



Instagram Hashtag Guide

With Instagram having 1 billion active users, you should take advantage of the platform to reach clients outside your local community. Using hashtags in your Instagram posts play a huge role in increasing your Instagram profile's discoverability and here are some tips on how to maximize their benefits.

Use them wisely.

- Limit hashtags to 30 or less.
- Use a combination of Popular, Niche and Brand/Location hashtags.
- Add at the bottom of description or as first comment (within 10 seconds of posting or your post will get buried!)

popular	niche	brand/location
<p>General and popular hashtags with 1M+ users</p> <p>Examples: #redhair #pinkhair #unicornhair #pinkhairdontcare #rosegold #beachhair #blondebalayage #balayagehighlights #organicbeauty #crueltyfree #crueltyfreebeauty #cleanbeauty #greenbeauty #hairstyling #hairlove #hairtrends</p>	<p>Industry-related hashtags with less than 1M users</p> <p>Examples: #holisticbeauty #dryshampoo #sustainableliving #holisticliving #veganbeauty #sustainableluxury #lowtoxliving #lowtox #lowtoxlife #chemicalfree #reducereuserecycle #plantbasedbeauty #nontoxicbeauty</p>	<p>Hashtags you created for your brand</p> <p>Examples: BRAND #holistichairtribe #simplyorganicbeauty #owayorganics #oway #originalmineral</p> <p>LOCATION (replace with your state and city) #floridahair #floridasalon #tampahair #tampasaloon</p>

**Instagram constantly changes their rules and algorithm, so make sure to research for updates.*