



# The Ultimate List of Popular Instagram Hashtags

A go-to resource for trending Hashtags broken down by topic, industry, and location

## **Table of Contents (Searchable):**

[The 100 Most Popular Hashtags to Use on Instagram\\*](#)

[Most Popular Hashtags by Category\\*](#)

[Top Hashtags Category Analysis](#)

[Popular Tags Used for Self-Promotion and Networking:](#)

[Self-Promotion Tags From the Top 100 Overall:](#)

[Other, Similar Tags:](#)

[Related:](#)

[Capitalizing on Trends](#)

[A Sampling of Popular or Previous Trends and Campaigns](#)

[From the Top 100 Overall](#)

[Examples of Current and Past Viral Challenges](#)

[Campaigns Based on the Day of the Week](#)

[Top Industries For Instagram Use](#)

[Beauty & Fashion](#)

[Subindustry: Beauty, General](#)

[Subindustry: Fashion](#)

[Subindustry: Cosmetics](#)

[Subindustry: Skincare](#)

[Subindustry: Hair](#)

[Subindustry: Tattoos & Bodyart](#)

[Health & Fitness](#)

[Subindustry: Health](#)

[Subindustry: Fitness](#)

[Subindustry: Weightloss](#)

[Industry: Food & Drink](#)

[Subindustry: Cooking and Recipes](#)

[Subindustry: Alcohol](#)

[Subindustry: Vegetarian & Vegan](#)

[Subindustry: Coffee](#)

[Subindustry: Tea](#)

[Subindustry: Catering](#)

[Industries - Other](#)

[Industry: Arts and Crafts](#)

[Subindustry: Art](#)

[Subindustry: Crafts](#)

[Industry: Reading and Writing](#)

[Subindustry: Reading](#)

[Subindustry: Writing](#)

[Industry: Music](#)

[Industry: Photography](#)

[Industry: Videos and Entertainment](#)

[Industry: Shopping](#)

[Industry: Sports and Athletics](#)

[Subindustry: Soccer](#)

[Subindustry: Baseball](#)

[Subindustry: Basketball](#)

[Subindustry: Football](#)

[Subindustry: Hockey](#)

[Industry: Humour](#)

#### [Popular Nature-Themed Hashtags](#)

[From the Top 100 Overall:](#)

[Other Popular Hashtags Based on Those in the Top 100](#)

[Nature](#), [Travel](#), [Sun](#), [Beach](#), [Sky](#),

[Sunset](#), [Dog](#), [Cat](#), [Flowers](#), [Sea](#)

#### [Location-Based Tags](#)

[Countries](#)

[Canada](#)

[U.S.A.](#)

[Canadian Provinces](#)

[British Columbia](#), [Alberta](#), [Saskatchewan](#), [Manitoba](#), [Ontario](#)

[Quebec](#), [New Brunswick](#), [Nova Scotia](#), [PEI](#), [Newfoundland and Labrador](#)

[American States](#)

[Alabama](#), [Alaska](#), [Arizona](#), [Arkansas](#), [California](#)

[Colorado](#), [Connecticut](#), [Delaware](#), [Florida](#), [Georgia](#)

[Hawaii](#), [Idaho](#), [Illinois](#), [Indiana](#), [Iowa](#),

[Kansas](#), [Kentucky](#), [Louisiana](#), [Maine](#), [Maryland](#),

[Massachusetts](#), [Michigan](#), [Minnesota](#), [Mississippi](#), [Missouri](#),

[Montana](#), [Nebraska](#), [Nevada](#), [New Hampshire](#), [New Jersey](#),

[New Mexico](#), [New York](#), [North Carolina](#), [North Dakota](#), [Ohio](#),

[Oklahoma](#), [Oregon](#), [Pennsylvania](#), [Rhode Island](#), [South Carolina](#),

[South Dakota](#), [Tennessee](#), [Texas](#), [Utah](#), [Vermont](#),

[Virginia](#), [Washington](#), [West Virginia](#), [Wisconsin](#), [Wyoming](#)

[Major Cities in Canada](#)

[Toronto](#)

[Montreal](#)

[Vancouver](#)

[Calgary](#)

[Ottawa-Gatineau](#)

[Edmonton](#)

[Major Cities in the U.S.A.](#)

[New York](#)

[Los Angeles](#)

[Chicago](#)

[Houston](#)

[Philadelphia](#)

[Phoenix](#)

[San Antonio](#)

[San Diego](#)

[Dallas](#)

[San Jose](#)

