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## Top 30 hashtags on instagram 2020

Open the app, launch a post, and add your photo, caption, and hashtag. Type #, go to the emoji keyboard, choose one, and publish one. You can add hashtag emojis to a comment and also search with hashtag emojis. This article explains how using emojis has hashtags in your Instagram posts. Instagram also allows you to add hashtag emojis to comments and search for posts via an emoji hashtag. Open the Instagram app and start a new post. Add your own image and caption as you would normally. So, add any other hashtag, as usual. When you're ready to try a hashtag emoji, simply type in the # symbol and then switch to the emoji keyboard so you can type in the emoji of your choice to add right next to it, with no spaces. If you want, you can add multiple emojis in a single hashtag and even combine it with words. For example, you can type # and then tap the pizza emoji three times (or as many times as you want). You might also start typing #pizza and then add the pizza emoji at the end of it. When you're happy with the emoji hashtag you've chosen, you can go ahead and post or photos or videos. That emoji hashtag will turn into a plug-in link, which will show a feed of all other posts from people that included exactly the same emoji hashtag. Instagram has banned the use of the eggplant emoji as a hashtag, due to its commonly sexually alluded use. Moment Mobile ED/Getty Images Instagram has just brought together two of the biggest social media trends and combined them into one: emoji hashtags. If you are active on Instagram, Facebook, Twitter, Tumblr or any other popular social network, you probably already know that the hashtag involves inserting a pound mark (#) in front of a word (or phrase without spaces). When you do this and post it in a state, tweet, caption, comment or whatever, the word or phrase turns into a clickable link, which takes you to a page where you can follow other updates containing the same hashtag. Emojis are those little Japanese image icons that people use to integrate their text content written on social media and text messages. Most people use them on a mobile device because emoji keyboards are already installed (or can be downloaded). So, emoji hashtags? Well, they combine social connection and convenience in a way that no other social function can do. Hashtags help link everything together. They build communities, initiate trends, and help simplify social media content. In short, they make you find. Meanwhile, emojis simplify language, break barriers, and give your posts some emotional heart. Combining them adds another dimension to find and establish connections. Hashtags have always worked in comments left on Instagram, so they also work for emoji hashtags. All you need to do is follow the tips described above, but instead of typing your emoji hashtag into your photo or video caption before posting it to your feed, you can post it in the comments section of user posts or your posts. Last but not least, the last way you can take advantage of emoji hashtags on Instagram is to go to the search tab (marked with the magnifying glass icon in the menu below) and use the search field at the top. Tap the search field to start searching and make sure you tap Hashtag so it's highlighted in blue (as opposed to People). From there, just type the emoji into the search field, without typing the # before it. For example, typing a single pizza emoji into the search field obtained nearly 7,000 post results when we searched for it. Tapping takes us to the feed of all posts that contain the pizza emoji hashtag. Thank you for let us know! Tell us why! Instagram hashtags can create or break your Instagram strategy. Use them correctly and you'll see your posts from multiple people who might be interested in your products or brands. But use the wrong and you can actually do damage, from annoying potential followers to being penalized by Instagram's algorithm. To use hashtags for Instagram effectively, you need to understand exactly how they work and think about a strategy. You're in the right place to do just that. Bonus: Download a free checklist that reveals the exact steps a lifestyle photographer uses to grow from 0 to 600,000 Instagram followers without budget and no expensive equipment. Everything you need to know about Instagram hashtags in 2020 What are Instagram hashtags? A hashtag is a combination of letters, numbers, and/or emojis preceded by the # symbol (for example, #NoFilter). They are used to classify content and make it more discoverable. Hashtags are clickable. Anyone who clicks on an Instagram hashtag or conducts an Instagram hashtag search will see a page that shows all posts tagged with that hashtag. Why use Instagram hashtags? Hashtags are an important way to expand your audience on Instagram. When you use a hashtag, your post will appear on the page for that hashtag. If you use a hashtag on your Story, it may be included in the relevant Story hashtag, which also appears on the hashtag page. People can also choose to follow hashtags, which means they might see your hashtag post in their feed even if they don't follow you (yet). Instagram hashtags can be a great way to build the online community so that people are motivated to interact with your brand. For example, as the