

Forum:[Hack Forums](#)

Thread: [Is it better to use popular hashtags, or less popular?](#)

Cavalier - March 4, 2017, 5:24 pm

Hello,

For my niche instagrams, I'm wondering if it's best to use hashtags with more, or less posts in them. Thanks!

.Cherry - March 4, 2017, 5:28 pm

Depends on how big your IG page is

Cavalier - March 4, 2017, 5:32 pm

(Mar 4, 2017 06:28 PM).Cherry Wrote: [\[CITE\]](#) Depends on how big your IG page is 100-300 likes a photo, is smaller or bigger better?

.Cherry - March 4, 2017, 6:03 pm

(Mar 4, 2017 06:32 PM)Lovakite Wrote: [\[CITE\]](#) 100-300 likes a photo, is smaller or bigger better? I don't even think it's worth using any hashtags you barely reach out to anyone and it just looks wrong in the caption

Alex DeLarge - March 4, 2017, 6:05 pm

If you're getting around 300-500 likes, I'd look for tags that you'll be able to get the top 9 on. I know sometimes for Photography I will search the smaller hashtags to find cool pictures, if you do smaller hashtags and get in the top 9 you actually have a better chance of gaining followers than you do if you use a hashtag like "Photography" where you'll get drowned out in 9 seconds and never make it to the top 9 unless you get quick likes.

My current niche is Music, I used to use smaller tags when I had around 500-1000, I then started using the medium tags when I had 5000-10,000 followers.

I now have 20,000 followers almost and I get around 2,500 likes per picture so I've upgraded to higher up tags and I can usually get in the top 9 for big tags for atleast an hour or 2, sometimes longer.

SIM-82498 - March 4, 2017, 7:07 pm

If you look at the top posts of a popular hashtag and KNOW you can't compete, then don't bother. I target less popular tags, even some with 10k posts.

2017 - March 6, 2017, 4:36 pm

Look for like 30 Less popular #s if you get to the top of a few of them your organic growth will increase once you get bigger and able to compete with the bigger accounts you can start using the bigger #s

Mossgram - March 6, 2017, 7:41 pm

(Mar 4, 2017 07:05 PM)Alex DeLarge Wrote: [\[CITE\]](#) If you're getting around 300-500 likes, I'd look for tags that you'll be able to get the top 9 on. I know sometimes for Photography I will search the smaller hashtags to find cool pictures, if you do smaller hashtags and get in the top 9 you actually have a better chance of gaining followers than you do if you use a hashtag like "Photography" where

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Great advice, took the words right out of my mouth.