[Other Resources](#)

## The 100 Most Popular Hashtags to Use on Instagram

Since hashtags are used to categorize IG posts, an easy way to make sure your content has a chance to get in front of a lot of eyes is to associate it with some of the most prominent hashtags. Below is a list you can consider to get your content high-volume exposure:

The 100 Most Popular Hashtags					
Rank	Hashtag	# of Photos*	Rank	Hashtag	# of Photos*
1	#love	1.835B	26	#girl	393.8M
2	#instagood	1.150B	27	#food	391.9M
3	#fashion	812.7M	28	#fun	385.6M
4	#photooftheday	797.3M	29	#beauty	382.8M
5	#beautiful	661M	30	#instalike	374.6M
6	#art	649.9M	31	#smile	364.5M
7	#photography	583.1M	32	#family	357.7M
8	#happy	578.8M	33	#photo	334.6M
9	#picoftheday	570.8M	34	#life	334.5M
10	#cute	569.1M	35	#likeforlike	328.2M
11	#follow	560.9M	36	#music	316.1M
12	#tbt	536.4M	37	#ootd	308.2M
13	#followme	528.5M	38	#follow4follow	290.6M
14	#nature	525.7M	39	#makeup	285.3M
15	#like4like	515.6M	40	#amazing	277.5M
16	#travel	497.3M	41	#igers	276.5M
17	#instagram	482.6M	42	#nofilter	268.9M
18	#style	472.3M	43	#dog	264.0M
19	#repost	471.4M	44	#model	254.7M
20	#summer	454.2M	45	#sunset	249.8M
21	#instadaily	444M	46	#beach	246.8M
22	#selfie	422.6M	47	#Instamood	238.1M
23	#me	420.3M	48	#foodporn	229.4M
24	#friends	396.7M	49	#motivation	229.1M
25	#fitness	395.8M	50	#followforfollow	227.9M

Rank	Hashtag	# of Photos*	Rank	Hashtag	# of Photos*
51	#design	227.6M	76	#instafood	169.9M
52	#lifestyle	222.5M	77	#party	166.8M
53	#sky	222M	78	#inspiration	166.8M
54	#4l	220.7M	79	#lol	165.1M
55	#f4f	217.7M	80	#cool	161.4M
56	#일상	139.9M	81	#workout	161M
57	#cat	209.7M	82	#likeforfollow	160.1M
58	#handmade	206M	83	#swag	158.2M
59	#hair	204M	84	#fit	157.1M
60	#vscocam	202.2M	85	#healthy	156.8M
61	#bestoftheday	201.8M	86	#yummy	153.3M
62	#vsco	200M	87	#blackandwhite	152.6M
63	#funny	191.6M	88	#foodie	151.8M
64	#dogsofinstagram	190M	89	#moda	150.9M
65	#drawing	187.6M	90	#home	146.7M
66	#artist	187.3M	91	#christmas	145.9M
67	#gym	187.2M	92	#black	144.6M
68	#flowers	185.1M	93	#memes	141.8M
69	#baby	182.6M	94	#holiday	141.4M
70	#wedding	180.5M	95	#pink	140M
71	#girls	179.8M	96	#sea	139.5M
72	#instapic	179M	97	#landscape	139M
73	#pretty	177.4M	98	#blue	138.6M
74	#likeforlikes	176.9M	99	#london	138.2M
75	#photographer	170.4M	100	#winter	135.7M

Note: keep in mind that the most popular hashtags contain the most competition - Sometimes more niche hashtags will be more effective because of better targeting.

## Most Popular Hashtags by Category\*

Rank	Hashtag	Type/Purpose	Rank	Hashtag	Type/Purpose
1	#love	General	26	#girl	General
2	#instagood	General	27	#food	Food
3	#fashion	Beauty and Fashion	28	#fun	General
4	#photooftheday	Photography and IG	29	#beauty	Beauty and Fashion
5	#beautiful	General	30	#instalike	Self-promotion and Networking
6	#art	General	31	#smile	General
7	#photography	Photography and IG	32	#family	General
8	#happy	General	33	#photo	Photography and IG
9	#picoftheday	Photography and IG	34	#life	General
10	#cute	General	35	#likeforlike	Self-promotion and Networking
11	#follow	Self-promotion and Networking	36	#music	General
12	#tbt	Photography and IG	37	#ootd	General
13	#followme	Self-promotion and Networking	38	#follow4follow	Self-promotion and Networking
14	#nature	Nature	39	#makeup	Beauty and Fashion
15	#like4like	Self-promotion and Networking	40	#amazing	General
16	#travel	Travel	41	#igers	General
17	#instagram	Photography and IG	42	#nofilter	General
18	#style	Beauty and Fashion	43	#dog	Animals
19	#repost	Self-promotion and Networking	44	#model	General
20	#summer	Seasonal	45	#sunset	Nature
21	#instadaily	General	46	#beach	Nature
22	#selfie	General	47	#Instamood	Photography and IG
23	#me	General	48	#foodporn	Food
24	#friends	General	49	#motivation	General
25	#fitness	General	50	#followforfollow	Self-promotion and Networking

