

Instagram
Hashtag
Course



WORK BOOK

By Flow
Grow
Social

Use this workbook to help you
step by step to research and
use hashtags for Instagram
effectively

Sarah x

STEP 1

RECORD WHERE YOU ARE NOW:

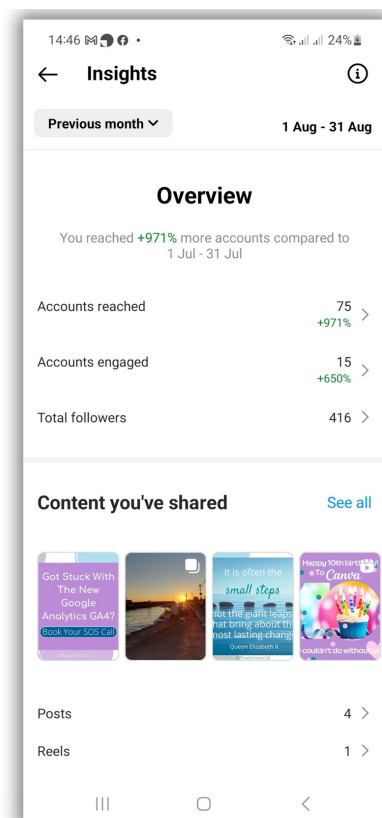
Before we dig in deep, let's start by recording the number of followers and your account reach at the moment.

Get the information from Instagram app on your phone or through the insights section on Meta business suite

Date

Followers

Account Reach



STEP 2

BE NOSY - LOOK AT COMPETITORS:

Lesson 2.1

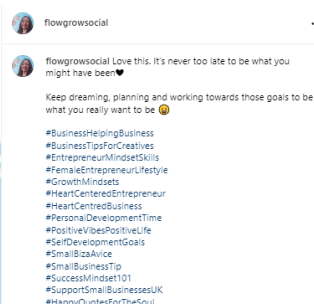
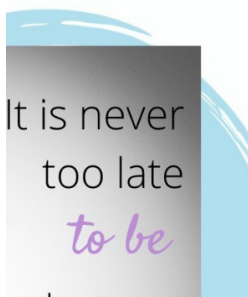
Think about your competitors, small and large. List their accounts here:

Competitors Account Names

Click on their posts.

Look at the hashtags they use.

Copy interesting and relevant hashtags into the Full List tab on your spreadsheet



	A	B	C	
1	Hashtag	Instagram Posts	Mon - Theme 1	Tue The
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				

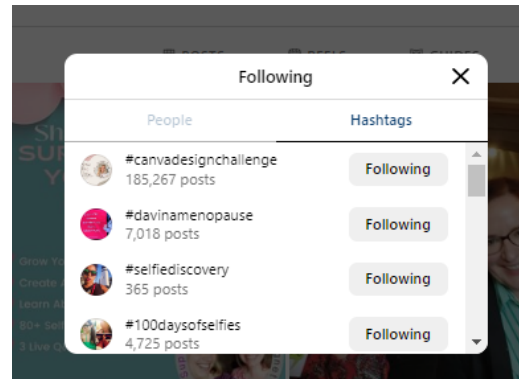
STEP 3

BE NOSY - LOOK AT FOLLOWERS:

Lesson 2.1

Look at the accounts of your followers or followers of your competitors.

On their profile page, click on their **Following**, look at the Hashtag tab to see which hashtags they may be following



Copy interesting and relevant hashtags to the Full List tab on the spreadsheet

Ideally choose hashtags with over 999 posts. If you are a small account, choose hashtags with less than 1 million posts. If you are a larger account, you can use hashtags with over 1 million posts

