

# 4 TIPS ON FINDING HASHTAGS

01

## Analyze Competitors and Influencers

Create a list of 10-15 of your competitors or industry influencers in your niche and analyze their posts to identify the hashtags they are using. Avoid using trademarked hashtags.



02

## Research Industry-Specific Hashtags

To discover popular hashtags and content related to your industry, utilize the Instagram search feature. Use relevant and heavily-used hashtags with your posts to reach your target audience.



03

## Explore Related Hashtags

Once you've identified some relevant hashtags, explore related hashtags often used alongside them. Using this feature, you can uncover more hashtags related to your content and increase your audience.



04

## Create Branded and Community Hashtags

Consider creating your branded hashtag or using community hashtags specific to your brand or niche. Branded hashtags can help you build brand awareness and encourage user-generated content, while community hashtags can connect you with like-minded individuals and communities.