way people suddenly train changed in 2020, Nike Los Angeles used the hashtag #playinside to make local people work in their homes. Popular Instagram hashtag types Instagram breaks down hashtags into nine distinct types: product or service hashtags: these are basic keywords for your product or service, such as #handbag or #divebar Niche hashtags: these become a little more specific, showing where you fit in the context of your industry, such as #travelblogger or #foodblogger Industry Instagram community hashtags: communities exist on Instagram and these hashtags help you find and and Their. Think #gardensofinstagram or #craftersofinstagram special event or seasonal hashtags: these may refer to holidays or real seasons, like #summerdays, or can be used for all those national holidays [What], such as #nationalicecreamday hashtags or #nationalnaipolisday Location: Even if you geo-tag your Instagram post, it can still be a good idea to include a hashtag that refers to your location, such as the hashtags #vancouvercraftbeer or #londoneats Daily: Every day it has many of its hashtags, from #MondayBlues to #SundayFunday. We've created a whole list of daily hashtags to choose from if you're looking for an easy hashtag source to add to your posts. Relevant phrase hashtags: These hashtags combine elements of product hashtags, niche hashtags, and community hashtags. Basically, these are phrases that people use on Instagram to connect to existing communities in a slightly insider way, such as the hashtags #amwriting or #shewhowanders Acronym: Perhaps the most well-known acronym hashtag is #TBT for Throwback Thursday. Other popular acronym hashtags include #OOTD for clothing of the day, #FBF for Friday flashback, and #YOLO for you only once. Emoji hashtags: These hashtags can include emojis on their own, such as #????, or words or phrases with attached emojis, such as #sunglasses???? Branded hashtags are another great option for businesses on Instagram. Going into more details about those later in this post. How many hashtags on Instagram to use You can include up to 30 hashtags on a regular post and up to 10 hashtags on a story. If you try to include it more, your comment or caption isn't posted. That said, just because you can use so many hashtags for Instagram doesn't mean you should. There is no fair number of hashtags for each company, or even for every post in the same company. The consensus is that about 11 hashtags is a good number to begin with. But the most common number of hashtags to use on Instagram is between 1 and 3. You will need to do some tests to determine what works best for your particular business. How to hide hashtags on Instagram When you've spent time creating a great Instagram caption, you may not want to end your post with a prominent collection of hashtags. Luckily, there are a couple of simple ways to make your hashtags less visible. How to hide Instagram hashtags in a comment: Write your caption as usual but don't include hashtags. Once the post is published, simply click the voice bubble icon below your post to leave a comment. Write or paste the hashtags you want to include in the comments box, and tap Publish. On mobile devices, your hashtags won't be visible unless a user taps View All Comments. However, on the desktop, your comment will remain in the better, so this trick works best if you're targeting a mobile audience. Source: VW on Instagram How to hide Instagram hashtags in the caption: you can also use hashtags within the caption itself without them being super visible. At the bottom of the caption, tap Return or Enter. If you don't see a Return or Enter button, tap 123 to see. Enter a punctuation mark (try a period, bullet, or hyphen), and then press Return again. Repeat steps 2 through 4 at least three times. Instagram hides captions after three lines, so your hashtags aren't viewable unless your followers touch... More. Even then, your hashtags will be visually separated from your caption so they don't distract from your copy. How to hide captions on Instagram Stories: you can hide hashtags on Instagram Stories too. One option is simply to minimize the appearance of your hashtags by pinching and narrowing them down to make them quite small. You can also tap the hashtag sticker to change it from a white background to a semi-transparent one. If you want to completely hide your hashtags, you can paste an emoji, sticker, or GIF on top to obscure them. Source: Christina Newberry How to find trending hashtags on Instagram Unlike Twitter, Instagram doesn't advertise a list of trending hashtags. However, if you search for a hashtag on Instagram, you'll see how many posts they use that hashtag. You'll also see a list of other popular Instagram hashtags using similar words, with the post count included. Source: Instagram To search for a hashtag on your desktop, enter the hashtag including the # symbol in the search box. On your mobile phone, enter the search term in the search box, and then tap Tags. If you're paying attention to your Instagram feed, you'll learn how to quickly spot trending hashtags as they emerge. Don't be too quick to jump on a trend, though. Post only using a trending hashtag if it really makes sense to your business and the specific content in your post. How to search for multiple hashtags on Instagram The easiest way to search for