

The background is a solid light blue. Scattered throughout are various small, colorful geometric shapes: triangles, circles, and semi-circles in shades of green, purple, orange, yellow, and white. These shapes are positioned around the central text, adding a playful and modern aesthetic.

Instagram Hashtag Strategy Guide

A Later Guide to creating and implementing
a successful Instagram hashtag strategy

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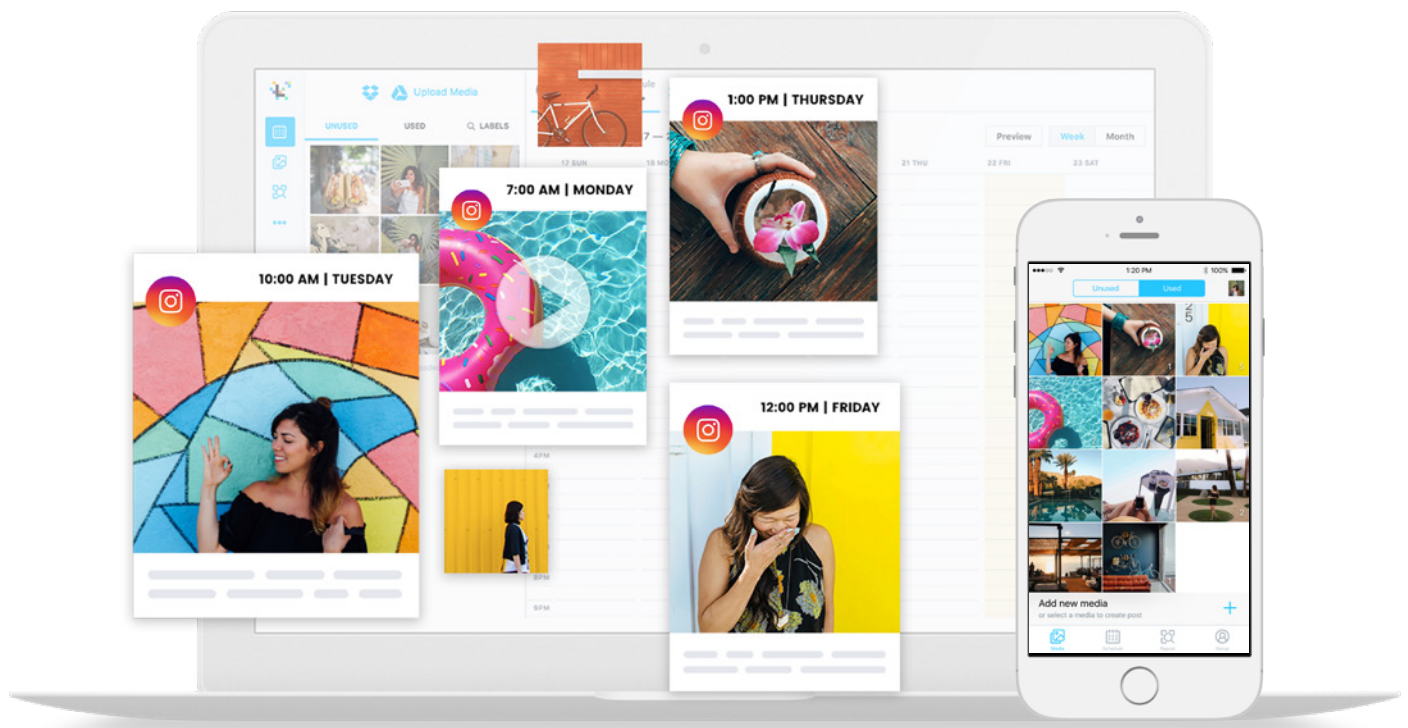
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About Later

The simpler way to plan your visual content marketing.

Founded in 2014 and has grown in under two years to a community of over 600,000 users with some of the top brands, agencies, and influencers across the globe!



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Introduction

The hashtag, once a commonplace symbol on your phone, is now an integral part of Instagram and the way we discover content online.

Not only do hashtags help Instagram users organize and categorize content, they're also one of the driving forces behind some of today's best marketing campaigns.



70% of hashtags on Instagram are branded



Posts with just one hashtag receive 12.6% more engagement



Posts with hashtags are 55% more likely to be shared

Crafting a compelling branded hashtag that's unique to your business is a great way to connect with customers, find content created about you by your followers, and build long-term relationships with influential partners.

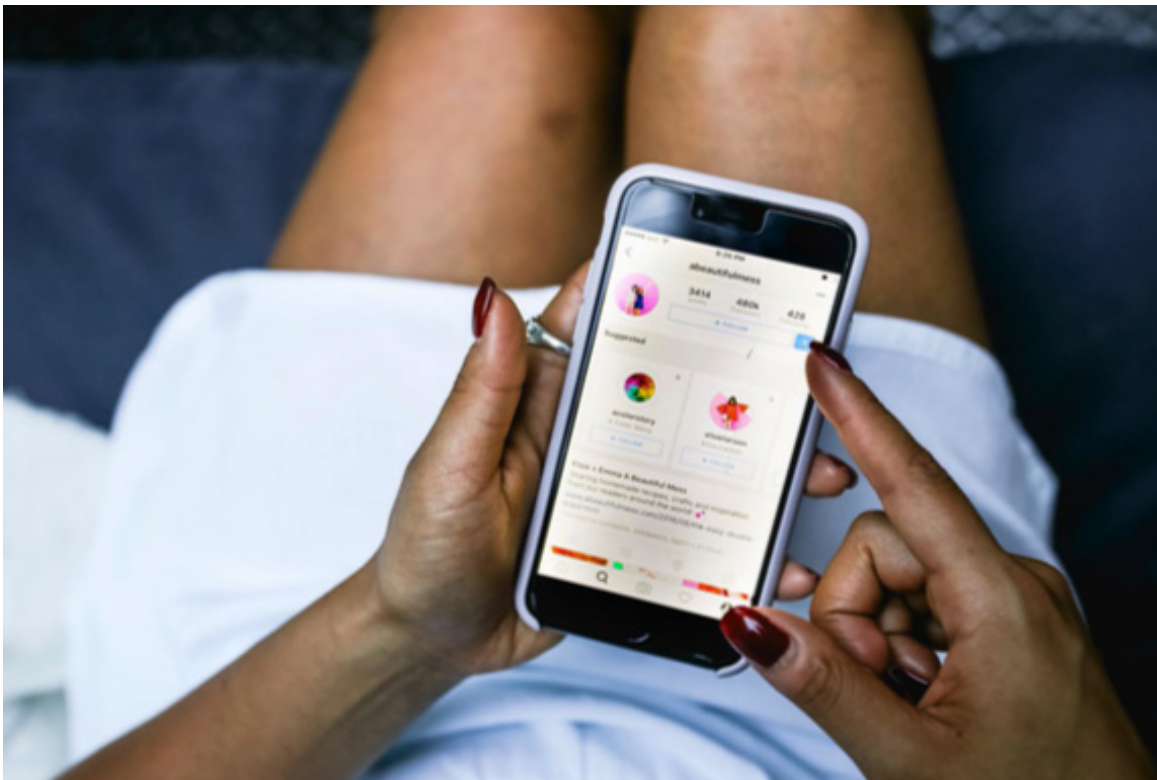
According to Simply Measured:

**Posts with at least
one Instagram
hashtag average**

12.6%

**more engagement
that posts without
a hashtag.**

In this guide we'll teach you everything you need to know about using Instagram hashtags to gain followers and increase likes.



Learn why you need to be using hashtags, how to use them, and which ones to use to conquer your Instagram marketing goals.

We'll walk you through the steps you need to take to implement an effective hashtag strategy that boosts the reach of your Instagram marketing campaigns.

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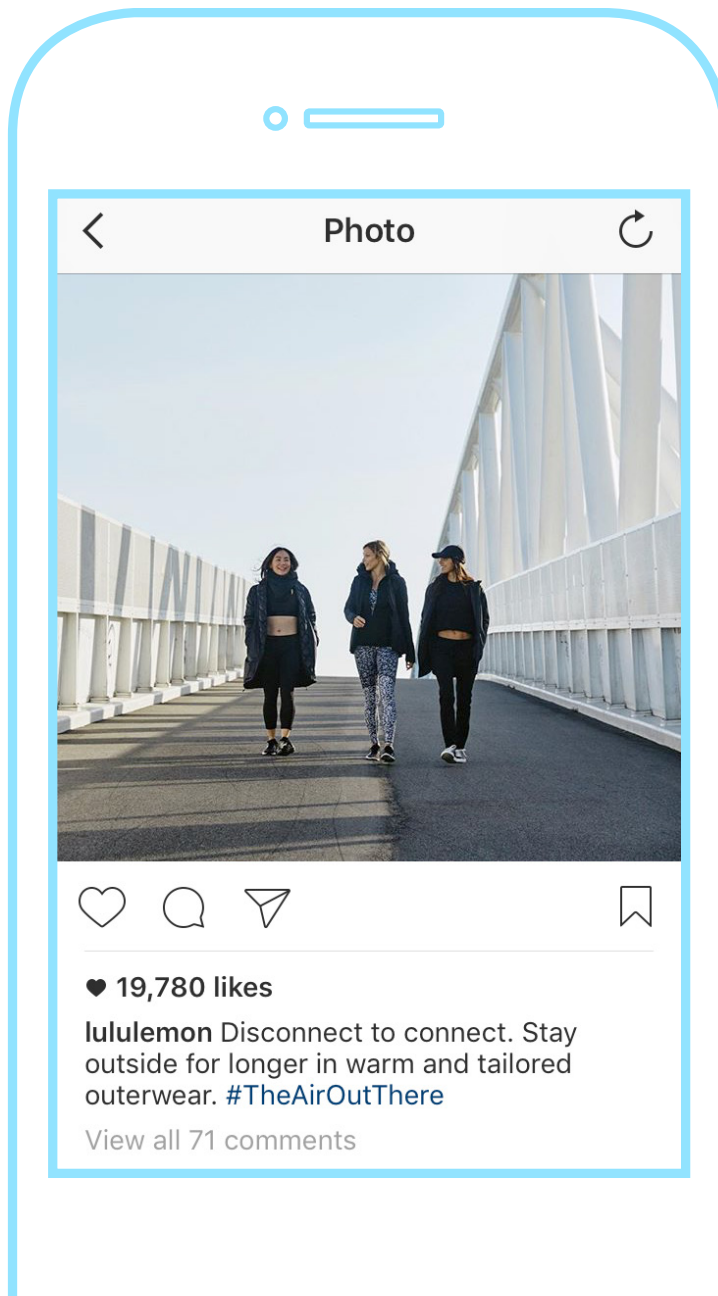
Chapter 1

The Basics

What is an Instagram hashtag?

