

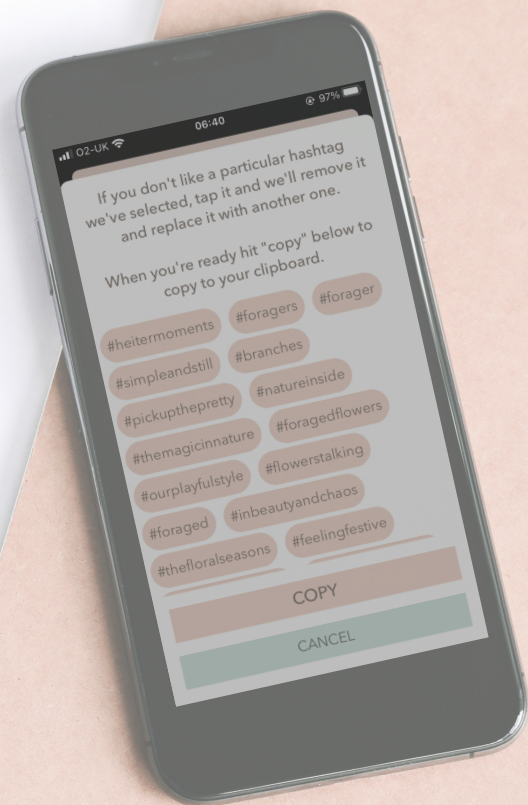


Inside Stylists

Hashtag Masterclass

with El Berwick Co founder of HishHash

Issue #8

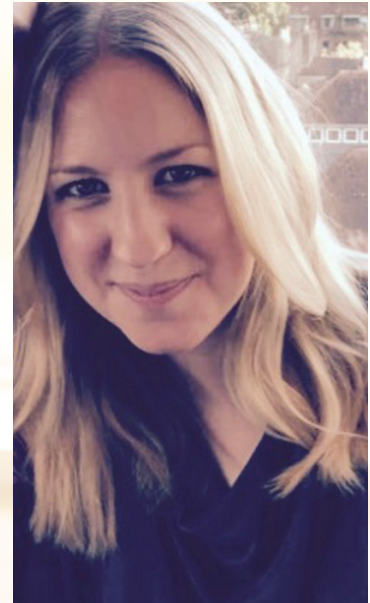


About this workbook

Did you catch the Insider's Zoom call with El Berwick on Friday?

If you did you'll have heard all about her fab App **Hish Hash**, that I've been talking about for years. Hish Hash mixes up hashtags that you save into categories. It's like having Pinterest boards for hashtags.

During the call El shared so many valuable tips on how and why hashtags increase your Instagram following that I wanted to get it all down onto a worksheet. Well, in true Emma fashion I've got a bit carried away and created a Mini Masterclass on Hashtags - not my plan at all.



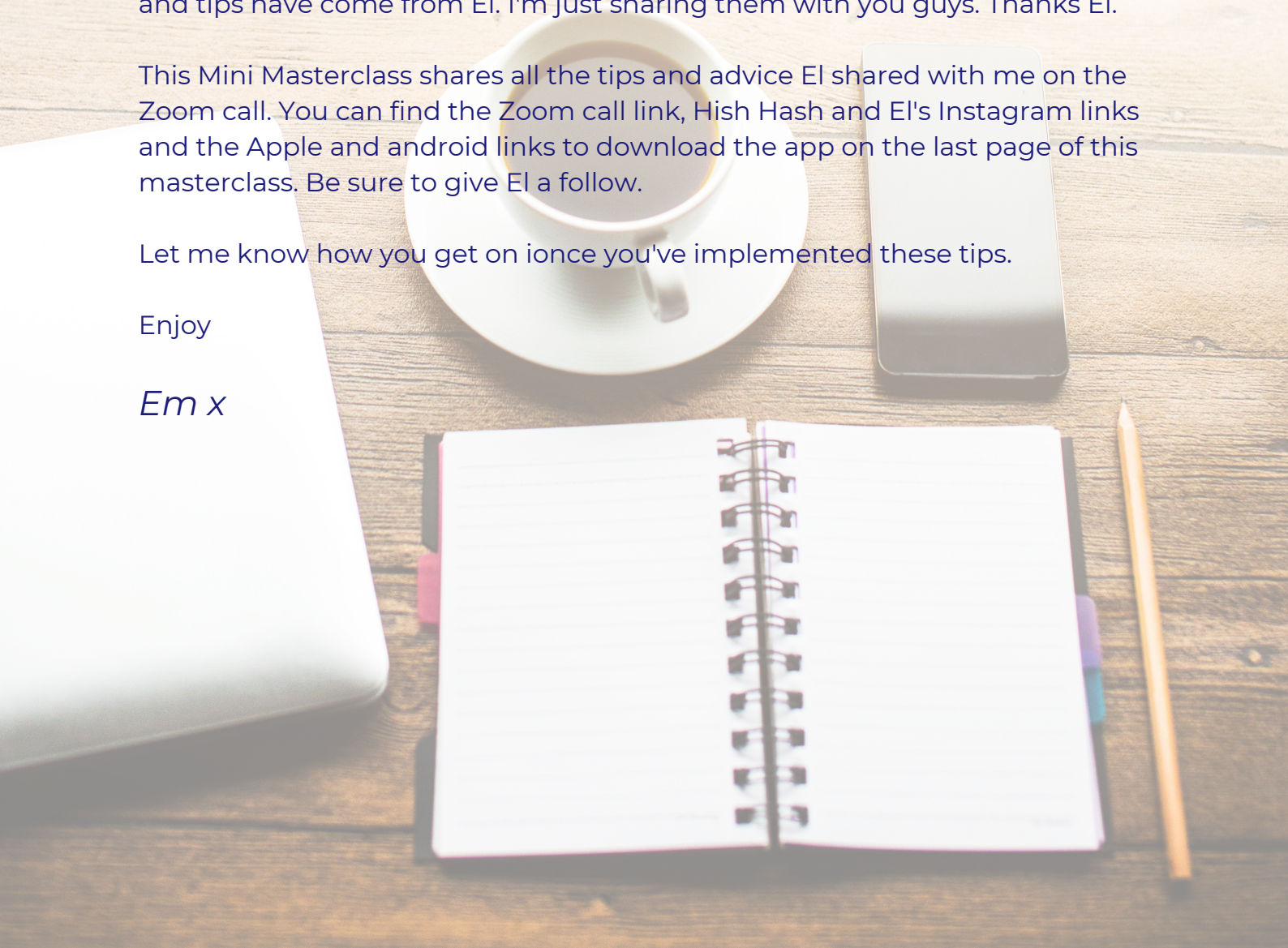
I know that I really love deep diving into the research for these kind of topics and in my mind I do it and share it so you don't have to, but all these facts and tips have come from El. I'm just sharing them with you guys. Thanks El.

