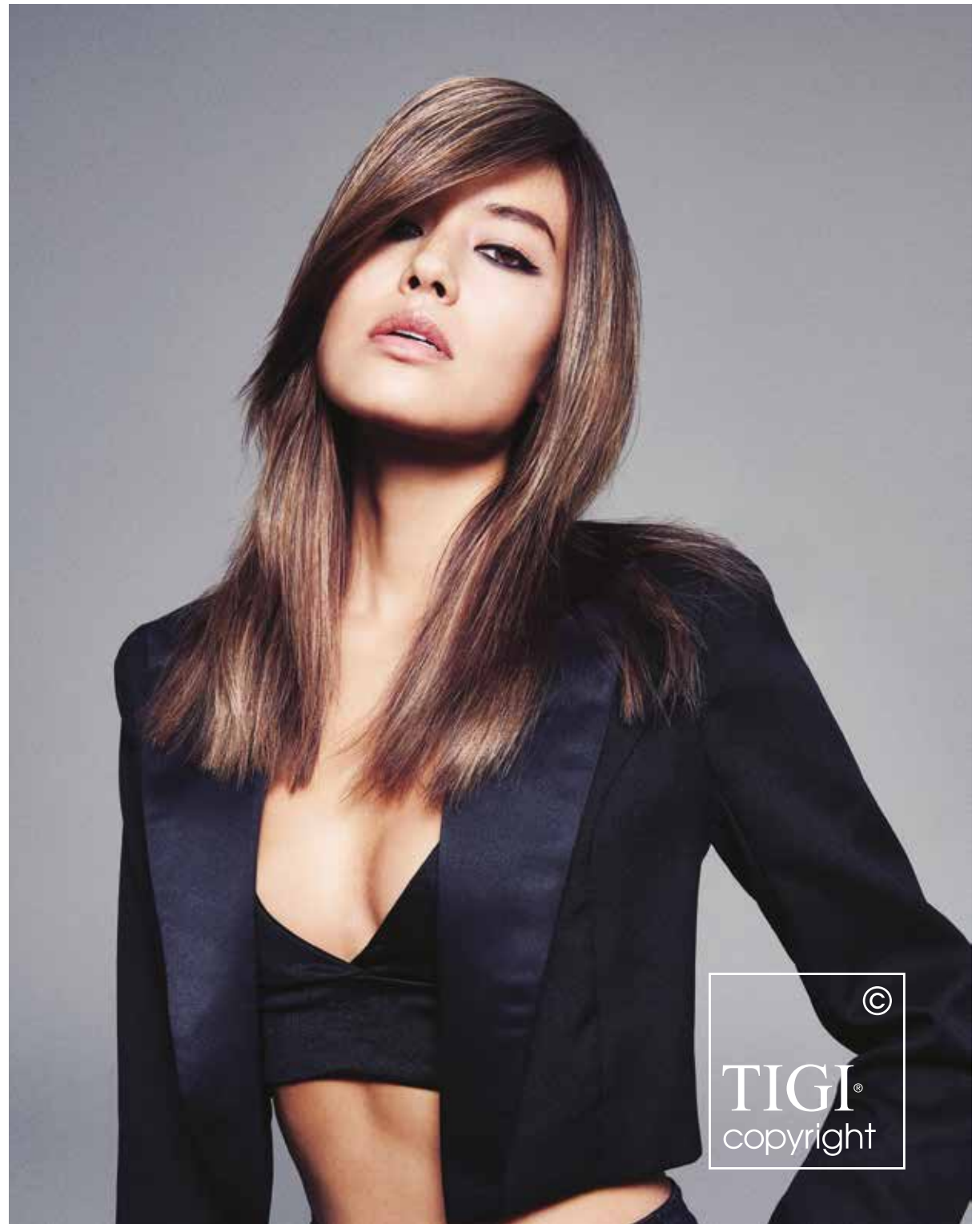


#HASHTAG QUESTIONS

- HOW DO I KNOW WHICH ONES TO USE?
- DO THEY ACTUALLY DO ANTHING?
- HOW MANY SHOULD I USE?
- CORONAVIRUS & TIGI HASHTAGS



#1 USE HASHTAGS THAT CLIENTS WOULD USE TO FIND YOU

LOCATION HASHTAGS

Use location # your clients
would use to search for you such as:

#londonstylist
#londonsalon



#YOURCITYHAIRSTYLIST
#YOURREGIONHAIRSTYLIST
#YOURCITYSALON
#YOURCITYHAIR
#YOURCITYHAIRSTYLIST

INSPIRATION HASHTAGS

Use # where your
clients would search
for inspiration



#HAIRINSPO
#YOURCITYBLOG
#INSTAHAIR
#BLONDEHAIR
#BALAYAGEHAIR

HASHTAG RESEARCH

STEP 1:

Think of all the # that relate to your typical Instagram posts (#balayage, #blondehair, #longbob) AND the hashtags that your clients would be looking for: (#hairinspo, #hairtrends, #yourcityblogger, #instahair)

MAKE A LIST IN THIS BOX



HASHTAG RESEARCH

STEP 2:

- Open up your Instagram and type in one of those hashtags above into the search bar.
- Click on the hashtag at the top of the screen, it will bring up a list of other hashtags that are related to the hashtag you just searched for. These are called related hashtags. Write down new hashtags that you could possibly use for the future posts.