An Instagram hashtag is a word or phrase (comprised of letters, numbers and/or emojis) preceded by a pound sign (#), and used to categorize and find content around a particular topic or trend.

When you search for a hashtag on Instagram, you'll be able to browse all the posts that have been tagged with it. And when you attach one to your own photo or video, it will become discoverable by anyone searching for that hashtag.



Lululemon's *#TheAirOutThere* hashtag is an example of a branded community hashtag that the apparel company used to promote a campaign about helping people forget about the stresses of the holiday season, and take the time to enjoy the outdoors.

TIP: How likely a hashtag is to be seen by others depends on how often the hashtag is used, how popular your post is, and how strong your following is.

Why you should use Instagram hashtags

Instagram hashtags are one of the most useful tools in a social media marketer's tool belt. Using the right hashtag (or combination of hashtags) can help you expose your brand to large and targeted audiences. In fact, your chances of attracting new followers, getting more likes, and increasing engagement are vastly increased by the use of hashtags.

But there are other opportunities to be had by using Instagram hashtags, such as the ability to watch and learn from your competition. By looking at what leaders in your field are doing, you can acquire powerful and insightful data into what content performs the best.

Your chances of attracting new followers, getting more likes, and increasing engagement are vastly increased by the use of hashtags.



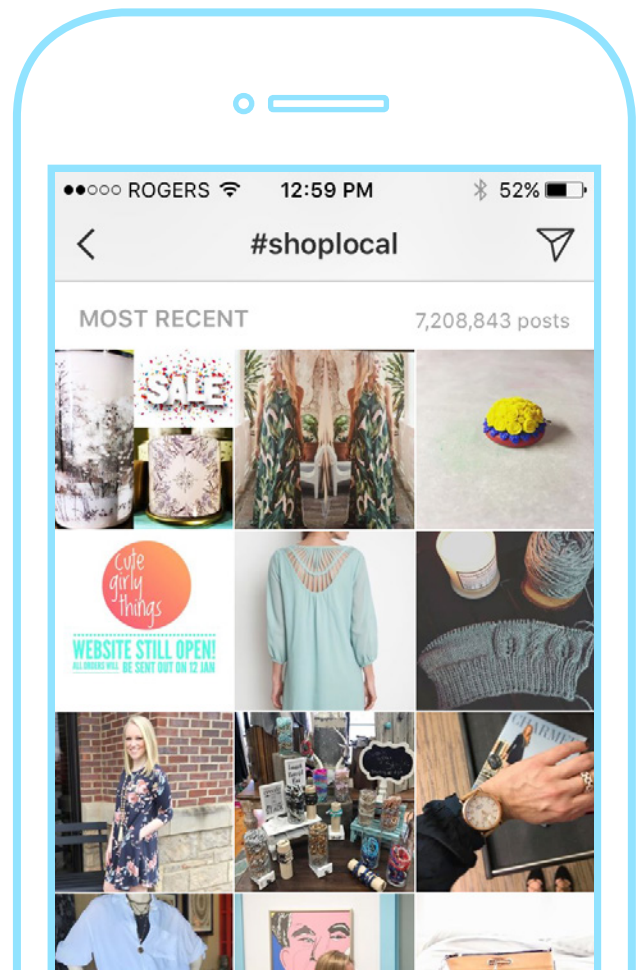
What is an Instagram hashtag strategy?

In order to be successful with hashtags, it's important to be strategic about your hashtag usage. The “most popular” Instagram hashtags are just simple words like *#love*, *#happy*, and *#dog*. And while using these popular hashtags may get you a few more likes, it's not going to do much for your growth in the long-run.

Instead of using the most popular Instagram hashtags, it's better to use Instagram hashtags that have an engaged community behind them, and are specific to your audience.

So, how are you supposed to find these cool, creative, and community-oriented hashtags? By creating an Instagram hashtag strategy, of course!

An Instagram hashtag strategy is essentially any strategy that involves tracking and organizing hashtags that are relevant to your brand, and then using them to expand your content reach, amplify your brand, target specific audiences, and get your content discovered.



The background is a solid blue color. Scattered throughout are various geometric shapes: a green triangle, a white dot, a green circle, an orange semi-circle, a yellow triangle, a green semi-circle, an orange circle, a yellow triangle, a white dot, a blue triangle, a white dot, and an orange semi-circle.

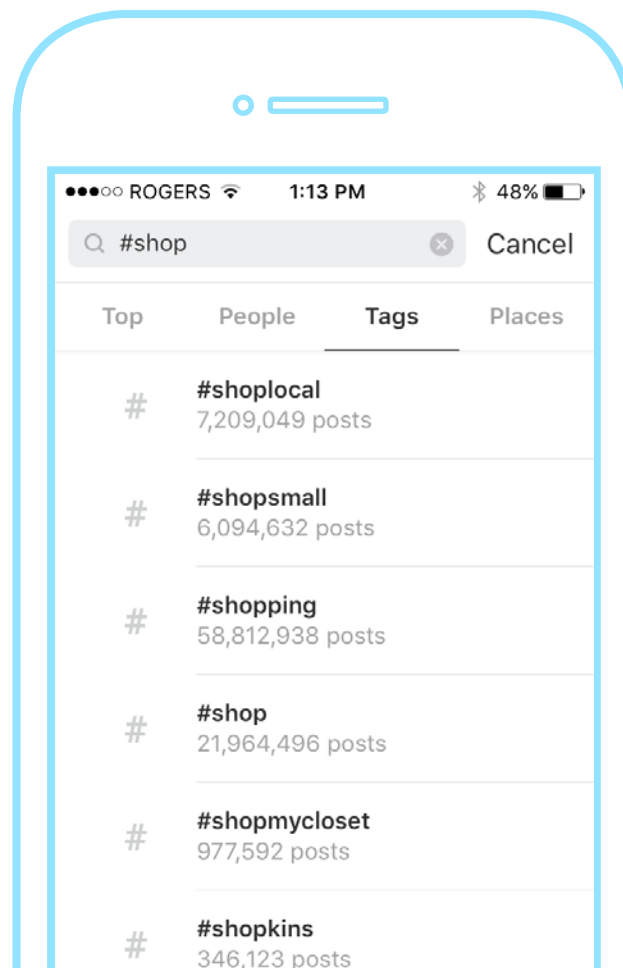
Chapter 2

How Instagram Hashtags Work

The different types of Instagram hashtags

We've learned that hashtags can help you reach new audiences on Instagram by connecting your posts to targeted communities, but which hashtags should you actually be using to boost your following?

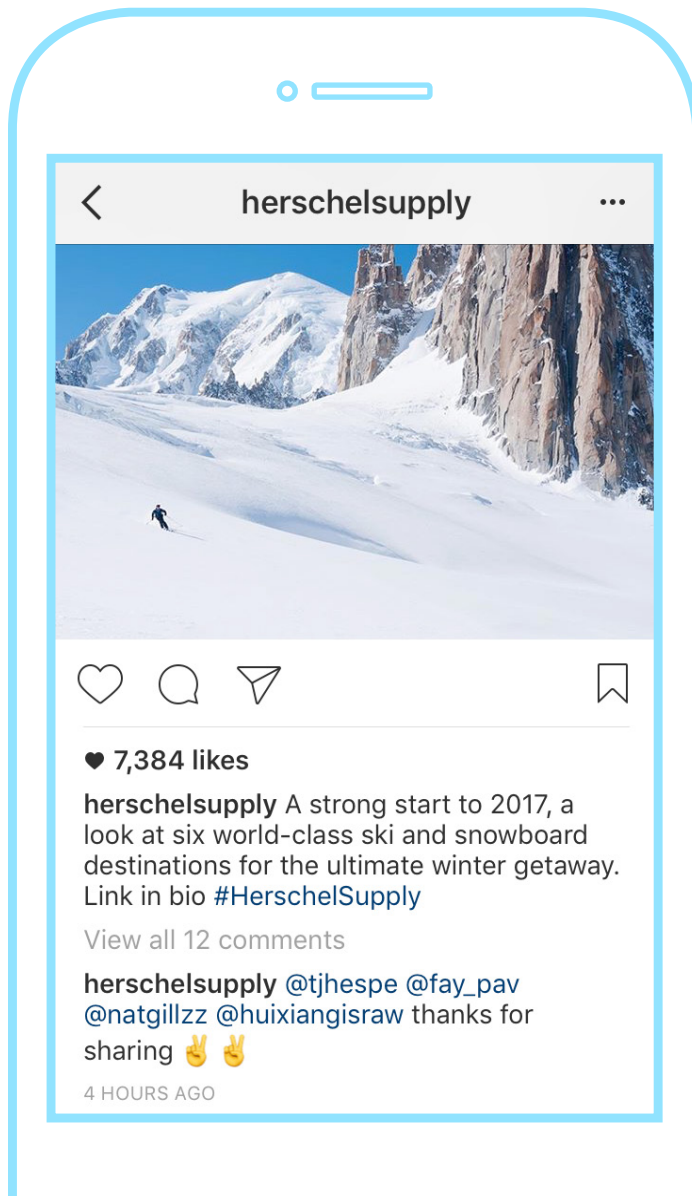
#Tagging #every #single #possible #word is easy, but it won't help you find engaged followers. Understanding the different types of hashtags and their corresponding audiences can help you develop a more effective Instagram hashtag strategy.



Branded hashtags

A branded hashtag is a hashtag that's unique to your business. It can be as simple as your company name, tagline, or the name of one of your products or campaigns. Or it can be a hashtag that has nothing to do with your brand name, but has everything to do with your brand identity.

While community hashtags are meant to increase the reach of your message, branded hashtags are designed to connect themes for you and your audience. They can be used to promote a campaign or aggregate user-generated content (UGC).



A great example is Herschel's *#HerschelSupply* hashtag, which they use to group all of their Instagram posts. Instagram users can search for *#HerschelSupply* to pull up any posts that contain the hashtag.

