

Get Discovered With Hashtags

Find and Follow Hashtags Relevant to Your Business

What is a hashtag?

A hashtag is a word or phrase preceded by a hash sign, like #icecream, #gardening or #soccer.

If you have a business account and include a hashtag in a post or story, it will appear alongside all the other posts and stories that other people have shared using that same hashtag. This puts your content in front of people who are already exploring topics related to what you do and helps you get discovered by people who don't yet follow your business.

How can you find and use hashtags for your business?

When you add hashtags to your posts and stories, they'll appear when people are searching for that hashtag. This can increase your discoverability with audiences beyond your own followers. Determine hashtags that are relevant to your business so you can add them to your captions on feed posts and text in your story. Learn more about how you can find and use hashtags below.

Search for hashtags relevant to your business.

Tap the magnifying glass icon on the top right of your feed and then tap **Tags**. Start with a broad search, then narrow it down. Think about terms that describe your business, like your product, service or industry. You can get more specific with terms related to your location or specialty. If you have trouble thinking of more hashtags, look at the related hashtags that appear when you type one in search or Explore. You can also

determine how popular a hashtag is by how many times it has been used on its corresponding hashtag page.

Look at the posts and stories that use the hashtag.

Get inspiration from the photos and videos that people are sharing with your hashtag. Tap **Top** on the hashtag page to see which posts got the most Likes and interactions, indicating that they resonated with this audience. To see the newest posts shared with the hashtag, tap **Recent**.

- *Search for hashtags relevant to your business.*
- **Look at the posts and stories that use the hashtag.**
- **Follow hashtags to keep track of them.**

Once you've researched a variety of hashtags, tap **Follow** on the hashtag page to keep track of the ones that are most relevant to your business. The posts and stories from this hashtag will appear in your feed and story tray, even when they are shared by accounts you don't follow.

Use different types of hashtags together.

Hashtags may have varying levels of popularity, so combine a few of them in your posts and stories to get discovered by different communities.

For example:-

How can a salon business can Use Hair Day hashtags

Let's look at how Siya Salon starts using hashtags on Hair Day's posts and story.

Search for relevant hashtags.

Siya Salon looks up the hashtags #hairstyles and #hairsalon and gets more specific with ones like #haircolorspecialist and #haircolortrends.

Get inspired.

Siya Salon follows the hashtags #hairstyleoftheday and #hairinspiration to keep track of current hair trends.

Add relevant hashtags.

Siya Salon adds hashtags like #hairgoals, #haircolor and #hairstylist_tribe on her posts and to her story.

Mix and match hashtags.

Siya Salon finds more specific hashtags to use, like #pinkhaircolor #hairdyeing and #hairinspirationoftheday.

Get inspiration from other profiles

If you're looking for more ideas for hashtags to use on your posts and story, take a closer look at other relevant profiles.

Similar and complementary businesses.

See what hashtags other businesses like yours are using. Discover hashtags that are relevant to your product or service that you may not know about. For instance, Pria reviews posts from the beauty brand @lalueur_beauty and gets inspired to use beauty-related hashtags on her posts.

Key takeaways

- A hashtag is a word or phrase preceded by a hash sign, like #soccer or #gardening.
- When you search for hashtags that are relevant to your business, start with broad terms, then narrow them down. Look for related hashtags when you type your hashtag in search and Explore.
- When you add hashtags to a post or story, you can get discovered by people who are looking for topics relevant to what you do.

Create a Hashtag for Your Business

In this lesson, you'll learn how to:

- Make a hashtag for your business.
- Encourage customers to use your business hashtag.

For example Meet Siya Salon:-

Siya is a salon that specializes in haircuts and color. Pria, the owner of Hair Day, just started selling hair dye kits on the salon's website.

siya has been adding hashtags to her photos and videos and interacting with people on Instagram who are using hashtags relevant to her business. Now she wants to create a hashtag for her business, but she doesn't know how to do it.

For example :-

If business name is siya salon academy then business hashtags will be

#siyasalon

#siyasalonacademy

Why create a hashtag for your business?

On Instagram, you can establish a brand and grow a community around your business.

Create a hashtag for your business to make it easy for people to discover it. Encourage people in your community to use your hashtag when they share photos and videos about your products and services. Their followers can then tap the hashtag, see posts and stories about your business, follow your account and interact with you.

You can also create hashtags to track photos and videos from special events, sales or seasonal campaigns you want your community to participate in. Then people can easily tap the hashtag, find photos and videos that use it and even share photos and videos that others have shared.