



# Instagram

## Hashtag Strategy

- Use 15-20 hashtags in every post.
- You can put your hashtags within the post or as the first comment – the preference is yours.
- Don't use hashtags that appear more than 1,000,000 times on Instagram already.
- Hashtags should be a mix of branded, related to the content, related to the niche, and related to the broader conversation.
  - Use hashtags that your ideal audience IS searching for and using, not what you WANT them to search for and use. For example, the Green Bay city government might want its audience to search for #greenbaygovernment but the audience is more likely searching for and using hashtags like #greenbay and #greenbaylife. Therefore, to reach its ideal audience, the city government Instagram account would use #greenbay and #greenbaylife in its posts.
- Here are the four types of hashtags to use:
  - Type 1: Use 4-5 hashtags relevant to the topic/audience and are very popular - 500,000 to 1,000,000 million times used
  - Type 2: Use 5-6 hashtags relevant to the topic/audience and are moderately popular - 10,000 to 500,000 times used
  - Type 3: 2-3 hashtags are specific to your niche - 2,000 to 10,000 times used
  - Type 4: 1-3 hashtags are branded
- Pro-tip: Compile a list of hashtags that fit within each "type", rotate through using them on your posts, and revisit the list every 1-2 months to add/subtract hashtags.