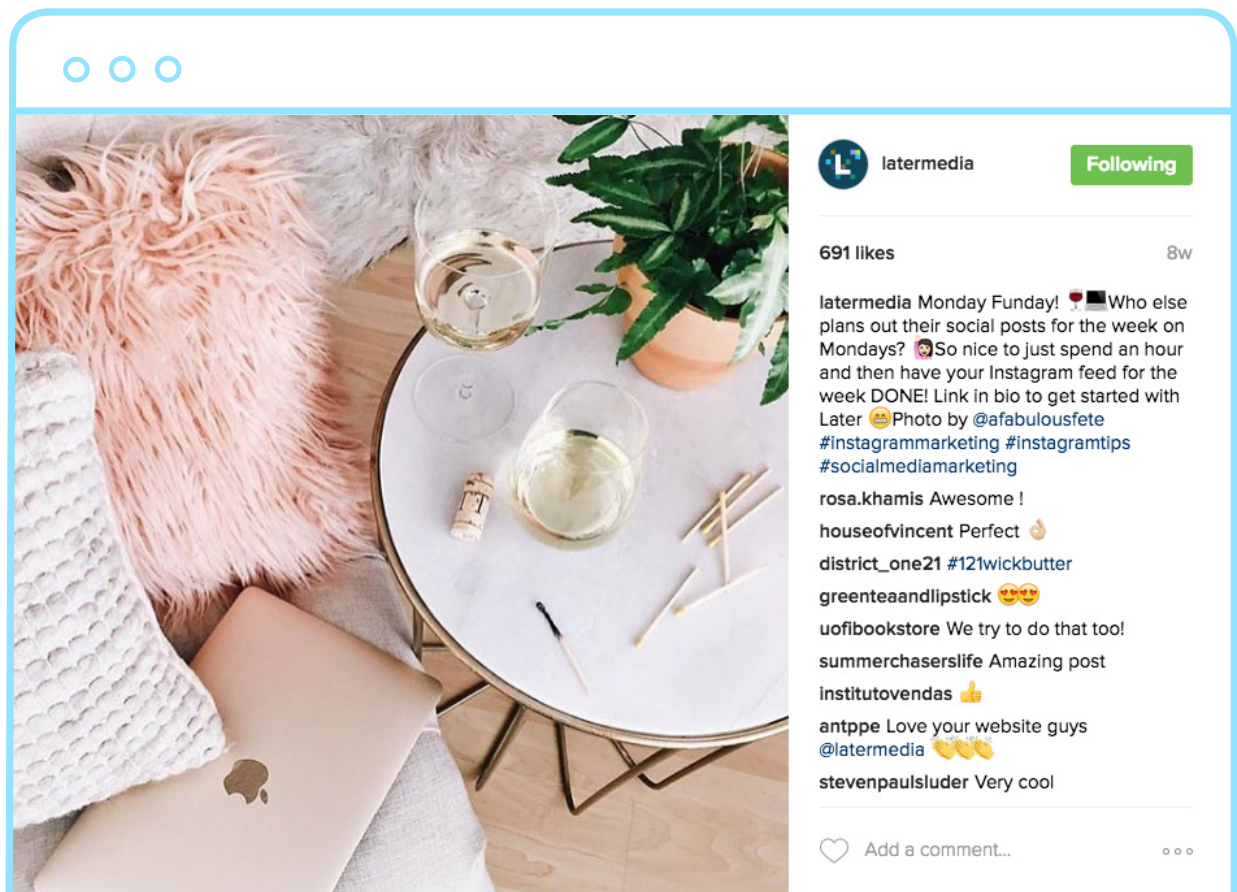
TIP: Save time by [learning how to build an Instagram ecommerce marketing strategy](#)

If you're using Instagram for business, it's a great strategy to create a hashtag around your brand; whether it's just your brand name or a more inspirational message.

Community hashtags

Community hashtags are hashtags that connect like-minded users around a specific subject, such as *#HealthyEating* or *#CatsOfInstagram*. They're a great way to connect with others, improve the SEO of your posts, gain followers, and grow your own community.

The best way to find these community-oriented hashtags is by looking to see which hashtags your audience, or favorite accounts, are already using. The narrower the scope of the hashtag, the more engaged the users are.



The best way to find community-oriented hashtags is by looking to see which hashtags your audience, or favorite accounts, are already using.

#Hashtag rules

There are a number of rules and best practices that you need to follow when using hashtags in your Instagram posts. Here are the ins-and-outs of proper hashtagging on Instagram:

#1

Number of hashtags

Yes, there is a hashtag limit on Instagram! The most hashtags you can use on an Instagram post is 30. But trust us, 30 is more than enough. Posting a ton of hashtags in your caption doesn't look the best, and in fact, it can sometimes come across as too promotional and inauthentic. Instead, choose a few hashtags that are most representative of your photo to use in your caption, and then add the rest in the first comment.

TIP: In order to determine what the sweet spot is for your brand, take a look at how many hashtags influencers in your industry and your competitors use in their posts. If you notice the accounts with the most engagement are using a minimum of five hashtags in most of their posts, that will give you a clue as to where to start. Then you can test out posts with a slightly higher or lower amount to find what works best.

#2

Character count

While Instagram hashtags are not character-count-limited, it's best practice to keep them brief. Short hashtags are more likely to be searched for and shared than #longonesthatarehardtoread.

#3

Types of characters

Hashtags don't support spaces. So if you're using two words, skip the space. For example, hashtags for the US election are tagged as *#USelection*, not *#US election*.

Hashtags also can't include special characters, like *!, \$, %, ^, &, *, and +*.

#4 Banned hashtags

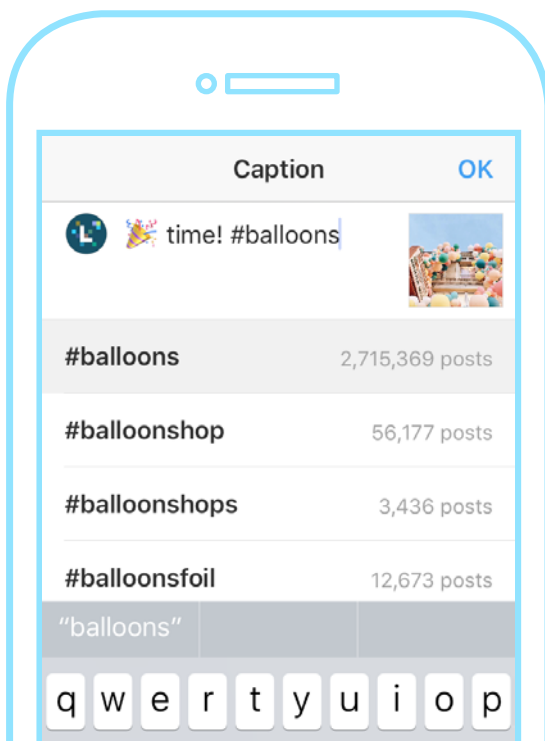
Instagram's terms state that users "may not post violent, nude, partially nude, discriminatory, unlawful, infringing, hateful, pornographic or sexually suggestive photos or other content." The same is true for hashtags!

In practice, there are two levels of censorship on Instagram. Hashtags can either have an outright block, meaning nothing will show up when you attempt to browse that topic, or a temporary ban, meaning images are prevented from appearing on those tags for a short-term.

How to add a hashtag to an Instagram post

Hashtags can be added to your posts as captions or comments. Assuming your Instagram account is public, a hashtag will make your post discoverable on the corresponding hashtag page.

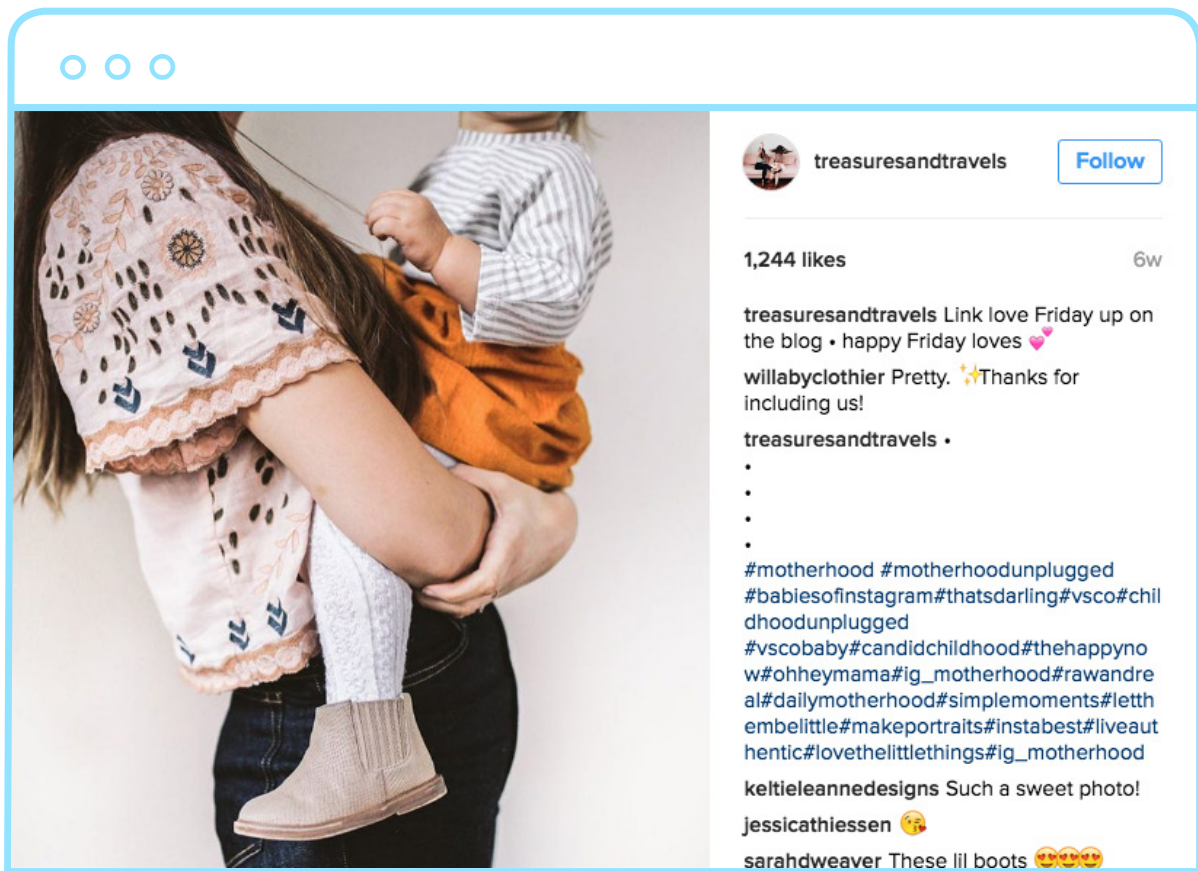
In order to add a hashtag to an Instagram post:



1. Select a photo or video to post
2. In the caption field, type # followed by text or an emoji
3. Tap “OK” at the top of the screen
4. Select “Share”

If you want to add hashtags to a post you’ve already uploaded, tap the three dots in the top right corner of your screen and select “edit.” You can also add hashtags post-publishing by tapping the speech bubble under the photo and typing the hashtags in as a comment.

Another important thing to remember is that you can only tag your own posts, not other users’ photos or videos.