multiple hashtags on Instagram is to set up search streams in a social listening tool like Hootsuite to track the hashtags that interest you so you can see all the relevant content on a single screen without having to conduct each one as a single Instagram hashtag search. Source: Hootsuite Instagram business profiles can conduct up to 30 unique hashtag searches over a given seven-day period. Here's some more information on how to set up search flows so you can track multiple Instagram hashtags easily on a single dashboard. We wrote a full post about the benefits of social listening if you want to delve deeper into how this works. Bonus: Download a free checklist that reveals the exact steps a lifestyle photographer uses to grow from 0 to 600,000 Instagram followers without budget and no expensive equipment. Get the free guide now! The best hashtags of As of June 1, 2020, these are the top 25 hashtags on Instagram: #love (post 1.824B) #instagood (1,143B post) #fashion (807.1M post) #photooftheday (792.4M post) #beautiful (657.4M post) #art (643.6 #happy (576.9 million seats) #photography (575.9 million seats) #picotheday (569.4 million seats) #cute (564.9 million seats) #follow (557.8M seats) #tbt (534.5 million seats) #followme #followme (520.7 million seats) #nature #like4like (515.0 million seats) #travel (494.6 million seats) #instagram (475.0 million seats) 6 million seats) #repost (469.1 million seats) #style (469.0 million seats) #summer (452.1 million seats) #style (4 69.0 million seats) #summer (452.1M seats) Post 4M) #instadaily (post 439.5M) #selfie (421.8M posts) .8M #me (420.0M post) #friends (395.8M posts) #fitness (393.8M posts) Keep in mind that the most popular Instagram hashtags aren't necessarily the most effective. A large number of posts can mean that a lot of people follow that hashtag, but it also means that there's a lot of content about it and your posts might get lost. Instagram suggests using a combination of popular and niche hashtags to reach a different audience, from wide to specific. Instagram hashtag search: How to find the best Instagram hashtags for YOUR brand Check out the competition You don't necessarily want to model your competition's strategy too closely, but taking a look at the hashtags they use can give you some good clues as to what works for others in your industry. Maybe you'll discover new hashtags to add to your repertoire. Or you may decide you don't want to compete for the same eyeballs, in which case you can search for alternative hashtags to use. Find out which hashtags your audience is already using After all, if your audience is already using a certain hashtag, then other people like them are probably using it too. Finding these existing Instagram communities is a great way to expand your audience and reach people who are most likely to be interested in your business. Keep an eye on your best followers and see what hashtags they're using. Instagram's search tool can give you some additional information about which hashtags the people you follow care about. When you conduct an Instagram hashtag search, the search tool will show you if someone you follow follows that hashtag as well. Note that it only works on mobile devices, not desktops. Source: Instagram Use Instagram's Related Hashtags feature On any hashtag page, right above the Top and Recent tabs, you'll find a list of related hashtags that you can scroll to the left. Source: Instagram This is a great way to find relevant hashtags that might be a bit more niche than the big keyword-based hashtags you originally searched for. This means a more targeted audience with less content to compete with. These can be some of the best hashtags for Instagram brands that want to connect with passionate communities. Create a brand hashtag The best hashtag for your brand might be the one you create yourself. A branded hashtag is simply a tag you create to promote your brand or campaign. You can then make known your audience your hashtag by including it in your Instagram bio and highlighting it in your captions and Instagram Stories. You might also consider running a contest with a branded hashtag to populate the hashtag and at the same time collect user-generated content. Source: Lululemon on Instagram Make sure you follow your branded hashtag, both within the Instagram app and using an in-stream social media dashboard, so you can monitor how it's used. Look for opportunities to relive great content or connect with influential members of your audience. To follow a hashtag within Instagram, simply tap it, and then tap the Blue Follow button on the hashtag page. Source: Instagram How to use hashtags on Instagram: 7 tips and tricks 1. Use Insights to see which tags work best If you've switched to an Instagram business profile, you have access to detailed information about posts that tell you how many impressions you've received from hashtags. Select the post where you want to get the data, and tap View detailed information below the post on the left. Scroll up to see all the detailed information for that post, including the number of impressions from hashtags. 551.jpg This data helps you understand which hashtags are most effective at improving reach. 