This Mini Masterclass shares all the tips and advice El shared with me on the Zoom call. You can find the Zoom call link, Hish Hash and El's Instagram links and the Apple and android links to download the app on the last page of this masterclass. Be sure to give El a follow.

Let me know how you get on once you've implemented these tips.

Enjoy

Em x



The Hish Hash App

HishHash is the app that makes saving and storing hashtags a doddle.

You can create as many different categories as you like and when you're ready to use them in a post HishHash will jumble them up so they're never in the same order and will only ever save 30 at a time - unless you select to save a specific number.

When choosing the hashtags to add to each category HishHash will offer additional suggestions along the same theme that you can add to your categories.

Let me show you how to add categories, find new hashtags and select a specific number of hashtags in the video below.



All about Hashtags

Why are hashtags important?

Hashtags are an effective and free way to grow your audience. Each hashtag you use can reach a separate audience. By using 30 hashtags you are essentially reaching 30 different people

How are hashtags working for you?

You can see how the hashtags you're using are working for you by looking at your insights within Instagram.

Here's how ...

- Open up your Instagram feed
- Click on an image on your grid.
- Below the image is "View Insights" clicking on that will open up your post insights.
- Scroll down to see loads of details including reach, clicks and follows etc.
- Under "Impressions" you'll find 'From hashtags' and bingo there you can see how many people have found that post via the hashtags you've used. If it doesn't say from hashtags no-one has found that post via the hashtags.



[Watch this video here](#)

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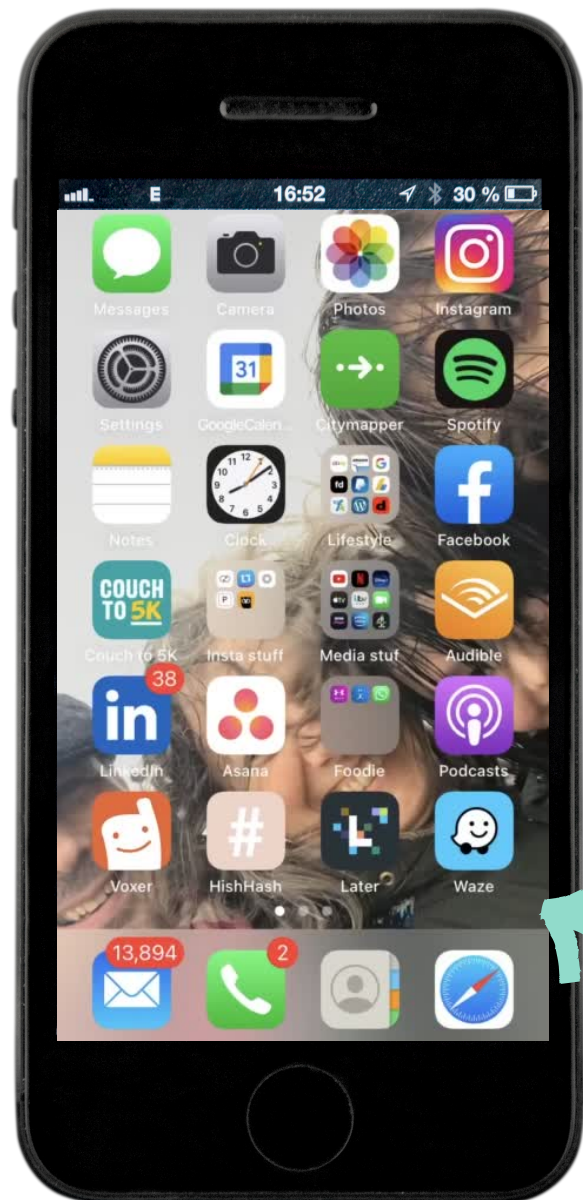
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*I'm a video.
Click here*

How many hashtags should I use & where should I put them?