Rank	Hashtag	Type/Purpose	Rank	Hashtag	Type/Purpose
51	#design	General	76	#instafood	Food
52	#lifestyle	General	77	#party	General
53	#sky	Nature	78	#inspiration	General
54	#4l	Self-promotion and Networking	79	#lol	General
55	#f4f	Self-promotion and Networking	80	#cool	General
56	#일상	General	81	#workout	Health and Fitness
57	#cat	Animals	82	#likeforfollow	Self-promotion and Networking
58	#handmade	General	83	#swag	General
59	#hair	Beauty and Fashion	84	#fit	Health and Fitness
60	#vscocam	General	85	#healthy	Health and Fitness
61	#bestoftheday	General	86	#yummy	Food
62	#vsco	General	87	#blackandwhite	General
63	#funny	General	88	#foodie	Food
64	#dogsofinstagram	Animals	89	#moda	Other
65	#drawing	General	90	#home	General
66	#artist	General	91	#christmas	Seasonal
67	#gym	Health and Fitness	92	#black	General
68	#flowers	Nature	93	#memes	General
69	#baby	General	94	#holiday	Seasonal
70	#wedding	General	95	#pink	General
71	#girls	General	96	#sea	Nature
72	#instapic	Photography and IG	97	#landscape	Nature
73	#pretty	General	98	#blue	General
74	#likeforlikes	Self-promotion and Networking	99	#london	Travel
75	#photographer	Photography and IG	100	#winter	Seasonal



## Popular Tags Used for Self-Promotion and Networking:

Like it or not, many of the most popular tags are purely around shameless self-promotion. After all, hashtags are there to categorize posts and help you get found. Consider using the following hashtags to build your follower base. But know that their successful use comes at a price: people will expect you to hold up your end of the bargain!

### Self-Promotion Tags From the Top 100 Overall:

Rank:	Hashtag:
9	#like4like
10	#followme
12	#follow
19	#repost
27	#likeforlike
32	#tagsforlikes
33	#follow4follow
46	#followforfollow
53	#l4l
55	#f4f
74	#tflers

### Other, Similar Tags:

The following tags can also be used for similar purposes:

#recentforrecent    #recent4recent    #spam4spam    #spamforspam  
#like4follow    #likeforlikes    #like4likes    #likesforlikes    #likes4likes  
#likeback    #followback    #followforlike    #followtrain    #instafollow  
#followall    #followher    #follower    #followers    #followbackteam  
#fl    #s4s    #likes    #fff    #r4r    #sfs    #gaintrick    #gainpost

### Related:

Part of the value of the above tags and tricks is the potential to incite collaboration with other pages and cross-pollinate your content with one another's audiences. When doing this, consider marking posts as #collaboration and/or #collab to help other content creators who are looking for partners to find you.

## Capitalizing on Trends

Though sometimes easier said than done, one way to quickly get lots of eyes on your content is to catch a trend and ride the hype. Here's a sampling of some current and past trends to consider. Keep in mind that the viral challenges are time-sensitive, and joining in too late can be worse than nothing if it makes you look behind the times.

### A Sampling of Popular or Previous Trends and Campaigns<sup>1</sup>

#### From the Top 100 Overall

Rank:	Hashtag:
3	#photooftheday
8	#tbt
11	#picoftheday
17	#instadaily
34	#nofilter
47	#bestoftheday

#### Examples of Current and Past Viral Challenges<sup>2</sup>

Just a few examples of what we're talking about:

#10yearchallenge    #10yearschallenge  
#whatthefluff        #whatthefluffchallenge  
#lipsyncbattle  
#fallingstarschallenge  
#icebucketchallenge

#### Campaigns Based on the Day of the Week

What makes these great is the lack of time-sensitivity - It might take a certain type of post to fit the tag, but the tags themselves are pretty much eternal.