2. Include hashtags on Instagram Stories hashtag pages have an Instagram Story icon in the upper left corner. Click on it and you'll see a collection of Stories posts tagged with the hashtag of people with public profiles. Source: Instagram There are two ways to add hashtags to your Stories. The first method is to use the hashtag sticker. Source: Instagram Or you can simply use the text tool and # symbol to type the hashtag in the same way I would on a photo or video post. 3. Avoid banned hashtags and spam hashtags When inappropriate content is associated with a hashtag, Instagram may ban that hashtag. That doesn't mean you can't use it at all. Instead, it means that if you click on the tag, you'll only see the best posts. You won't see recent posts and there will be no Stories associated with the hashtag. Here's what it looks like when you come across a banned hashtag. Source: Instagram The only way to know if a hashtag is banned is to check it before using it. This is a good practice to put in place every time you add a new hashtag to your repertoire. Using banned hashtags can cause a decrease in engagement, as the use of legitimate hashtags may also become less effective because you may be deleted in the algorithm. Even if they are not prohibited, you should avoid hashtags that shamelessly solicit likes and followers. Examples include #followme, #like4like, #follow4follow, #tagsforlikes, and so on. Using these will attract bots, spammers and other users who have no intention of interacting with you in any meaningful way. They also show your followers that your brand is fine engaging in spam behavior. And that's not a good look. 4. Understand how hashtag pages work Hashtag pages are a great way to expose your content to a new audience, especially if you can in the top section. Hashtag pages show all content associated with a specific hashtag. If someone searches for a post and yours is the newest with that hashtag, it will be the first thing they see in the Recent section. Of course, it's much easier to stay the top of the Recents section for a less popular or really niche hashtag. Keep in mind that the Recents section is sorted by when each post was originally shared. If you add hashtags later, through a comment or by editing the caption, this won't make your post rise for recency. 5. Don't use irrelevant or repetitive hashtags It might be tempting to simply copy and paste the same long list of

hashtags on each post, but don't. Instagram community guidelines clearly state that posting repetitive comments or content isn't good. If you use the same hashtags for each post, your content will be penalized by the algorithm. When you create a post, use only hashtags that make sense. If you tag a post with #wanderlust, for example, your content must be something globetrotters will need to comment on, like, and share. It's not about being seen by a lot of people, it's about being seen by the right people. This is how hashtags lead to more engagement and more followers. Choose and choose the right keywords for each post individually. 6. Make sure that that hashtag means what you think means that hashtags are often a string of words stuck together. This can create some problems when it is not clear where one word ends and the next one begins. One of the worst examples of this was the #susanalbumparty fiasco from afar in 2012. It was a launch celebration hashtag for Susan Boyle's new album. But read it slowly and you might take a few words in the middle that clearly make the hashtag a bit... Problematic. Amazon has played with this kind of hashtag error to promote Top Gear. This was done on purpose, but it would be an easy mistake to combine a possessive s and the word hit by accident. Brands are sometimes too eager to get on a trending hashtag without fully understanding the context. When the context is challenging, this can create a PR disaster for the brand. And sometimes a brand doesn't check if a hashtag is already in use before creating an entire campaign. Burger King was guilty of this in 2013, when they used the hashtag #WTF signifying What The French Fry. Since you already know what WTF means, you can probably guess why this was a problem. 7. Save hashtags for future use If you often use the same hashtags, you can save them in a note to reduce the time you type them over and over again. Wait, didn't we just tell you not to use the same hashtags on each post? True: you shouldn't use the same hashtag set too much. That said, it's still very useful to have a list of hashtags relevant to the various types of content you post. You could also create separate lists of hashtags that are relevant to the different types of posts you create. Just create a list of hashtags notes, ready to be added to your posts. You can then choose a few hashtags to use each time, rather than having to remember hashtags or search for new ones for each post. This also gives you time to check what kind of content it is to be posted for these hashtags, so you don't make one of the mistakes mentioned above. Just remember that each of the Instagram hashtags you use on a post needs to adapt to the content and shouldn't be too repetitive. Do not copy and paste the entire saved list into each post. Manage all your presence on Instagram and save time with Hootsuite. Schedule posts, find the best hashtags, easily engage your audience, measure performance, and more. Try it for free today. Today.

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