Take the first comment: don't post in your caption

Using too many hashtags in your caption can look spammy, so it's best to use between 3-4 in your initial post description and then up to 15 highly relevant hashtags in the first comment. Taking the first comment is a great way to add more hashtags to your Instagram posts and increasing your exposure.

If you're keen on hiding your hashtags, you can burying them beneath dots and line breaks. In the caption or comment box tap the 123 key. Select return and then enter a bullet point. Repeat those steps at least five times. Instagram caps off captions after three lines so the hashtags won't be viewable to users unless they tap the more option.



Chapter 3

The Science Behind Instagram Hashtags

Hashtags are the key to discovery on Instagram.

Using the right Instagram hashtags can increase engagement with your posts and lead to more quality followers.

So how do you find out which hashtags will work for your posts? Which hashtags will put your posts in front of the right audiences? To maximize their effectiveness, it's important to pick hashtags that are not only relevant to your brand, but that are currently being used by your intended audience.

1. Find out what hashtags your audience is using

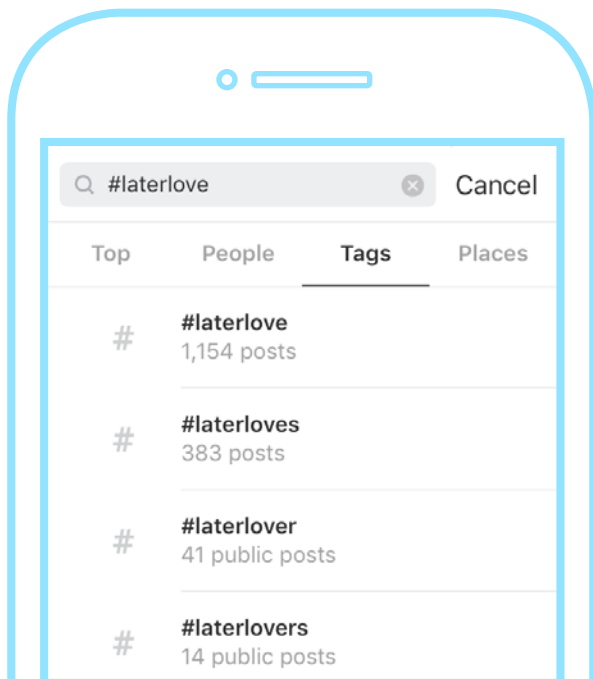
Throwing random hashtags at the end of your Instagram posts isn't going to grow your audience. Instead, find out what hashtags your audience is using and see which ones fit the content that you're publishing. Your hashtags should be relevant and contain keywords that users are actually searching for.



2. Find out what hashtags your competitors are using

It's always smart to find out what hashtags your competitors are using. By doing so, you can determine which hashtags provide the most engagement.

While it may not be your intention to compete on those hashtags, you could still end up figuring out what your potential customers are talking about and which hashtags they're using. And maybe you'll discover new hashtags to add to your repertoire!



3. Find out what hashtags influential people in your industry are using

One of the best ways to find hashtags you should be using is to follow “social influencers” that have the same (or similar) target audience as you. For the uninitiated, social influencers are basically the people that tend to perform exceptionally well on social media. Every industry has its respective key influencers. Find out who these people are in your niche and piggyback off their success. These people are already well-established with your target audience, so why not learn from the best?

4. Find related hashtags

Surveying the landscape of trends that are relevant to your own hashtag is an easy and effective way to grow your community. Simply type your hashtag into the app’s search bar, and then select “tags” from the dropdown menu. You’ll then be able to see all of the top hashtags that are closely related to your own hashtag, revealing additional ways to reach, monitor, and engage with your community.

You can also browse through posts containing a hashtag you’re already having success with. Do you see a trend of any other common hashtags that could be included in future posts? If yes, write them down.

5. Use Instagram's search function

Type in a keyword that's relevant to your brand into Instagram's search bar then select the "tags" tab. Instagram will give you a list of all the hashtags with that keyword as well as a number of posts that are tagged with it.

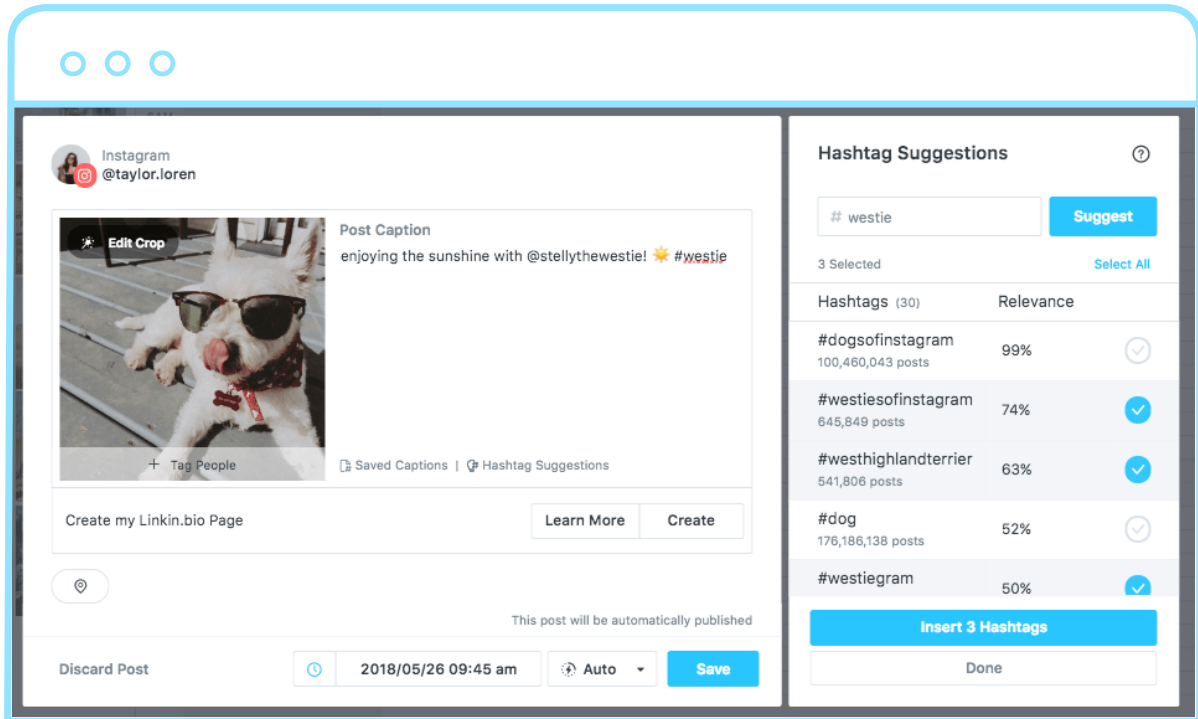
Remember that a large number may mean a large number of people following that hashtag, but it also means there's a ton of content your post could get buried in. Experiment with a combination of popular and niche hashtags.

6. Don't forget about popular hashtags!

It's super important to focus on Instagram hashtags that have an engaging community behind them and are specific to your audience, but that doesn't mean you should ignore every popular Instagram hashtag trend.

Tagged in over 330 million posts, *#TBT* (Throwback Thursday) is one of the most used hashtags on Instagram and a great marketing opportunity. If your brand has a past, use *#TBT* to share it. If your brand is brand new, you can use the hashtag to dig into the history of your products or industry.

Keep in mind that hashtags are time sensitive -- they reflect what's trending right now. So it's best to post at optimal times when lots of people are on Instagram. One of the best ways is to schedule your Instagram posts at optimal times when your community is most active.



7. Use Later's Hashtag Suggestion Feature

To help you upgrade your hashtag research, Later recently launched Hashtag Suggestions, a tool that helps you find the best hashtags for every Instagram post!

Hashtag Suggestions works by automatically finding relevant hashtags for your posts based on other hashtags that you use.

For example, let's say you're posting a photo of a beautiful bedroom to promote your business that sells linens. All you have to do is know one relevant hashtag (like #livesimply), put it into Hashtag Suggestions, hit "Suggest," and the feature will immediately generate 30 other hashtags, sorted by relevance.

You can then pick and choose which of these hashtags to add you to your post. All you have to do is click "Insert Hashtags" and they'll be added to the end of your caption.

Instagram hashtags are time sensitive. Be sure to schedule your Instagram posts at optimal times when your community is most active.

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Chapter 4

New Hashtag Features in 2018

New Hashtag Features in 2018

Things on Instagram evolve pretty quickly (especially in 2018!), but one thing that hasn't changed is the importance of hashtags.

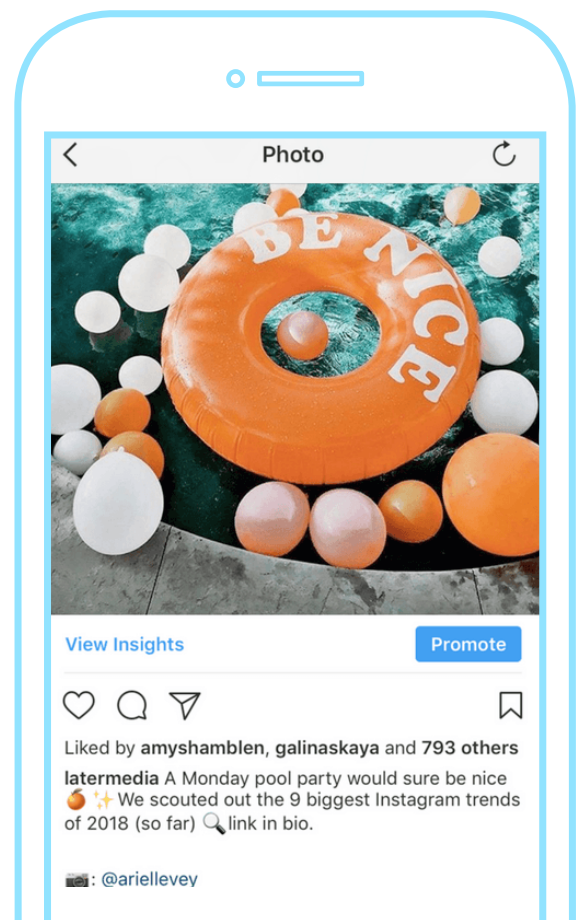
To this day, building an effective hashtag strategy is one of the best ways to get your posts discovered by new audiences on the platform — and depending on how targeted your hashtags are, this can mean more engagement, more followers, and even more customers.

Of course, it's not like Instagram hashtags haven't changed as well! In the last year alone, Instagram has released a ton of new hashtag features, adding new capabilities and even better tracking. Here are some of the highlights:

1. Track Your Instagram Hashtag Success with Post Insights

Yet another reason to switch to an [Instagram business profile](#). Just recently, Instagram added the ability to analyze how effective your hashtags are in getting more views (or impressions) on your posts!