Monday:    #mancrushmonday    #mcm    #mancrusheveryday  
Tuesday:    #transformationtuesday    #transformationtuesdays  
Wednesday:    #womencrushwednesday  
Thursday:    #throwbackthursday    #throwbackthursdays    #throwback    #tb  
Friday:    #flashbackfriday    #fbf

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<sup>1</sup> All hashtags in this section have at least 50k associated posts.

<sup>2</sup> Since many viral challenges place people in dangerous situations and promote reckless behaviour, please exercise responsible judgement when deciding to promote or participate in a challenge.

## Top Industries For Instagram Use<sup>34</sup>

Below are some of the industries most likely to be using Instagram to promote themselves and their products, as well as some of the most popular hashtags they use.

### Beauty & Fashion

#### Subindustry: Beauty, General

#instabeauty #beautyblogger #beautybloggers #bblogger #bbloggers  
#natural #naturalbeauty #naturalista  
#stylish #gorgeous #glam

#### Subindustry: Fashion

#fashionblog #fashionstyle #styleblogger #fashiongram #fashionable  
#fashionpost #instastyle #fashionaddict#fashiondiaries  
#whatiwore #wiw #wiw #whatiworetoday  
#accessories #clothes #jewelry #shoes  
#lookoftheday #outfitoftheday  
#streetwear #streetfashion  
#menswear #menstyle  
#lookbook #look  
#trend #trendy  
#designer

#### Subindustry: Cosmetics

#eyes #eyeshadow #eyeshadowpalette #palettes #mascara #eyeliner  
#tar #glue #glitter #glitternails #nailart  
#instamakeup #naturalmakeup #cosmetics #cosmetic  
#foundation #concealer #powder #primers  
#lashextensions #lashes #lashlift #lash  
#lipstick #lipgloss #lip #gloss  
#makeupaddiction #makeupjunkie #wakeupandmakeup  
#makeuplover #makeuplovers #makeupaddict  
#eyebrows #eyebrowsonfleek  
#crease #motd

<sup>3</sup> All hashtags on this tab have over 1 million posts.

<sup>4</sup> Many hashtags associated with one industry or subindustry may be appropriate for others. For simplicity, there are no repeats in this sheet.

### Subindustry: Skincare

#skincareroutine #naturalskincare #organicskincare #skincare  
#healthyskin #beautycare #antiaging

### Subindustry: Hair

#hairofinstagram #naturalhairstyles #hairoftheday #hairfashion #instahair  
#hairstyles #hairstyle #naturalhair #haircut #hairdo  
#balayagehighlights #balayageombre #balayage #ombre  
#barbershopconnect #barbershop #barberlife #barber  
#modernsalon #hairdresser #hairstylist #stylist  
#haircolor #haircolour #gingerhair  
#brunettegirl #brunettes #brunette  
#blondehair #blondegirl #blonde  
#braidstyles #braids #braid  
#curlyhair #curls #curly  
#longhairdontcare #longhair

### Subindustry: Tattoos & Bodyart

#tattooedwomen #tattooedgirls #tattooedgirl #tattooedmen  
#chesttattoo #tattoosleeve #sleevetattoo #handtattoo  
#tattooover #tattooed #tattedup #tatted  
#amazingink #inkedgirls #inkedup #inklife  
#inkedlife #inkaddict #inked #ink  
#tattoo #tattoos #tatts #tats #tat  
#tattooart #bodypaint #bodyart  
#coveruptattoo #coverup  
#tattooartist #tattoist  
#instatattoo #tattoolife

## Health & Fitness

### Subindustry: Health

#healthychoices #healthylifestyle #healthyliving #healthylife #wellness  
#cleaneating #nutritionist #nutrition #healthyfood  
#healthyeating #organicfood #organic  
#instahealth #wellnesscoach

## Subindustry: Fitness

#yogaeverydamnday #yogainspiration #yogaeveryday #yogachallenge #yoga  
#yogapractice #yogaposes #yogalife #yogagirl #yogafit  
#strong #strongwomen #strongwoman #strongman  
#strengthtraining #strongnotskinny #strength #girlswholift  
#fitnessmotivation #gymlifestyle #nopainnogain #getfit  
#exercise #exercises #active #cardio  
#train #training #muscle #gains  
#muscleup #fitlifestyle #gymlife #fitspiration  
#fitlife #instafitness #instafit #fitnessmodel  
#fitnessmodels #fitnessaddict #fitmom  
#fitgirlsguide #fitgirl #fitgirls  
#bodybuilding #bodybuilder #body  
#shredded #absworkout #abs  
#crossfit #crossfitgirls  
#aesthetics #physique

