

QUICK GUIDE AND REMINDERS ABOUT HASHTAGS

- Instagram uses hashtags to categorize and catalog your content.
- People searching for those terms should find your posts.
- Instagram allows for 30 hashtags per post. At 9 hashtags, engagement increases significantly, so it's recommended to use at least 9.
- Avoid posting the maximum 30, may be considered spammy by Instagram.
- Rotating hashtags also ensures that you're not looking like spam to Instagram, but you're also spreading your content around as much as possible. Even more important in 2020 as Instagram is fighting spam and automation.
- Every hashtag has its own page/gallery divided into two sections, Recent and Top:
 - The Recent section is just all posts, targeting that specific hashtag, in reverse chronological order (most recent content at the top).
 - For Top posts, Instagram's algorithm decides which content is placed there according to follower numbers and, more importantly, engagement.
 - You can put hashtags in comments for a cleaner look. Include 5 dots, one per each line break before the hashtags and Instagram will collapse the comment. Make sure to put in the hashtags immediately after posting the content.
 - Keep in mind that hashtags themselves can't guarantee followers or engagement. Your content needs to be relevant and high quality for people to react to it.

NO	Hashtag	Post Count	Min Likes	Max Likes	Avg Likes	Min Comments	Max Comments	Avg Comments
1	wedding	178795349	364	8111	1522	0	491	85
2	decor	59149970	207	1043	652	11	81	37
3	bride	57539072	168	4062	767	4	112	38
4	weddingphotography	30368658	111	242	174	1	36	16
5	weddinginspiration	19389071	242	8875	2070	7	93	24
6	weddingphotographer	17644826	115	507	287	3	39	19
7	bridetobe	16649617	168	17842	5720	17	167	66
8	groom	15496388	127	3728	725	6	2393	301
9	weddingplanner	13378011	104	17722	4210	9	167	47
10	weddingideas	9871413	154	10020	2408	3	192	41
11	instawedding	9143919	175	9104	6445	23	148	82
12	weddingplanning	7243269	104	12862	3603	11	138	56
13	weddingparty	6516418	127	13361	7183	2	131	76
14	decorations	6368966	188	8559	3127	14	231	75
15	weddingstyle	5352222	105	17728	3270	3	167	36
16	brideandgroom	5027559	114	456	269	1	46	23
17	luxurywedding	2854302	548	12826	5158	23	157	51
18	instabride	2708055	181	8613	4275	2	1238	237
19	weddingdesign	1906387	101	7689	1932	3	201	59
20	weddingmoments	1153422	131	21551	5658	1	104	30
21	weddingplanners	901149	137	2103	398	6	36	12
22	weddinginspirations	837217	112	10020	1392	3	45	18
23	weddingvendor	780128	141	40520	5491	3	222	48
24	weddingwear	705479	162	33545	20451	12	364	103
25	destinationweddingplanner	529872	111	736	393	1	79	22
26	groomtobe	416139	111	6095	1697	3	88	38
27	luxuryweddingplanner	343355	122	15567	3371	12	133	44
28	weddingvenues	338621	141	8041	2541	8	83	32
29	weddingtheme	242948	121	432	288	4	44	15
30	weddingdreams	182894	127	25465	8836	2	468	137
31	weddingevents	141038	129	8554	1664	0	30	9
32	weddingplannerlife	90387	102	561	207	2	37	15
33	instagroom	62172	132	21671	5750	6	207	56
34	wedding_planner	57952	123	496	315	1	66	13
35	weddinggoals	14977	108	27539	7561	0	157	47

There are 35 here (shame to waste them) and they vary in number of posts. The bigger hashtags will get you immediate engagement as your content goes down the Most Recent section but slows down when your post is buried under all the new ones targeting that term. The other option is to get into the Top Posts section for given hashtags but there, Instagram tends to put accounts with more followers and

higher engagement. So while your account isn't huge, it's better focus mainly on smaller hashtags which you can rank for, while including some medium volume terms, and to a lesser extent, the big ones (anything with over 600K). Move up to bigger terms every 5K or so followers if you have decent engagement.