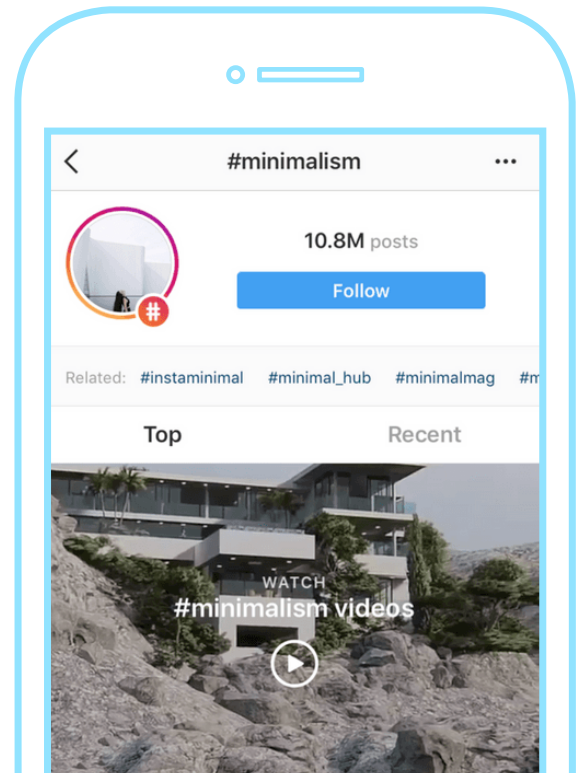
To access this data, just open a post and tap the “View Insights” text below it. Then swipe up to find a full page of data for that post, including reach, impressions, and, now, how the people who viewed your post found you.



2. You Can Now Follow Hashtags on Instagram

Another big update, earlier this year, Instagram added the ability to follow hashtags, meaning you can now stay up-to-date on various topics (or communities) by following a hashtag related to your interests.

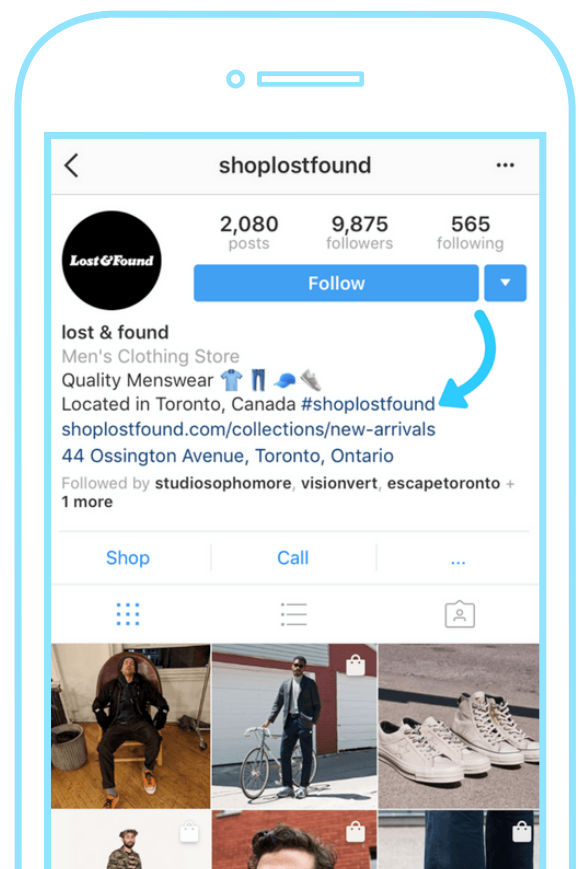
Following a hashtag works just like following a user's profile. When you find a hashtag you'd like to follow you simply open the hashtag page and tap on the follow button.



3. Add Clickable Hashtags to Your Instagram Bio

Thanks to a recent update, you can now add clickable hashtags (and usernames) to your Instagram bio, meaning building an effective Instagram bio just got a lot easier in 2018.

What's so great about this feature is that it makes your Instagram bio even more functional — you can use hashtags for everything from promoting your Instagram community to highlighting your branded content. All you have to do is include a “#” before any word in your bio and it will automatically become a clickable link that leads visitors to that hashtag.



4. Add Instagram Hashtags to Your Instagram Stories

This one isn't quite as new as the others, but Instagram recently added the ability to add hashtags to your Instagram Stories, giving users yet another way to get their content discovered.

What's so great about this feature is that, like regular posts, when you add a hashtag to an Instagram story, it becomes searchable from the Search & Explore page. So if someone looks the hashtag up, they might see your story in the Stories queue at the top of the page.



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Chapter 5

Create Your Own Branded
Instagram Hashtag

A branded hashtag is a great way to start a conversation with your followers and increase the reach of your content.

Branded hashtags are a way for your “fans” to share with their followers how they are already engaging with your brand, and for you to inspire user-generated content (UGC). It can mean major growth for your followers and help with the overall engagement on Instagram.

What is a branded hashtag?

One of the best way to get your posts viewed on Instagram is to add hashtags. In fact, according to a study by Simply Measured, posts with at least one Instagram hashtag average 12.6% more engagement than posts without a hashtag. Instagram hashtags easily amplify your message and help you reach a larger audience. But Instagram hashtags are also great for branding, especially when you’re in the midst of an Instagram marketing campaign.

So what exactly is a branded Instagram hashtag?

A branded hashtag is a hashtag that’s unique to your business. It can be as simple as your company name, tagline, or the name of one of your products or campaigns. Or it can be a hashtag that has nothing to do with your brand name, but has everything to do with your brand identity. A great example is Herschel’s #WellTravelled hashtag, which the global accessory brand uses to encourage their fans to upload photos of the adventures they experience around the world.

Why are branded hashtags important?

Creating your own catchy, branded hashtag is a valuable method for driving brand awareness and engagement.

But they also provide other benefits:

#1

Optimize for Discovery

Hashtags are basically another organic output for your content. If you optimize your hashtags and use phrases or keywords pertaining to your industry, you're more discoverable.

#2

Increase Traffic

Like we mentioned above, hashtags make your brand discoverable. Once you're easier to discover, you're likely to see higher social media traffic. Hashtag searches occur on Instagram all the time.

#3

Showcase Brand Advocates

Your brand advocates are trusted sources. In fact, a study discovered that 92% of consumers trust brand advocates over businesses. Hashtags are a great way to help showcase brand advocate recommendations.

#4

Measure Your Efforts

You can track hashtags within Instagram and gain insights into what's resonating with customers or what's falling flat. Having the extra data could make all the difference.

#5

Cross Networking

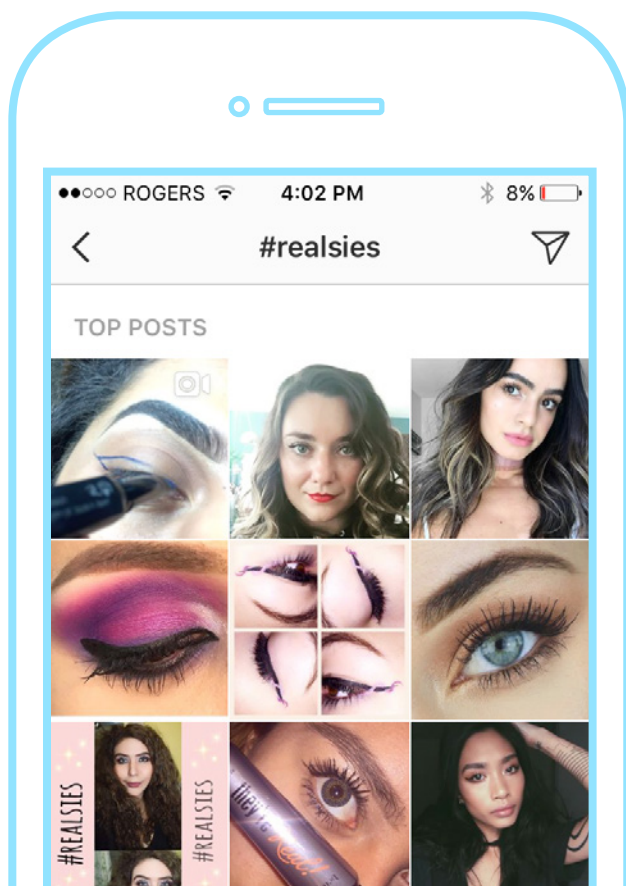
A nice feature of hashtags is you can use them across channels. This will help your cross-channel promotions and make it easier to use hashtags for each major network.

How to use branded hashtags

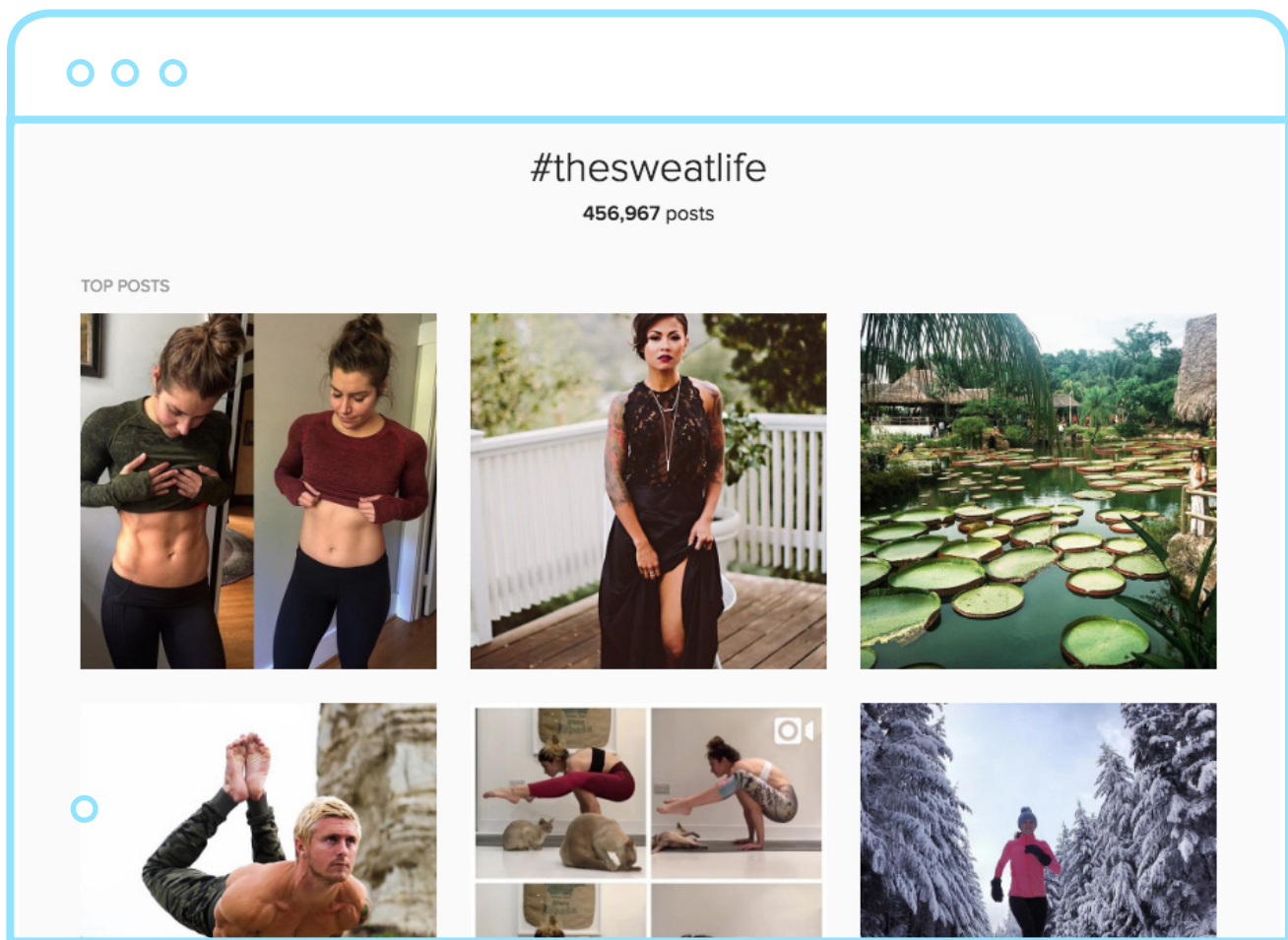
Branded hashtags can be used to promote campaigns or to showcase your products and services -- but in truth, there are tons of awesome ways that businesses can leverage branded hashtags to supercharge their Instagram marketing efforts. Here are 5 of our favorites!