## Subindustry: Weightloss

#weightlosstransformation #bodytransformation #transformationtuesday #losingweight  
#weightlossjourney #weightlossmotivation #transformation #fatloss  
#weightloss #fitnessjourney #fattofit

## Industry: Food & Drink

### Subindustry: Cooking and Recipes

#chinesefood #mexicanfood #japanesefood #koreanfood #thaifood #frenchfood  
#cooking #baking #homecooking #recipe #recipes  
#foodpic #foodpics #foodpictures #foodstyling #foodart  
#cook #chef #cheflife #chefsofinstagram  
#eat #eats #eatfamous #eatingfortheinsta  
#dinner #cuisine #lunch #lunchbox  
#cookies #homemade #homemadefood  
#yummy #yum #tasty  
#foodlover #foodlovers  
#foodporn #foodgasm  
#restaurant #restaurants

### **Subindustry: Alcohol**

#liquor      #vodka      #whiskey      #whisky      #tequila      #bourbon  
#rum      #scotch      #gin      #beer      #beers  
#alcohol      #drinks      #booze      #drink      #drinks  
#drinking      #drinkporn      #instadrink      #beerporn      #drinkstagram  
#wine      #winelover      #winetasting      #winery      #winenight  
#winewednesday      #winestagram      #wines  
#cocktail      #cocktails      #mixology      #mojito      #mojitos  
#drunk #bar      #happyhour      #beerpong      #drinkup      #pub  
#bartender      #bartenders

### **Subindustry: Vegetarian & Vegan**

#vegetarianfood      #vegetarian      #plantbased      #glutenfree      #dairyfree      #veggie  
#veggies      #vegetables      #wholefoods      #fruitsalad      #fruit  
#veganfoodporn      #veganfoodshare      #whatveganseat      #vegansofinstagram  
#vegansofinstagram      #veganfood      #veganism      #vegansofinstagram  
#veganlifestyle      #rawvegan      #bestofvegan  
#govegan      #crueltyfree      #paleo

### **Subindustry: Coffee**

#coffee      #caffeine      #coffeetime      #coffeeshop      #coffeehouse      #cafe      #café  
#coffeebreak      #coffeelover      #coffeeholic      #coffeeaddict      #coffeelove      #coffeelovers  
#latte      #latteart      #espresso      #cappuccino      #coffeelife      #coffeeporn  
#coffeegram      #instacoffee      #coffeeoftheday  
#coffeemug      #mug      #specialtycoffee  
#barista

### **Subindustry: Tea**

#tea      #teatime      #tealover  
#teacup      #greentea      #matcha

### **Subindustry: Catering**

#catering      #eventplanning      #buffet      #eventplanner

## Industries - Other<sup>5</sup>

Other major industries are less likely to emphasize Instagram. However, many of these still contain highly popular tags, some of which are listed below.

### Industry: Arts and Crafts

#### Subindustry: Art

#artistsinstagram	#instaartwork	#artstagram	#instaartist	#artofinstagram
#artoftheday	#art_spotlight	#instaart	#artistic	#artwork
#artist	#artsy	#arts	#art	
#graphicdesign	#graphic	#digitalart	#graphicdesigner	
#sketchbook	#sketching	#sketch	#sketches	
#pencildrawing	#pencilsketch	#pencilart	#pencil	
#doodlesketch	#doodleart	#doodles	#doodle	
#paintings	#painting	#painter	#paint	
#watercolorpainting	#watercolor	#contemporaryart		
#abstractpainting	#abstractart	#abstract		
#illustrations	#illustration	#illustrator		
#streetart	#graffitiart	#graffiti		
#artgallery	#gallery	#fineart		
#drawings	#drawing	#draw		

#### Subindustry: Crafts

#artsandcrafts	#crafting	#crafty	#craft	#crafts	#hobby
#crochet	#crochetersofinstagram		#yarn		
#polymerclay	#pottery	#clay			
#embroideryart	#embroidery				
#crossstitch					
#sewing					
#scrapbooking					
#imadethis					

### Industry: Reading and Writing

#### Subindustry: Reading

#booksstore	#bookshelf	#bookclub	#books	#book
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<sup>5</sup> Unless otherwise stated, all hashtags under this heading have at least 1 million posts.

