

# Hashtag Cheat Sheet

~ INSTAGRAM SAVVY ~

## GUIDELINES

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Here are a few questions to ask yourself before adding a hashtag to your list.

- Does this hashtag relate to my business or brand?
- Is this a hashtag that my target audience would use or search for?
- Is this hashtag relevant to the image that I'm posting it with?
- Is this hashtag shadowbanned?
- Is this hashtag too general?

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## BEST PRACTICES

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Use as many of these best practices as you can when choosing a hashtag.

- Use as close to 30 hashtags as you can.
- Find hashtags with between 5,000 - 500,000 entries.
- Mix long tail and short tail hashtags.