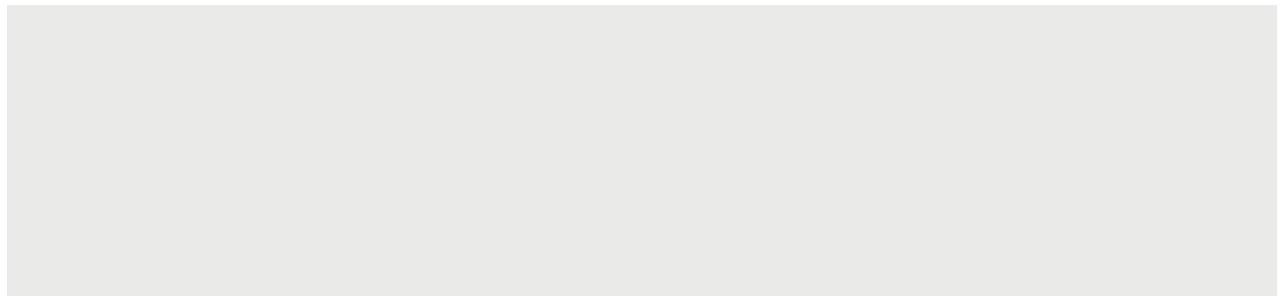
STEP 4

BRAINDUMP

Lesson 2.1

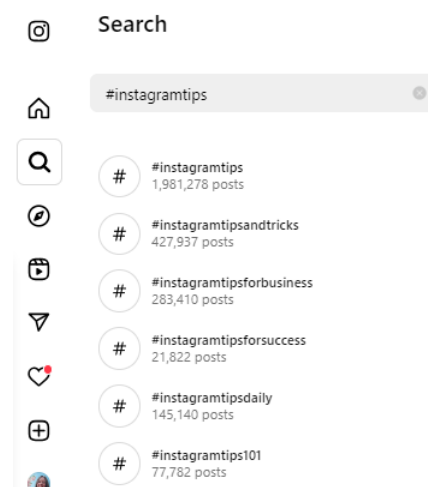
Think about hashtags your ideal client would follow. Start typing in the Instagram search bar, with # at the front

Relevant Subjects



Copy interesting and relevant hashtags to the Full List tab on the spreadsheet. If you can see the number of posts, add that to the spreadsheet too as you go along

Ideally choose hashtags with over 999 posts. If you are a small account, choose hashtags with less than 1 million posts. If you are a larger account, you can use hashtags with over 1 million posts



STEP 5

THINK LOCAL

Lesson 2.1

List your town, county, region and any other geographical names here. E.g. Marlow, Buckinghamshire, Thames Valley, Chilterns

Geographical Names

Put these into the search bar - with the hashtag symbol in front.

Copy interesting and relevant hashtags to the Full List tab on the spreadsheet. If you can see the number of posts, add that to the spreadsheet too as you go along.

Ideally choose hashtags with over 999 posts. If you are a small account, choose hashtags with less than 1 million posts. If you are a larger account, you can use hashtags with over 1 million posts

	A	B	C	
1	Hashtag	Instagram Posts	Mon - Theme 1	Tue The
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				
23				

STEP 6

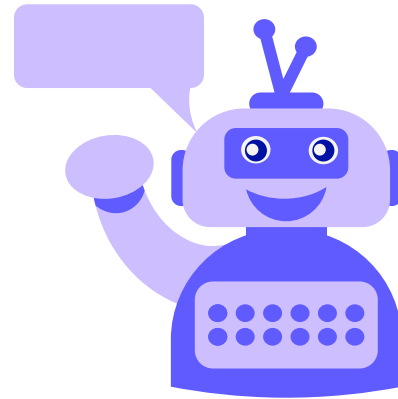
USING AI

Lesson 2.4

Create an account on chatgpt and/ or Google Bard

Create a new chat and ask it to give you hashtags on various topics.

Copy interesting and relevant hashtags to the Full List tab on the spreadsheet.



STEP 7

REVIEW HASHTAGS YOU'VE COLLECTED

Lesson 3.1

Review the hashtags collected on the spreadsheet.

Check the content of each hashtag is relevant to your business and your audience.

Add the number of posts for the hashtag to the Instagram Posts column, if you haven't done so already.

STEP 8

FILTER OUT HASHTAGS

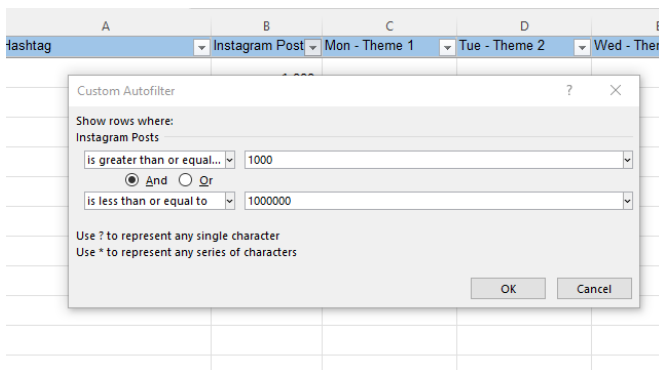
Lesson 3.2 and 3.3

The next step is to filter out the hashtags with too few and to many posts. For example we filter on hashtags between 1000 and say 1,000,000 posts.