#ilovebooks #bibliophile #booklovers #booklover #booklove  
 #booknerd #booknerd #bookish #booknerdigans  
 #bookaholics #bookaholic #bookaddict #bookworm  
 #readinglist #reader #reading #read  
 #instabooks #instabook #bookporn #igreads  
 #bookblogger #bookstagram #bookstagrammer  
 #literature #library

### Subindustry: Writing

#writersofinstagram #writersofig #creativewriting #writing #write  
 #writingcommunity #writerslife #writerscommunity #writers #writer  
 #poetryofinstagram #poetrycommunity #poetry #poets #poet  
 #instapoem #poetsofig #poemsporn #igpoets  
 #poetryisnotdead #poetryporn #poems #poem  
 #authorsofinstagram #amwriting #author #prose  
 #wordsofwisdom #wordsoftheday #wordporn #wordswag  
 #wordstoliveby #wordsmith #words  
 #typewriter

### Industry: Music

#singersongwriter #songwrite #singing #singers #singer #sing  
 #musicianlife #musicians #musician #songlyrics #songsr #song  
 #instamusic #newmusic #soundcloud #beats  
 #musicfestival #livemusic #concert #rave  
 #guitarsolo #guitarist #guitars #guitar  
 #edmlifestyle #edmgirls #edm  
 #edmfamily #trapmusic #dj  
 #rockmusic #rockstar #rock  
 #rappers #rapper #rap  
 #hiphopmusic #hiphop  
 #popmusic #pop  
 #bands #band  
 #rnb

### Industry: Photography

#Photographyislife #Photographylovers #Photographers #Photographer  
 #pictureoftheday #picoftheday #picturesque #pictures #picture  
 #Photography #Photograph #picsart #pics #pic  
 #photoshoots #photoshoot #photostudio #photoshop #photos  
 #instaphotography #instaphotos #instaphoto



#camera

### Industry: Videos and Entertainment

#filmisnotdead #film #filmmaking #filmmaker #films #movies #movie  
#videooftheday #instavideo #videogram #videos #video  
#videographer #videography #videoedits #videostar  
#television #tvseries #tv #netflix  
#gameofthrones #GoT #theoffice  
#thewalkingdead #breakingbad #simpsons  
#youtubers #youtuber #youtube  
#entertainment #entertainer  
#vines #vine

### Industry: Shopping

#shoppingonline #shoponline #shoppingday #shopping #shopper #shop  
#shoppingaddict #shopsmall #shoplocal #shopaholic #shopmycloset  
#shoesoftheday #shoesforsale #shoeslover #shoes #shoessaddict #heels  
#boutiqueshopping #boutiques #boutiquefashion #boutique  
#jewelrygram #jewelry #jewelryaddict  
#accessories #clothes  
#purses #purse  
#skirts #skirt  
#sales #sale

### Industry: Sports and Athletics<sup>6</sup>

#### Subindustry: Soccer

#soccer #soccergame #Soccerlife #futbol  
#fifa #premierleague #laliga #bpl #mls

#### Subindustry: Baseball

#baseball #baseballseason #baseballlife #baseballislife  
#pitcher #homerun #mlb

#### Subindustry: Basketball

#basketball #ballislife #bball #basketballneverstops  
#baller #hoops #dunk #slamdunk #nba

---

<sup>6</sup> All hashtags in this industry have over 500,000 posts, but not all have over 1 million.

### **Subindustry: Football**

#nfl #football #footballseason #touchdown #kickoff #footballplayer

### **Subindustry: Hockey**

#hockey #hockeylife #icehockey #hockeyplayer #skating #skates  
#puck #stanleycup #goalie #nhl

### **Industry: Humour**

#comedian #comedy #humour #funny  
#funnymemes #funnyquotes #funnyvideos #funnyshit #funnytextpost  
#hahahaha #rofl #lmao #lol  
#jokes #joke #joker

## Popular Nature-Themed Hashtags

The vast majority of us are very simple beings: we see puppies, we hit like. Below are some of the most popular hashtags related to nature, animals, and scenery.