MAKE A LIST IN THIS BOX

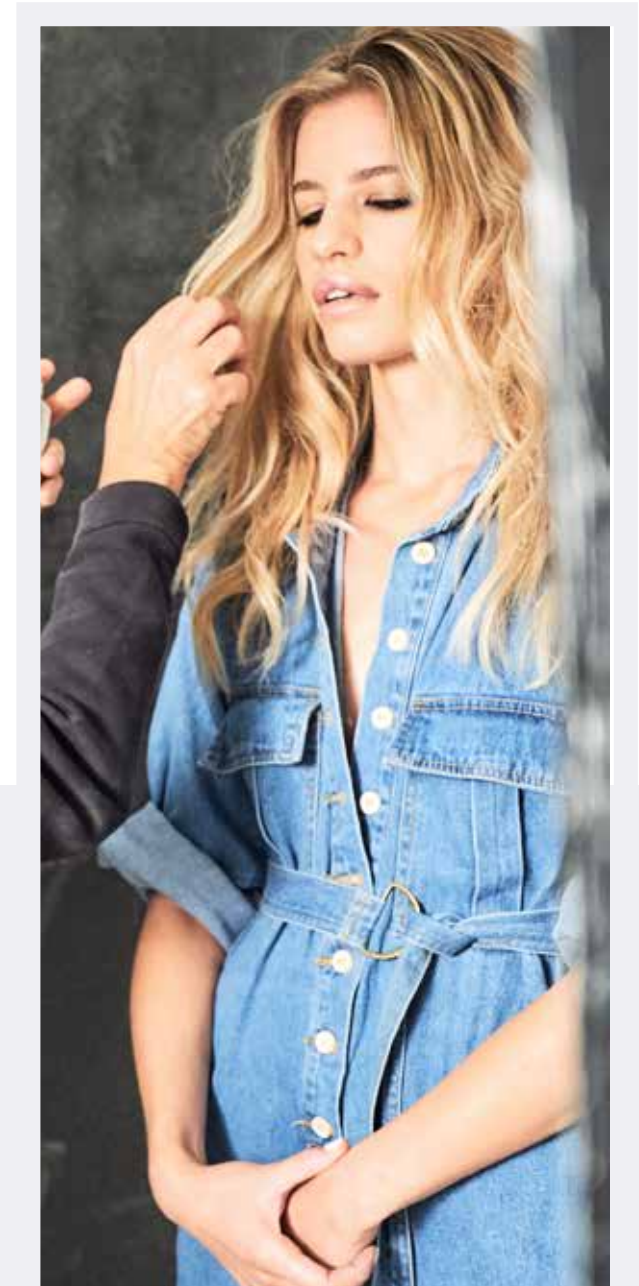


HASHTAG RESEARCH

STEP 3:

- Search through all the hashtags that you came up with and find the ones that have under 100k-400k photos already tagged .
- Write down smaller hashtags that have under 100k-400k photos tagged already under them.
- **These are the ones you are going to want to use the most!** As ones with under 400k means you will get more exposure and your photo wont be pushed down as quickly so you will have better chance at getting a post ranked higher for that hashtag.

MAKE A LIST IN THIS BOX



THE 3 PART STRUCTURE

Now you know which hashtags you will be using. You will want to put these into a structure to make it easier to figure out which hashtags to use when.

**RELATED TO YOUR
POST AND CLIENT
INSPIRATION**



This will make up the majority of your hashtags!
Use 10-20 per post

**INDUSTRY
AND BRANDS**



Hashtags like #modernsalon or #tigicopyright may get you featured on brands Instagram channels (more people seeing your post) You should use 3-8 of these per post

**LOCATION
OR AREA**



This is what is on the other slides and you should use 4-8 of these per post

PUTTING IT ALL TOGETHER

So now you know which hashtags you are going to use and how to use them together. Here are some final guidelines:

1



Use around **20-25 hashtags per post** as this increase your exposure of being seen.

2



Keep the **hashtags relevant to your post**. Don't put random ones as Instagram scans your images and text to ensure you are not 'spamming' people with irrelevant content

3



It doesn't matter if you put your **hashtags in the caption of the comments....the most important thing is you are using hashtags!**

PUTTING IT ALL TOGETHER

4



SWITCH YOUR HASHTAGS UP ON EVERY POST

Even if you are using the same ones switch around the order with the most relevant to your image first. This is key as Instagram's algorithm doesn't want people copying and pasting the same hashtags over and over for every post. Plus it's always good to test which ones work best.

TIP: I keep this on my 'notes' section on my iPhone and build up groups as I test what works and doesn't work.

5



FOLLOW HASHTAGS AND ENGAGE WITH THEM

Instagram wants you to engage with as many of their tools as possible, so now that you can follow actual hashtags you should. This is a great way to interact with people

6



TRACK WHICH HASHTAGS ARE PERFORMING THE BEST FOR YOU

You can do this by downloading the app Plann and in their performance tab (hashtags are at the very bottom) you can see which hashtag sets perform best for you.

CORONAVIRUS & TIGI HASHTAGS

CORONAVIRUS & COLOUR

#SHOWYOURROOTS
#LETSSTAYHOME
#STAYHOME
#STAYHOMESAVELIVES
#TOGETHERATHOME
#QUARANTINEANDCHILL
#MYPANDEMICSURVIVALPLAN
#WORKINGFROMHOMECHALLENGE

TIGI HASHTAGS

#WEAREONETIGI
#TIGIFAMILY
#COPYRIGHTYOURHAIR
#TIGICOPYRIGHT
#TIGIFUSE
#TIGIPROFESSIONAL
#HAIRDRESSERLIFE
#HAIRSalON
#SALON
#HAIR
#BEAUTYSALON
#SALONLIFE
#SALONBUSINESS