1. Collect user-generated content (UGC)

Contests structured around UGC are all the rage, and with good reason: they're fun, popular, and great for both driving engagement and reaching a new audience. So what is a UGC campaign? Generally, you create an ongoing contest built around participants who contribute something in return for rewards. Usually it involves an individual posting their own picture on Instagram, then tagging it with a specific branded hashtag that your business has chosen.



A great example of a UGC campaign comes from Benefit Cosmetics, which turned to Instagram to find images of real people using their mascara. Fans have so far submitted more than 11,900 selfies on Instagram using the *#realsies* hashtag.

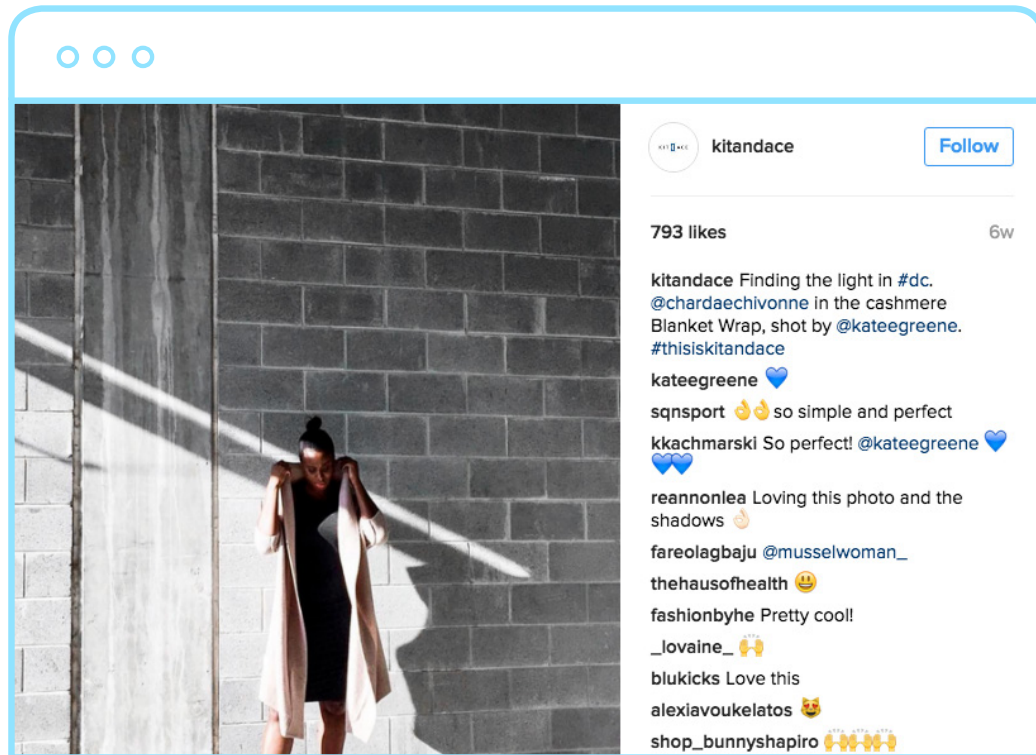


2. Inspire your community

Instagram is a community built on the power of visual storytelling. It's where the world captures and shares its moments through imagery. A branded Instagram hashtag can inspire your community by creating a destination for people to share and collect beautiful and meaningful content.

A great example of this comes from Lululemon with their *#thesweatlife* hashtag. They engaged their community with a hashtag to inspire and motivate new followers to live a healthy lifestyle. And it worked! There are currently over 400,000 posts on Instagram with their branded hashtag!

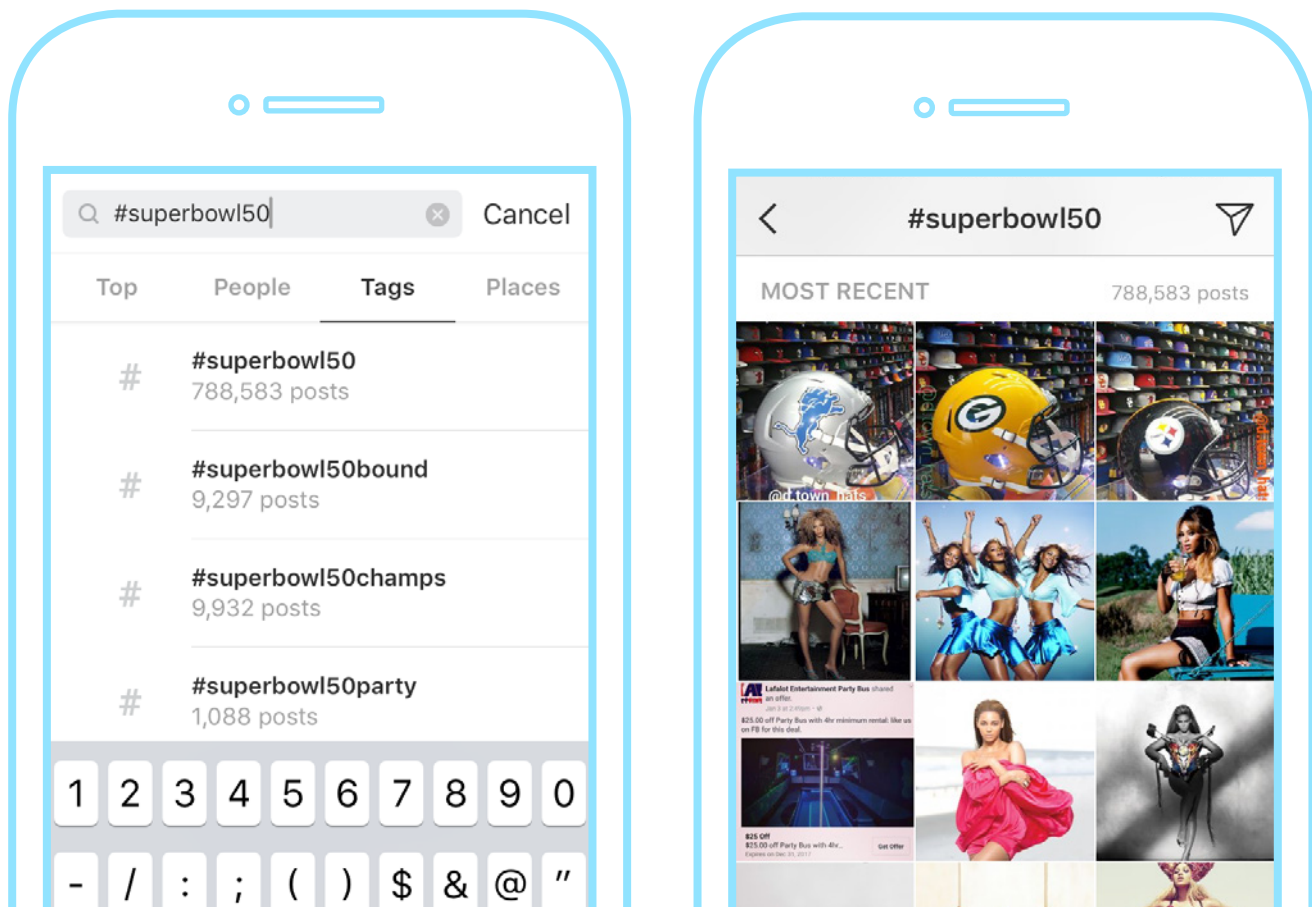
3. Take your followers behind-the-scenes



Taking your followers behind-the-scenes is a great way to build a deeper connection with your brand, and one of the best ways to do this is with a branded Instagram hashtag. Keep your followers in the loop about company news and product launches, or simply give your audience a peek at how your brand does what it does -- from the people to the product.

Kit and Ace's *#thisiskitandace* hashtag is a perfect example. The Canadian apparel brand uses the hashtag to share behind-the-scenes images of its employees, products, and events.

Instagram is like any other relationship, you have to put in the time and make yourself accessible to your community and show a little love before you expect anything in return.