### From the Top 100 Overall:

20	#nature
29	#travel
42	#sun
45	#beach
48	#sky
50	#sunset
51	#dog
60	#cat
76	#flowers
97	#sea

### Other Popular Hashtags Based on Those in the Top 100<sup>7</sup>

#### Nature

#sunrise	#animal	#animals	#autumn	#garden	#wild
#lake	#outdoors	#hiking	#hike	#trees	#wildlife
#forest	#water	#tree	#flower	#mountain	#ocean
#instanature	#landscape_lovers	#nature_shooters	#naturelover	#mothernature	

#### Travel

#travelling	#traveler	#tourism	#travelingram	#traveller	#igtravel
#travelblog	#tourist	#traveladdict	#travelblogger	#instapassport	
#lonelyplanet	#instago	#outdoors	#instatraveling	#mytravelgram	
#ocean	#world	#hiking	#roadtrip	#traveltheworld	

#### Sun

#summertime	#sunnyday	#sunlight	#sunshine	#sunrise	#sunny
#skylovers	#skyporn	#cloudporn	#bluesky	#light	#day
#holidays	#morning	#relax	#warm		
#ocean	#water	#sand	#weather		
#trees	#tree				

---

<sup>7</sup> All tags in this section have over 5 million posts.

## Beach

#summertime #ocean #beachlife #sand #waves #surf  
#paradise #water #wave #bikini #beachday #island  
#sunrise #holidays #seaside #surfing #relax

## Sky

#sunsetlovers #sunrise #sunshine #sunny #bluesky  
#landscape\_lovers #landscapes #horizon #mountain #scenery  
#skylovers #instasky #skyporn #skyline  
#cloudy #cloud #cloudporn #weather  
#ocean #water #lake  
#morning #light #day

## Sunset

#sunsetlovers #sunsetporn #sunssets #sunrise #sunshine #skyporn  
#evening #dusk #horizon #silhouette #colors  
#skylovers #skyline #cloudporn #light  
#ocean #lake #water

## Dog

#puppiesofinstagram #dogsofinstaworld #dogs\_of\_instagram #instagramdogs  
#ilovemydog #pup #lovedogs #doglovers #doglover #animal  
#puppylove #pets #puppies #doglife #animals #doggy  
#instapuppy #dogoftheday #dogsofig #adorable #bestwoof  
#petstagram #petsofinstagram #instapet #weeklyfluff  
#chihuahua #frenchbulldog #bulldog

## Cat

#cats\_of\_instagram #catsagram #ilovemycat #catlovers #catlover #cutecat  
#catsofinstagram #catstagram #catoftheday #instacat #lovecats #cats  
#kittens #kitty #kitten #bestmeow #meow #animals #animal  
#petstagram #pets

## Flowers

#flowersofinstagram #flowermagic #flowerpower #flowerslovers  
#floweroftheday #instaflower #flowerstagram #flower  
#botanical #florist #florals #floral  
#rose #roses #plants #blossom #bloom  
#bouquet #garden #spring

## Sea

#seaside    #ocean    #waves    #wave    #water    #surf  
#summertime   #beachlife   #sand    #coast  
#paradise    #holidays   #relax    #bluesky  
#island    #boat

## Location-Based Tags

Whether you are trying to appeal to customers in a particular geographic region, tell people about an awesome trip you took, or convince someone to visit a location, there is often value in associating your post with a geographic location. Below are some of the most popular hashtags for Canadian and U.S. <sup>8</sup> destinations.

### Countries

#### Canada

#Canada #Canadaca #Canadian #Canadiangirl  
#MadeinCanada #explorecanada #imagesofcanada

#### U.S.A.

#Unitedstates #America #American #USA #US  
#Americangirl #Merica #USArmy #Madeinusa #Madeintheusa

### Canadian Provinces<sup>9</sup>

#### British Columbia

#britishcolumbia #bc #hellobc #beautifulbc #explorecbc  
#pacificnorthwest #westcoast

#### Alberta

#Alberta #explorealberta #travelalberta #rockymountains

#### Saskatchewan

#saskatchewan

#### Manitoba

#manitoba #exploremb

#### Ontario

#ontario #discoveron #cntower #niagarafalls

---

<sup>8</sup> We hope to add more locations, but as most of our clients operate in North America, that is our current region of focus with this section.

<sup>9</sup> Hashtags in this section have at least 250,000 posts.

## **Quebec**

#quebec #qc

## **New Brunswick**

#newbrunswick

## **Nova Scotia**

#novascotia #visitnovascotia

## **PEI**

#pei

## **Newfoundland and Labrador<sup>10</sup>**

#newfoundland #eastcoast #newfie

## **American States<sup>11</sup>**

### **Alabama**

#Alabama #rolltide #bama

### **Alaska**

#Alaska #alaska #alaskalife #mountaineering

### **Arizona**

#Arizona #explorearizona #visitarizona  
#instagramaz #az365 #arizonaphotographer  
#grandcanyon #canyon #desert  
#arizonahiking #hikeaz  
#arizonacollective

### **Arkansas**

#Arkansas

---

<sup>10</sup> HeyOrca HQ!

