



Using hashtags on your Instagram posts is a great strategy to increase their reach and grow your chances of being found organically. Each Instagram post can contain up to 30 #s. The more popular the hashtag, the more people are using it and searching for it. But if you only use hashtags that are shared a lot, it also means that your post will quickly be pushed far back by all the other posts that use this same popular hashtag. The key is to find about 25 hashtags that you can reuse for each category of post you use with a mix of popular and less popular hashtags.

❑ **#1 Find 5 hashtags that are géo-specific.** If you work in person, these should target your town or general area. If you work online, the hashtags should correspond to the area where most of your potential clients live or post from. If someone searches that area specifically, they will find your posts.

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, your picks should span from 2-5k up to +250k to have the best chances of getting found.

❑ **#2 Find 8 hashtags that are brand-specific.** Look at what your fellow nutritionists and other influencers in the field are using and make a list that includes the share number for each one. This will ensure that you are reaching all the people who are looking for a holistic nutritionist as well as those who might be looking for a specific skill you have.

❑ **#3 Find 12 hashtags that are specific to each category of post you use** (I.e. Food picture, food meme, inspirational quote, free resource, promo offer, etc...). By dividing your hashtags that way, you will make sure to reach the most people possible with each post without having to re-write all the hashtags each time.

❑ **#4 Combine géo, brand, and post-specific hashtags in a note** for easy “copy and paste” into your future posts. I like to use Google Keep but any note app will work just fine.

❑ **#5 Avoid overloading your caption space with Hashtags.** Use the first comment to add them in. This will enhance the aesthetics of your post. You can also add some space at the top of the hashtag comment by inputting a symbol (“.” works fine), using the “return” button in the “123” section of your keyboard, and repeating the operation 4-5 times.

❑ **#6 You can "push up" a post by adding Hashtags in a comment a few days after you've posted it.** This will put it back at the top of the search page for this hashtag.

The hashtag research will take you a little bit of time upfront but will make your future posts more efficient and save you time so you can engage more with your community or work with clients/prospects to grow your business. If you want to see how we did our Hashtag research for HNH, check out the [Hashtag Research Example](#) document.