

Instagram Hashtag Research

••• WORKSHEET FOR ARTISTS •••

HASHTAG BASICS

- Use 25 to 30 tags per post.
- Use less than 5 tags with 1 million + uses.
- Use 10-20 tags with 1k to 50k uses.
- Use 5 to 10 tags with 50k to 500k uses.
- Use 1 or 2 branded tags of your making.
- Always post tags in your caption.

Date: _____ + 2 Months: Review Date: _____

Research your tags every couple of months. Check back to this sheet and check off the tags that are effective for your account. If you make it into the top nine of a post, keep using that tag!

LARGE TAGS (1 MIL +)

What kind of art do you create? (Abstract, Expressionism, Fluid Art, etc.) Start here for your large tags, but be as specific as you can. Start searching Instagram.

HASHTAG

OF POSTS

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

MEDIUM TAGS (50K TO 500K)

If you run out of tag ideas, answer the questions below and find other tags that relate through searching Instagram. Brainstorm key words and see where they lead.

- What art supplies do you use?
- What kind of techniques do you use?
- Where do you sell? Etsy, galleries, art fairs, Society6, etc.
- What colors do you use?
- What kind of house would your art fit into?
- What kind of artist are you? Wild spirit, bold, mathematical, expressive, energetic, etc.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Instagram Hashtag Research

••• WORKSHEET FOR ARTISTS •••

HASHTAG

OF POSTS

SMALL TAGS (1K TO 50K)

Continue to narrow your focus and find tags that are more and more specific. Consider tags that aren't exactly about art, but appeal to creativity, design, and the artsy life.

- What do you imagine your buyers care about? The creative lifestyle, inspiration, motivation, being surrounded by color, etc.

BRANDED TAGS

Use your name, your signature style, a catch phrase, etc.

SHARE ACCOUNT TAGS

- Did you find any share accounts while researching? Record any account specific
- tags that you could use to increase the
- chances of your posts being shared.