- You can use up to 30 hashtags but there's no rule. The more you use the better chance you have of being found.
- Where you put them can now make a difference. Usually they are put at the end of a caption and some put them in their first comment but El told us that people are having good results by having some in their caption and the rest in the first caption. Splitting them can affect how the algorithm works. There's no hard and fast rule so test out different numbers and see what works best for you.
- If you use five dots - one on each line it will force the hashtags below the viewing line of your caption and will appear "hidden"
- You get space for 2200 characters in an Instagram caption. If you put your hashtags in a comment you'll have more space for your copy on the post.
- If you place the hashtags in the first comment they need to go live within a minute of your post going live or they won't get picked up by Insta- so have them saved and ready to go

Why can't I use the same hashtags over and over again?

Instagram thinks that your account is a bot and is automated if you use the same group of hashtags in the same order over and over again and it may shadow ban you - freeze your account.

How do I chose categories?

- Stick to specific hashtags for our interiors industry
- Use tags specific to what's in the post.
- Location tags are good to include if it's specific to your career



Why size matters

It's a bit like a needle in a haystack. If you include a hashtag that's used by millions of people every day - say for example #Interiors that has 24,856,975 hits, it's unlikely that your post will stand out in that kind of a crowd.

At the same time if there are tags with a small number of hits there isn't much interest in that area and few people are searching for it so you are less likely to be found.

The size of the hashtags you include depends upon how many followers you have. El's advice for smaller accounts (which is probably most of us guys and definitely me) is to stick to hashtags with more than 10k and less than 500k for a better chance of being seen.

N.B. El also emailed me to mention that *"it's fine to go under 10k in hashtag size, especially when it comes to things like location hashtags, which are ultra-specific and a great way to find local audiences, but in general 10k is a good place to start."*

El's Rule of thumb:

Hashtag sizes:

Small hashtags = 0-100k posts

Medium hashtags = 100k-500k posts

Large hashtags = 500k+ posts

How many to use (approximation):

0-1k followers = 20 small, 10 medium hashtags

1-10k followers = 20 small, 8 medium, 2 large hashtags

10-50k followers = 15 small, 10 medium, 5 large

50k+ followers = 10 small, 15 medium, 5 large

Did you know there are banned hashtags? Me neither!

They're banned from misuse and change all the time. One minute you can't use #desk the next it's #boho! Makes you wonder what people are posting to get them banned!

You need to research hashtags regularly to find out which ones are banned. If there are no hashtag results when you search on Insta and click 'recent' then the chances are it's been banned. Avoid using it for a bit.

El says "The website [Metahashtags](#) has a daily update of the banned hashtags, but it's always a good idea to check any on Instagram as well, to make sure their information is accurate"

Tips for increasing engagement...

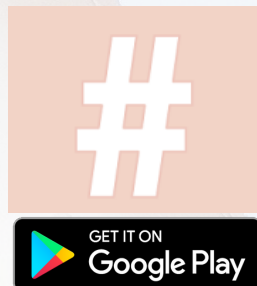
- Be active on posts that use your top tags. This activates the Instagram algorithm and shows that you are active in that area which in turn will boost your post and increase your reach and visibility.
 - Before posting to your grid, comment and like posts that have been posted in the last 5-10 minutes which are using the same top tags as you. This increases your engagement. Engaging in those posts after your image has gone live will also help you to be found
 - Comment on big influencers within your industry using the same posts too. This will increase your chances of interacting with people who see your posts
 - Don't waste hashtags by using the most popular ones like #love #instagood #happy and #interiors. You won't be found and you could be using ones that will increase your engagement with harder working ones.
 - See what hashtags big interiors influencers are using. New ones pop up all the time and they're the first to find them.
 - If you're including a brand in your post see if they have their own hashtags and use them - and tag them of course. They're more likely to share if you do which in turn will increase findability. (yes I made that word up!)
 - See if splitting your hashtags between your caption and your comments increases your engagement. You can even place all your hashtags across two comments.
- 
- A photograph of a desk setup. On the left, a silver smartphone lies vertically. In the center, a silver pen with a black grip lies horizontally. At the bottom, a pair of round, gold-rimmed glasses lies horizontally. The background is a light-colored surface, possibly a desk or a piece of paper.

Contacts

You can find Hish Hash here
[@HishHash_App](#)

You can find El's personal account here
[@WhatYouFancyInteriors](#)

Download Hish Hash here



Watch the zoom room chat with El Berwick here



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