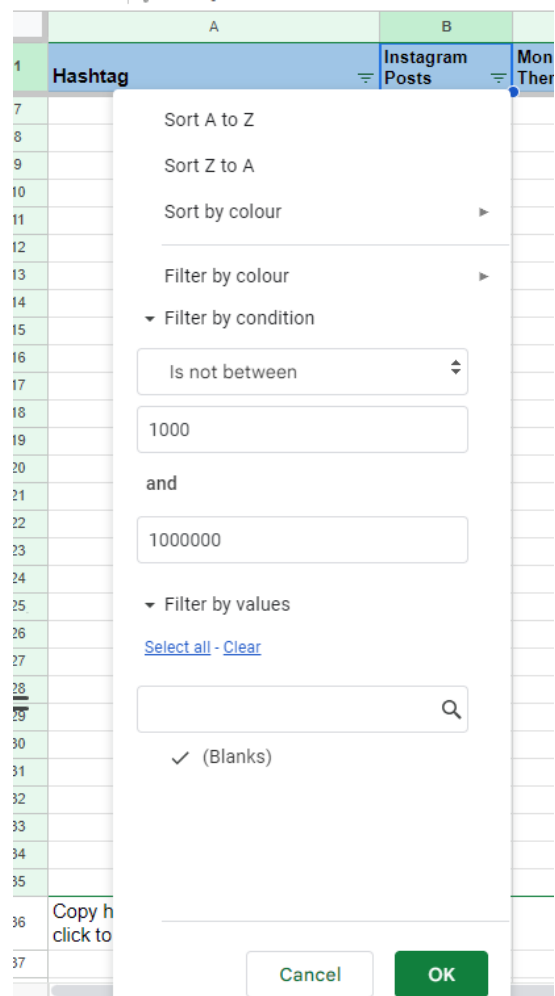
Click on the little down arrow by Instagram Posts (column B)

See separate videos for excel and googlesheets

Excel



Googlesheet



CHOOSE YOUR HASHTAGS

Lesson 3.2 & 3.3

If it helps to organise and count these, put Yes in the Basic Hashtag column.

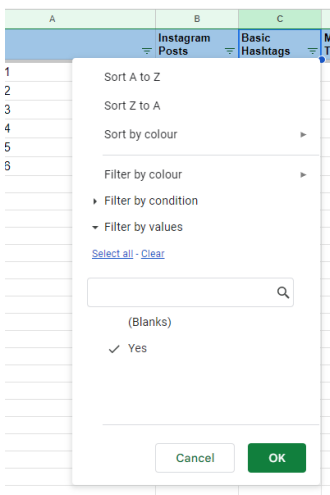
Hashtag	Instagram Posts	Basic Hashtags
#example1	2,440	
#example2	5,500	Yes
#example3	6,640	
#example4	900,000	Yes
#example5	200,000	Yes
#example6	300,000	

Copy hashtags above here - right click to add more lines if need be		
leave this line empty		
Total Hashtags		3

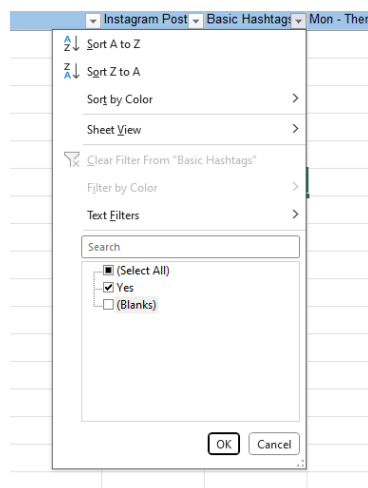
The count will show
at the bottom

Then filter on Yes in the Basic Hashtags column

Googlesheets



Excel



Click on the down arrow to the right of Basic Hashtags.

