of people with public profiles. Source: Instagram There are two ways to add hashtags to your stories. The first method is to use the hashtag sticker. Source: Instagram Or you can simply use the text tool and the symbol to type the hashtag in the same way you would on a photo or video message. 3. Avoid banned hashtags and spammy hashtags When inappropriate content is associated with a hashtag, Instagram may ban the hashtag. That doesn't mean you can't use it at all. Instead, this means that if you click on the label, you will only see the higher messages. You won't see recent posts, and there will be no stories associated with the hashtag. Here's what it looks like when you run into a banned hashtag: Source: Instagram The only way to know if a hashtag is banned is to check it before using it. It's a good practice to set up every time you add a new hashtag to your directory. The use of banned hashtags can cause a decrease in engagement, as your use of legitimate hashtags may also become less effective because you could be dropped in the algorithm. Even if they are not banned, you should avoid hashtags that shamelessly solicit likes and followers. For example, #followme, #like4like, #follow4follow, #tagsforlikes, and so on. Using these will attract bots, spammers, and other users who do not intend to engage with you in a meaningful way. They also show your subscribers that your brand agrees with engaging in spam behavior. And it's not a good look. 4. Understanding how hashtag pages work Hashtag Pages are a great way to expose your content to a new audience, especially if you can be featured in the Top section. The hashtag pages display all the content associated with a specific hashtag. If someone is looking for a message and yours is the latest with this hashtag, it will be the first thing they see in the Recent section. Of course, it's much easier to stay at the top of the recent section for a less popular or really niche hashtag. Keep in mind that the recent section is sorted based on when each message was originally shared. If you add hashtags later, either through a comment or by editing the caption, it won't drop your message for recency. 5. Do not use irrelevant hashtags or It might be tempting to just copy and paste the same long list of hashtags on each post, but don't. Instagram's community guidelines make it clear that posting repetitive comments or content is not acceptable. If you use the same hashtags for each post, your content will be penalized by the algorithm. When you create a message, use only hashtags that make sense. If you identify a post with #wanderlust, for example, your content must be something that globetrotters will want on, like, and share. It's not about being seen by a lot of people, it's about being seen by the right people. This is how hashtags lead to a higher commitment and more followers. Choose and choose the right keywords for each publication individually. 6. Make sure the hashtag means what you think it means Hashtags are often a string of words stuck together. This can create problems when it is not clear where one word ends and the next one begins. One of the worst examples of this has been the #susanalbumparty fiasco since 2012. It was a launch celebration hashtag for Susan Boyle's new album. But read it slowly and you could pick up a few words in the middle that clearly make the hashtag a bit... Problem. Amazon played with this kind of hashtag error to promote Top Gear. This was done on purpose, but it would be an easy mistake to combine a possessive s and the word hit by accident. Brands are sometimes too eager to jump on a trendy hashtag without fully understanding the context. When the environment is difficult, it can create a public relations disaster for the brand. And sometimes a brand just doesn't check if a hashtag is already used before creating an entire campaign. Burger King was guilty in 2013, when they used the hashtag #WTF to mean What The French Fry. Since you already know what WTF stands for, you can probably guess why it was a problem. 7. Save hashtags for future use If you often use the same hashtags, you can save them in a note to reduce typing time over and over again. Wait, didn't we just tell you not to use the same hashtags on each post? That's right, you shouldn't overuse the same set of hashtags. That said, it's always very helpful to have a list of hashtags relevant to the different types of content you post. You can even create separate lists of hashtags relevant to the different types of posts you create. Just create a list of hashtags in your note app, ready to add to your posts. You can then choose a few hashtags to use each time, rather than having to remember the hashtags or search for new ones for each post. This also gives you time to check what type of content is already displayed for these hashtags, so you don't make any of the mistakes mentioned above. Remember that every one of the Instagram hashtags you use on a message should match the content and should not be too repetitive. Don't copy or paste your entire list on each post. Manage all your instagram presence and save time with Hootsuite. Plan them Find the best hashtags, easily engage the audience, measure performance, and more. Try it for free today. Today. Today.

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