

AURELIA'S INSTAGRAM HASHTAG SETS TO GET YOU SEEN

- a free Cheatsheet by Philosophy of Yum -



PHILOSOPHY *of* YUM



Philosophy of Yum's 3 Instagram HASHTAG SETS

So you know you should have an Instagram Account. And you've been posting your bakes, but no one seems to care!

You keep seeing all these bakers with hundreds of likes on EVERY photo they post on Instagram.

While you're getting 18 likes, 22 likes, 10 likes... After all that effort you put in!

You can't help but take it a bit personally. It really sucks and I totally understand how you feel.

But here's the GREAT news!

The quality of your photos is important yes, but even more than that are the HASHTAGS you're using on Instagram!

This cheat sheet's sole purpose is to help you **get seen and supported by more people on Instagram.**

What are Hashtags and How do they Help You?

Hashtags are one of the most powerful tools you can use on Instagram! You are allowed to include a maximum of 30 per post.

Now when I first started using hashtags, I thought “*the bigger the hashtag, the better!*” By this I mean using hashtags that have been used millions of times, like #baking, #dessert, #yum, etc”.

It is all too tempting to reason that using that tag will get you millions of views, but unfortunately **huge hashtags do not equal a huge amount of exposure.**

The goal of using hashtags is to Trend for that specific hashtag, which means your post is one of the first 9 that appear for that specific hashtag.

All the other posts below that the Instagram algorithm doesn't deem worthy to Trend, will automatically be displayed from newest to oldest.

When we use super popular hashtags, our chances of trending decrease drastically! Only super large accounts with HEAPS of engagement will trend for that hashtag because they have a degree of engagement that we seriously cannot compete with.

So in other words, even though we are bakers, there's no point in using the hashtag #baking because it's been used over 20 million times!

The posts that trend for #baking typically have 1000 – 3000 likes and literally hundreds of comments. And these likes did not occur because of them using the hashtag.

Check out their accounts and you'll see they usually have at least 10k followers and regular engagement on ALL their posts.

I've learned that I should use hashtags strategically, creatively and above all – realistically.

If I get 30 hashtags per post, I need to use them wisely. Tagging 30 super popular hashtags will result in my feed NOT getting seen at all and that's 30 wasted opportunities.

Now I only aim for hashtags that have been used 10k - 500k times. That might seem sad at first, but let me explain.

If I use a popular hashtag I will inevitably NOT trend, then only 0 - 5 people might see my post in the hashtag's "recent" feed which just pops up as people post.

If I use a smaller hashtag of 50k and Trend for it, thousands of people will see my post. In other words, **smaller hashtags are a much better investment!**

Your Hashtag Sets

These hashtags are ALL within that ideal range of 10k – 500k uses ☺ I've done all the work for you here.

All you need to do is copy and paste these hashtags into your Instagram posts!

**Side note – make sure the tags are relevant to WHAT you're posting. Don't use the Cake hashtags if you're not posting a cake. Instagram can analyse your photo and it knows if there's a cake in your photo or not.*

Cake hashtag set:

#cakeit #cakegram #cakemasters #cakelovers
#cakeideas #cakeinstyle #cakestyle #layercakes #cakelife #bestfoodfeed #caking
#bakingaddiction #cakephotography #deliciouscakes #cakeaddict #beautifulcakes
#cakesbae #bakingwithlove #forthemaking #bakingaddict #cakeinspiration
#cakeoftheweek #prettycake #bakingacake

Cupcakes hashtag set:

#cupcakeoftheday #cupcakesdaily #cupcakelove #bakingblog #cupcakelife
#cupcaketime #cupcakelovers #cupcaker #cupcakeshop #cupcakesdaily
#cupcakelover #instacupcakes #mycupcakeaddiction #cupcaking #cupcakery
#cakegram #deliciouscupcakes #cupcakeproject #bakeyourworldhappy #bhgfood
#foodinspo

Inspirational/personal post hashtag set:

#cakebusiness #bakingbusiness #homebakery #bakingisfun #bakingday #ilovetobake
#homemadebakery #undiscoveredbaker #bakedwithlove #bakingfromscratch
#scrumptiouskitchen #bakingseason #bakedfromscratch #instabaker #bakinggoals
#happybaker #hobbybaker #amateurbaker #bakingmakesmehappy #homebakers
#bakes #cakebaker #bakeyourworldhappy

BONUS TIP!

It's great that you want to grow your Instagram reach.

But keep in mind that more followers and likes don't pay the bills! CLIENTS & SALES pay the bills.

A successful Baking Business doesn't magically appear when you reach 1000 Instagram followers. You need strategies and systems to get consistent sales in your Home Bakery.

If you'd like to get consistent clients & sales in your baking business, I'd like to invite you to my next free class to get you started!

See you there!

Aurelia