Untick Blanks
Click on OK

STEP 10

COPY TO THE SHORTLIST

Copy the hashtags to the the Basic Hashtags column in the Shortlist tab

Day ->	Basic Hashtags
1	#example2
2	#example7
3	#example8
4	#example10
5	#example12
6	#example15
7	#example17
8	#example18
9	#example20
10	#example22
11	#example23
12	#example24
13	#example25
14	#example27
15	#example29
16	#example30
17	#example33
18	#example34
19	#example35
20	#example37
21	
22	
23	

STEP 11

HOW TO USE YOUR HASHTAGS

For a better experience for your followers, copy the hashtags from the Consolidated Lists Cell into the bottom of your Instagram posts.

This will create a block of hashtags in your post, rather than a long list.

Day ->	Basic Hashtags	Mon - T
25		
26		
27		
28		
29		
30		
	#example2 #example7 #example8 #example10 #example12 #example15 #example17 #example18 #example20 #example22 #example23 #example24 #example25 #example27 #example29 #example30 #example33 #example34 #example35 #example37	

CONGRATULATIONS

You've now mastered how to:

- Research hashtags
- Check hashtags are aligned and relevant
- Choose the best hashtags for your business and clients
- Create a hashtag bank
- Create a hashtag shortlist
- Filter in spreadsheets (Bet you weren't expecting that one!)

STEP 13

If you post more than twice a week, I recommend using the advanced social media strategy - so skip to step x

ALIGN SOCIAL MEDIA TO HASHTAGS

Lesson 4.1

Decide how often you are going to post on social media.

Decide what the theme for the day of the week will be

In the full list tab, update the theme next to the day of the week, so it's easier to manage going forward

	A	B	C	D	E	F	G	H	I
1	Hashtag	Instagram Posts	Mon - Theme 1	Tue - Theme 2	Wed - Theme 3	Thu - Theme 4	Fri - Theme 5	Sat - Theme 6	Sun - Theme 7
7									
8									
9									
10									
11									
12									
13									

STEP 14

SELECT HASHTAGS TO USE

Lesson 4.2 / 4.3

Decide which hashtags to use for each day / theme. Put a Yes in the appropriate Day / Theme column. Ideally you want to use 20 per day or theme. See Total hashtags row for the count so far

	A	B	C	D	E	F	G	H
1	Hashtag	Instagram Posts	Mon - Theme 1	Tue - Theme 2	Wed - Theme 3	Thu - Theme 4	Fri - Theme 5	Sat - Theme 6
7	#example1	2,440	yes					
8	#example2	5,500		yes				
9	#example3	6,640		yes				
10	#example4	900,000			yes			
11	#example5	200,000				yes		
12	#example6	300,000					yes	
13								

STEP 15

CREATE SHORTLISTS

Lesson 4.2./ 4.3

We now filter by each day in turn and copy the hashtags for each day / theme to the short list tab:

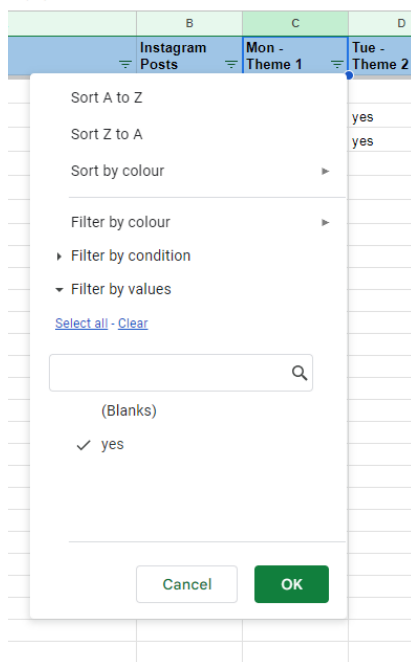
For each day / them in turn

Click on the down arrow to the right of the Day.

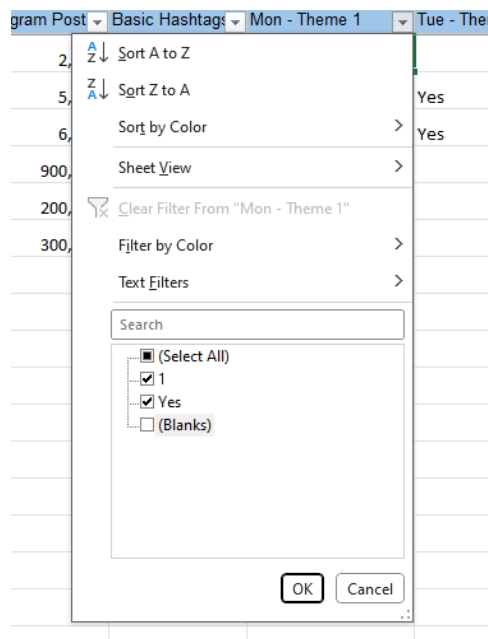
Filter by "yes" (tick), untick blanks.

