



In this document, I will take you through the steps I followed to find the hashtags we now use for our HNH posts on Instagram. This is by no means the only way to do it, but it's one simple and logical approach that will increase post reach and visibility.

5 géo-specific Hashtags

Our target audience is comprised of all holistic nutritionists. Through our Instagram Analytics, we've determined that the vast majority of the qualified HNs who follow us are located in Ottawa, ON, Toronto, ON, or Vancouver, BC. Trying to reach more Nutritionists in those areas, our 5 géo Hashtags are:

#torontofood 400k* #canada🇨🇦 300k
#vancouverfood 93k #ottawafood 31k
#torontonutritionist 4k

*Number of shares according to the Instagram Search function.

Note: A hashtag that has 100k shares will get about 200 posts per day. A hashtag with 10k shares will have about 20 posts per day. For each category, our picks span from 2-5k up to +250k to have the best chances of getting found with both specific and general Hashtags.

8 brand-specific Hashtags

Our brand aims its services toward Holistic Nutritionists. Here are the Hashtags we've found that will be specific to what HNs post about and search:

#healthycooking 455k #holisticnutrition 200k
#holistichealing 122k #businesscoaching 82k
#holisticnutritionist 34k #rhn 24k
#chn 20k #csnn 15k

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12 post-specific Hashtags

We've separated our posts in a few distinct categories to make our Hashtag game more efficient, both in reach and in time. Here are the hashtags we've picked for each category:

Nutrition quote:

#nutrition 20m #eatwelllivewell 150k
#holisticliving 115k #foodquotes 30k
#healthquote 35k #eatwellfeelwell 26k
#foodquote 20k #healthquotes 11k
#healthyquotes 10k #nutritioneducation 8k
#holisticfood 6k #healthyquote 4k

Business Motivation:

#solopreneur 260k #businesstips 240k
#entrepreneurquotes 200k #businessquotes 150k
#businessgoals 55k #businessgrowth 50k
#businesssuccess 34k #businessmotivation 31k
#businessstartup 27k #naptimehustle 17k
#bizdev 9k #businesshelp 8k

Food Meme:

#nutrition 20m #funnymemes 2.5m
#funnypic 800k #funnyquote 160k
#memestagram 40k #funnyjoke 31k
#lolpost 14k #foodfprfun 12k
#foodmeme 8k #foodmemes 8k
#foodjokes 5k

Free Resources promo:

#freebie 400k #businessgrowth 50k
#holistichealthcoach 40k #businesssuccess 34k
#holisticwellness 30k #businessstartup 27k
#holisticlife 24k #holisticcoach 7k
#freeresources 4k #holisticbusiness 2k
#businessresources 700

Motivation & Inspiration:

#inspirationalquote 500k #motivationquote 100k
#inspirationalwords 110k #inspiredliving 46k
#motivationalwords 41k #inspiredlife 36k
#motivationalpost 26k #inspirationalpost 21k
#motivationalpage 15k #motivationforlife 20k
#motivationalpic 7k