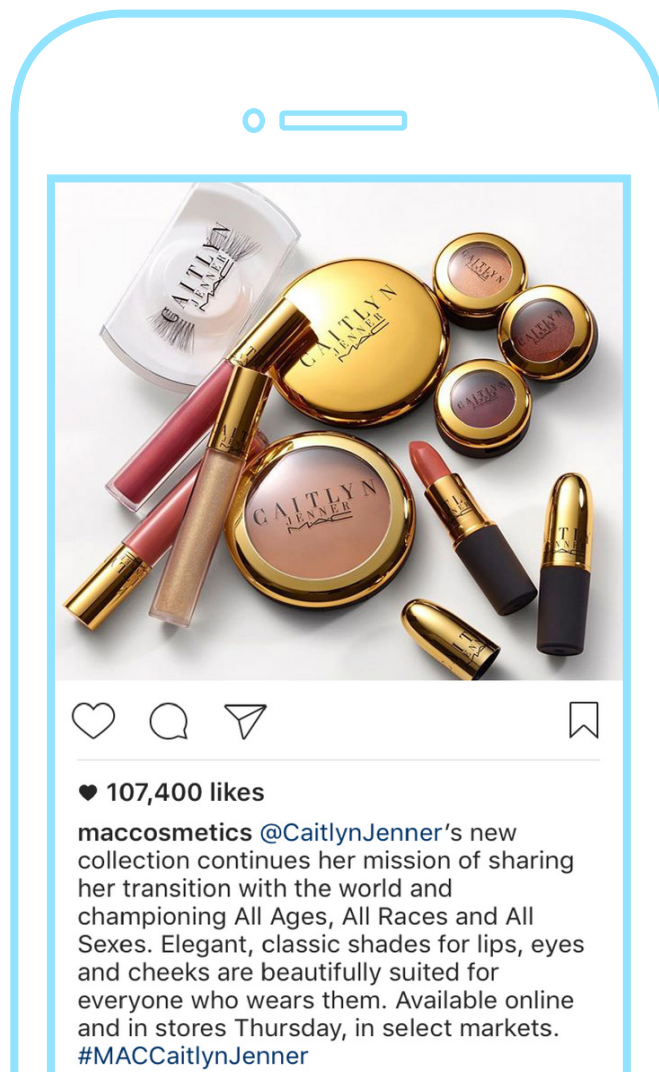
4. Create a customized hashtag for your event

If you're hosting an event, pick a hashtag beforehand and encourage your followers to share content surrounding it on Instagram. It will help drive participation and engagement, and will also organize all the posts that are tagged with it on a hashtag page.

The key to successfully marketing an event with hashtags is creating a unique, catchy, and to-the-point hashtag that encourage users to reshare, retweet, and repost. A hashtag such as “#food” won't nearly be as successful as a more specific unique hashtag like “#SuperBowl50.”

5. Promote new products

As creative hashtag projects grow in popularity, having an active branded hashtag that your customers actually want to use is the pot of gold at the end of the Instagram rainbow. By including the appropriate hashtags in your posts, you can effectively reach new people interested in your products. The key is to use branded hashtags that not only describe your photos and business, but entices users to purchase.



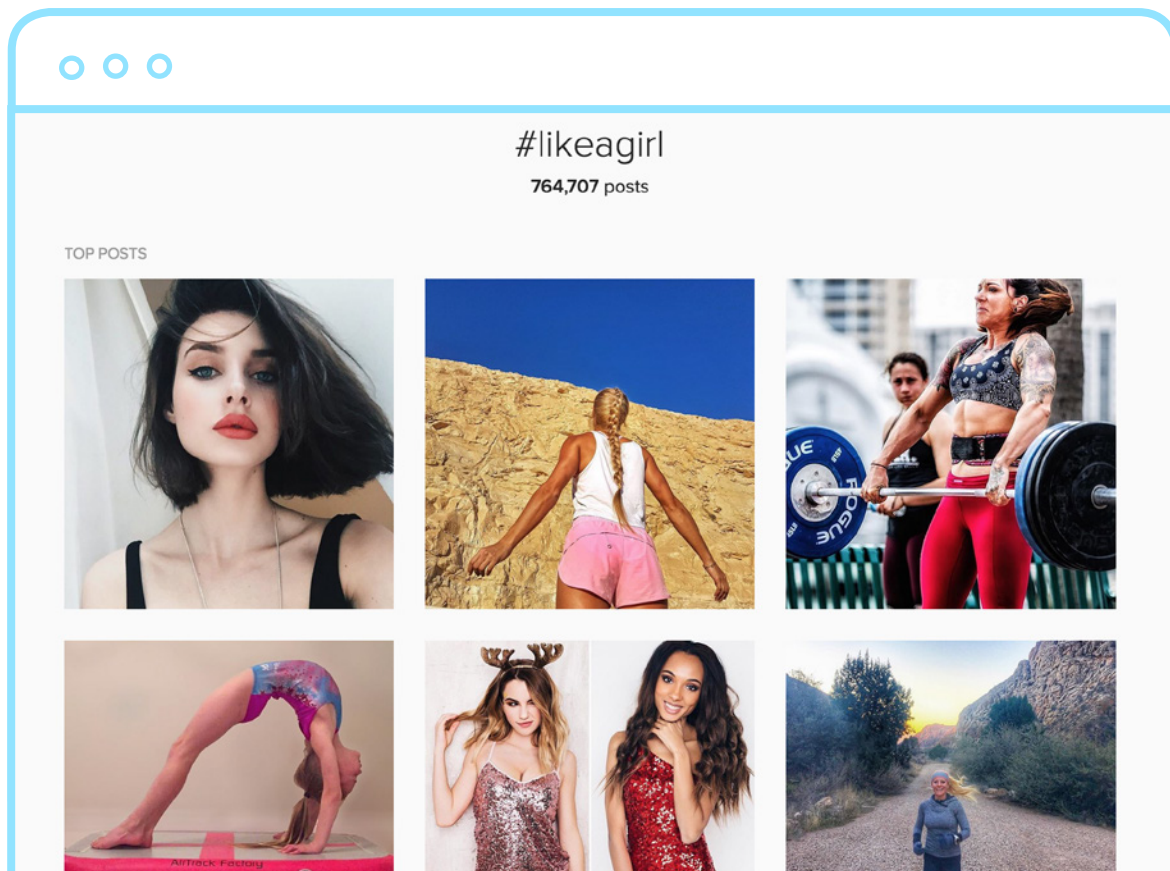
MAC Cosmetics did this to launch Caitlyn Jenner's new collection of lipsticks, eye shadows, pencils, and face powders. They shared their #MACCaitlynJenner hashtag on several posts in the days leading up to the launch to build excitement around the new makeup line.

Best practices

Now that you have an idea of what a branded Instagram hashtag is, you're probably wondering exactly how to create a branded Instagram hashtag. But before you start coming up with clever phrases or keywords, here are some tips to keep in mind:

1. Keep it simple

Keep your brand hashtag short, simple, and easy to spell so your fans and customers can easily remember it. You want to be specific, but something like “*#reallytastycoffeetoronto*” for a coffee shop won't catch on because it has too many characters. “*#GreatCoffeeTO*” makes more sense in this case.



2. Avoid competition

You want your branded Instagram hashtag to be relevant and centered around a topic that people will be enthusiastic about discussing, but you also want it to be specific enough that it doesn't get drowned out in all the noise of *#coffee* *#toronto*. Search Instagram for your ideas to find out if and how your hashtag ideas are already being used. Make sure your branded Instagram hashtag is unique enough that it deters off-topic discussion.

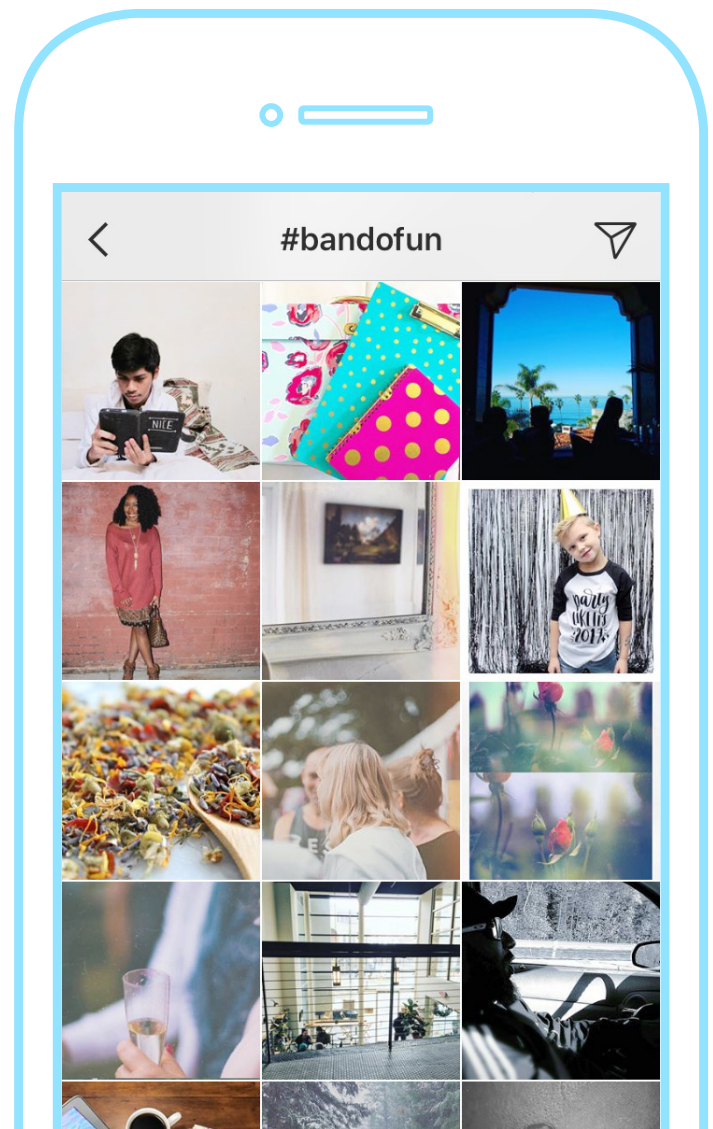
4. Be memorable

Make your hashtag a catchy phrase that rolls off the tongue, or make it something so simple that it's a no-brainer for people to add to their Instagram photos. Use familiar words and brand-centric phrases, and don't be afraid of adding in some creativity!

An example of this is @shopbando's branded hashtag, *#bandofun*. It includes both their brand name, which is easy to say and spell, and then adds the word "fun" after it!