Click on OK

Googlesheet



Excel



Copy the hashtags to the appropriate column in the Shortlist tab

STEP 16

COPY TO THE SHORTLIST

Copy the hashtags to the appropriate column in the Shortlist tab

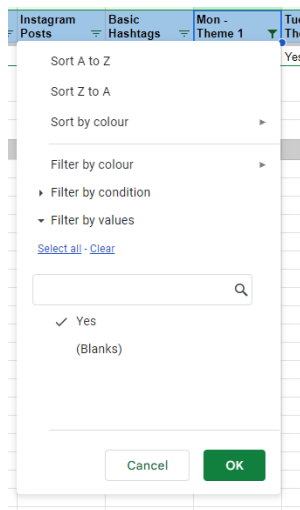
Day ->	Mon - Theme 1
1	#example2
2	#example7
3	#example8
4	#example10
5	#example12
6	#example15
7	#example17
8	#example18
9	#example20
10	#example22
11	#example23
12	#example24
13	#example25
14	#example27
15	#example29
16	#example30
17	#example33
18	#example34
19	#example35
20	#example37

STEP 17

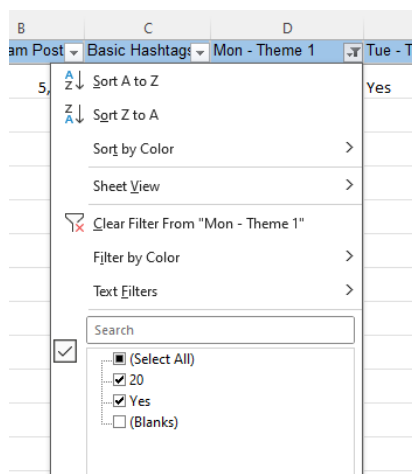
CLEAR FILTER AND REPEAT

Now clear the data in current column / day / theme

Googlesheets -
Select All - Click OK



Excel - Clear filter



Now repeat steps
14 to 16 for each
Day /

STEP 18

HOW TO USE YOUR HASHTAGS

For a better experience for your followers, copy the hashtags from the Consolidated Lists Cell into the bottom of your Instagram posts.

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Day ->	Mon - Theme 1	Tue - T
16	#example30	
17	#example33	
18	#example34	
19	#example35	
20	#example37	
21		
22		
23		
24		
25		
26		
27		
28		
29		
30		
Consolidated lists	#example2 #example7 #example8 #example10 #example12 #example15 #example17 #example18 #example20 #example22	

CONGRATULATIONS

You've now mastered how to:

- Research hashtags
- Check hashtags are aligned and relevant
- Choose the best hashtags for your business and clients
- Created a hashtag bank
- Align hashtags to your social media strategy
- Create hashtag shortlist
- Filter in spreadsheets (Bet you weren't expecting that one!)



THANKS FOR FOLLOWING THE COURSE

HERE'S A BIT ABOUT ME

SARAH HOBBS

Hi I'm Sarah. I love helping people get that lightbulb moment when I explain the nitty-gritty bits of social media and websites and how it can help their business.

I specialise in helping small businesses and sole traders understand the connections between their social media and websites (and other selling platforms), to build a sales and social media strategy, which ultimately leads to feeling confident using social media and at the same time growing sales.

I've a couple of decades of experience teaching non technical people how to understand enough to use various tools in systems to help their business. I take everything back to basics. Then take you step by step through what you need to know to get results.

I know what it feels like to be thrown by hashtags. I felt the same when I started using Instagram at few years ago. Not to be deterred, I pulled by organising and problem solving skills together to get a hashtag system in place. I've put this to use a number of times to help my social media management clients' Instagram accounts grow followers.

I've been told I'm extremely calm and patient so don't worry, we'll get you there.

Find out more flowgrowsocial.com