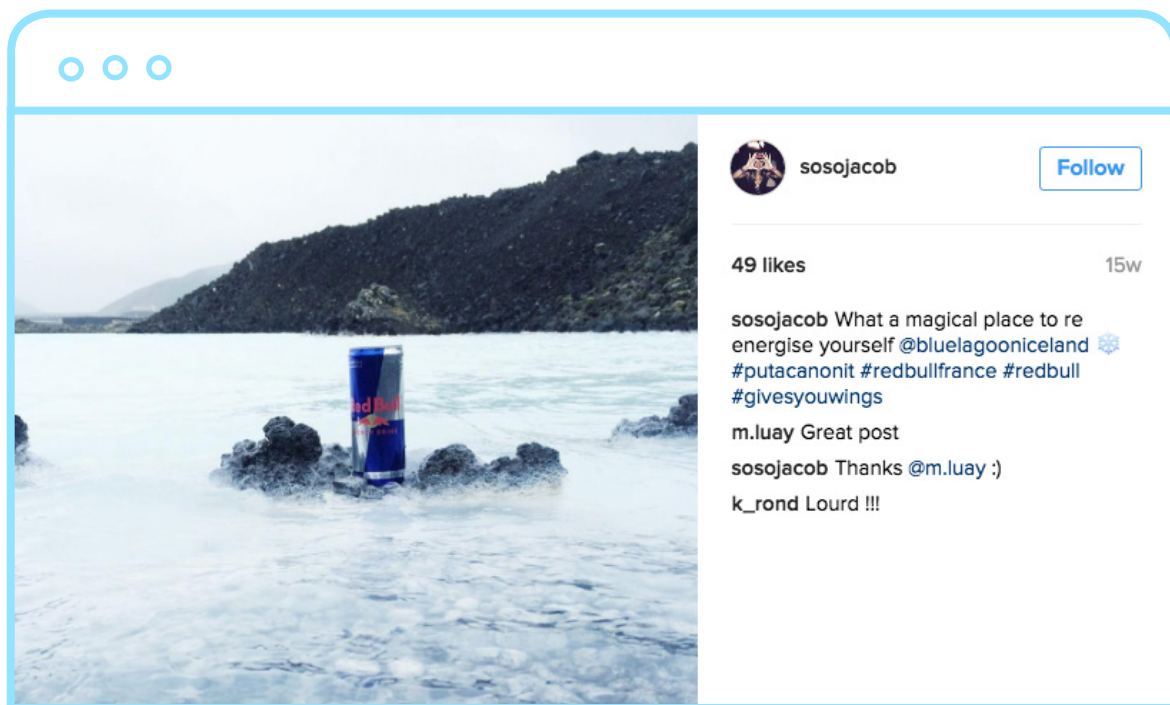
3. Spelling sensitive

Make sure your hashtag is easy to read and to spell by avoiding double letters (if you can), as well as commonly misspelled words. There's no point in hashtag gibberish!



5. Incorporate humor or cleverness

Hashtags that are either funny, cleverly constructed, or both are much more likely to leave a lasting impression. Check out Red Bull's *#PutACanOnIt* hashtag campaign for inspiration! They invited their followers to upload photos to Instagram with the hashtag, and ended up with almost 10,000 original and highly creative photos being submitted.



6. Don't forget to spread the word

Creating your own catchy, branded Instagram hashtag is a valuable method for gaining brand awareness, but it can take some legwork to get people to start using it. You should include your branded Instagram hashtag in all marketing materials, including email, any printed products and brand imagery. It should also span all your social media networks -- not just Instagram! Don't forget to add your hashtag to your Instagram bio so your followers know to use it!

The background is a solid dark blue. It is decorated with various geometric shapes in different colors: a small white dot in the upper left, a green triangle pointing up and to the right, a light blue circle in the upper center, an orange crescent shape in the upper right, a yellow triangle pointing down and to the right, a green crescent shape in the upper right, a small white dot in the lower left, a green circle in the lower left, a yellow triangle pointing down and to the right, a small white dot in the lower right, a blue triangle pointing down and to the left, and an orange crescent shape in the lower left.

Chapter 6

Engage With Your Community

Spend 30 minutes each day engaging with your hashtag communities

The quickest way to build a following on Instagram is to monitor and engage with communities that use specific hashtags. To do this, you'll first need to find popular hashtags that your community is adding to their photos and engaging with.

Research which hashtags other industry influencers or competitors are using, and then spend time each day monitoring and engaging with the content of each tag.

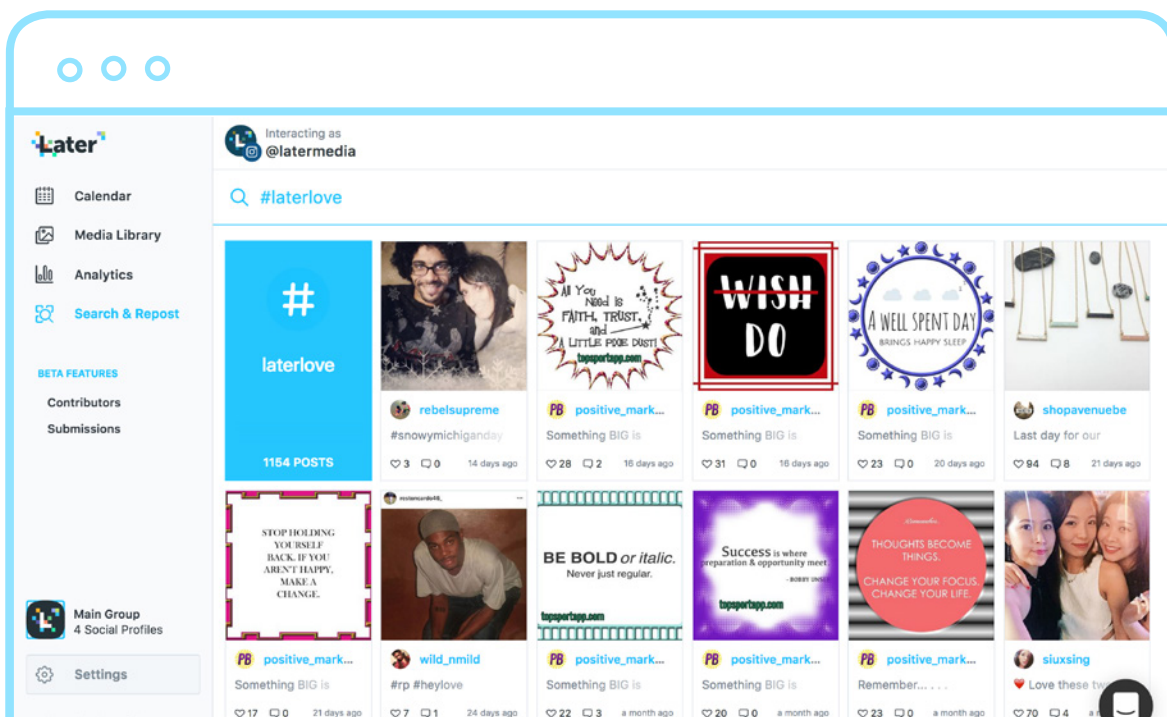
The manual work of liking a ton of photos may make your thumb sore, but it effectively makes other users aware of your profile. Every time you like a photo, the user who posted the content sees your avatar and handle, and some will click on your profile to learn more. If they like what they see, then you've just scored yourself one more follower! However, be careful not to "troll" hashtags: remember to acknowledge your new followers with a comment, additional likes, and a "followback."

Search for hashtags with Search & Repost

Do you ever wish you could search for photos on Instagram by hashtags, and then easily repost them? Later's Search and Repost feature allows you to search for content by location, user, or hashtag and add it directly to your media library to schedule or repost into your own feed. Later also adds photo credit text directly into the caption box for you, making the process of providing proper credit to the original Instagram account simple and easy.

Search and Repost is a feature designed to help Instagram users discover and engage with the best and most relevant Instagram content, including hashtags. From the Later web app, simply click on "search" and enter a hashtag into the search bar. Remember to include the # before the hashtag.

You can also use Search & Repost to see how many times your branded hashtag has been used. When someone uses your branded hashtag, consider sending them a quick acknowledgment in the comments section of their post. It's a great way to engage your community!



The background is a solid light orange color. It is decorated with various geometric shapes in blue, yellow, and teal. These include circles, triangles, and semi-circles, some of which are solid and others are hollow. The shapes are scattered across the page, with a higher concentration around the central text area.

Chapter 7

Save Time With Instagram

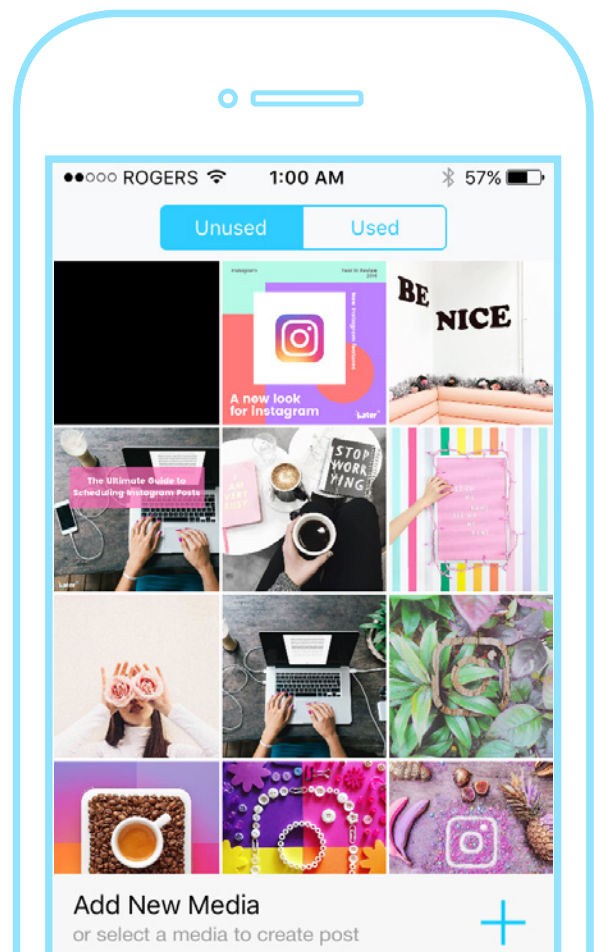
Running a business Instagram account can be very overwhelming and time consuming.

You have to put together your content, schedule, and research new hashtags, respond to comments and more. As an business, it's important to find ways to save time.

Schedule and manage your Instagram posts

Want to save time with your Instagram marketing? Later is a web app that helps you schedule posts for multiple Instagram accounts, collaborate with team members, and plan and preview your Instagram feed.

If you plan and schedule Instagram posts for your campaign ahead of time, you'll be able to focus more on engaging your audience, replying to comments, and promoting your campaign once it's launched. It's way easier to plan the order of your posts, write all your captions, and use Later to schedule your Instagram posts in one chunk of time, instead of scrambling to do it everyday.



Other best practices

DO

Add hashtags that are relevant to your image and your brand.

Make up your own business #hashtag and use it on your marketing materials.

Create a list of hashtags suited to your niche. Save them on your smartphone. Copy and paste your hashtags into the first comment on your post.

DON'T

Add irrelevant hashtags, like #justsaying #omg #obsessed #life.

Go overboard on your Instagram hashtags, between 3 and 5 is sufficient. If you want to post more, do it in the first comment!

Misspell your hashtags.



Conclusion

Expanding your marketing strategy to Instagram is a viable option for business owners who want to leverage visual content and reach new audiences.

With [Later](#), you can plan, curate, manage, and preview your visual strategy to build awareness for your brand and incentivize new customers.



Put your Instagram marketing plan into action!

Join Later to save time on your visual content strategy and curate thematic content to appeal to your Instagram audience.

[Sign Up Now!](#)



Later