<sup>11</sup> Hashtags in this section have at least 250,000 posts.

## California

#California #cali #californiaadventure #visitcalifornia #socal #ca #californialove  
#ocean #oceanside #norcal #calilife #californiagirls

## Colorado

#Colorado #coloradotography #coloradogram #coloradolife #rockymountains  
#coloradolove #colorfulcolorado #visitcolorado #coloradical #coloradoliving  
#coloradocameraclub #coloradophotography #coloradoinstagram

## Connecticut

#Connecticut

## Delaware

#Delaware

## Florida

#Florida #lovefl #loveflorida #floridalife #roamflorida #southflorida #pureflorida  
#visitflorida #soflo #floridagirl #flogrown #sunshinestate #fl

## Georgia

#Georgia #Georgian

## Hawaii

#Hawaii #hawaii #hawaiilife #hawaiian #aloha #alohaoutdoors  
#hawaiiunchained #luckywelivehawaii #venturehawaii #glimpseofhawaii  
#lethawaiihappen #islandlife #luau

## Idaho

#Idaho

## Illinois

#Illinois #enjoyillinois #midwestmoment

## Indiana

#Indiana #indy



**Iowa**

#Iowa

**Kansas**

#Kansas

**Kentucky**

#Kentucky #kentuckyderby

**Louisiana**

#Louisiana

**Maine**

#Maine #igersmaine #mainelife #mainetheway#vacationland

**Maryland**

#Maryland

**Massachusetts**

#Massachusetts #igersmass

**Michigan**

#Michigan #puremichigan #michiganders

**Minnesota**

#Minnesota #capturemn #exploremn #captureminnesota #minnstagramers

**Mississippi**

#Mississippi

**Missouri**

#Missouri

**Montana**

#Montana #montanamoment #bigskycountry

## **Nebraska**

#Nebraska

## **Nevada**

#Nevada #casino #whathappensinvegas

## **New Hampshire**

#NewHampshire #whitemountains

## **New Jersey**

#NewJersey

## **New Mexico**

#NewMexico #newmexicotrue #landofenchantment #nmtrue

## **New York**

#NewYork #newyorker #newyorkers #iloveny #made\_in\_ny  
#newyork\_instagram #topnewyorkphoto #empirestateofmind

## **North Carolina**

#NorthCarolina #visitnc #blueridgemountains

## **North Dakota**

#NorthDakota

## **Ohio**

#Ohio #ohiogram #ohioexplored

## **Oklahoma**

#Oklahoma

## **Oregon**

#Oregon #oregoncoast #bestoforegon #traveloregon  
#oregonexplored #exploreoregon #exploreoregon

## **Pennsylvania**

#Pennsylvania #penn

## **Rhode Island**

#RhodeIsland #islandlife

## **South Carolina**

#SouthCarolina

## **South Dakota**

#SouthDakota #blackhills

## **Tennessee**

#Tennessee #instagramtennessee #smokymountains

## **Texas**

#Texas #igtexas #texasforever #snaptexas #texasgirl

## **Utah**

#Utah #utahisrad #utahgram #igutah #wowutah #visitutah #lifeelevated  
#utahphotographer #beautahful #beutahful #utahphotography #iloveutah

## **Vermont**

#Vermont #feelthebern

## **Virginia**

#Virginia

## **Washington**

#Washington #washingtonstate #livewashington  
#wanderwashington #washingtonexplored #upperleftusa

## **West Virginia**

#WestVirginia

## **Wisconsin**

#Wisconsin #wi

## **Wyoming**

#Wyoming

## **Major Cities in Canada<sup>12</sup>**

### **Toronto**

#toronto #torontolife #toronto\_insta #torontofood #torontoeats #torontoart  
#torontophotographer #torontoigers #torontostyle #torontofashion  
#torontophoto #torontoartist #torontofoodie #torontodogs

### **Montreal**

#montreal #montréal #mtl #montrealmoments #mtlmoments  
#livemontreal #mtlblog #igersmontreal

### **Vancouver**

#vancouver #vancity #vancitybuzz #vancouverisawesome #igersvancouver

### **Calgary**

#calgary #yycliving #yyc

### **Ottawa-Gatineau**

#ottawa #myottawa

### **Edmonton**

#edmonton

---

<sup>12</sup> Criterion: Census Metropolitan Area with population > 1 million as of 2016 Canadian Census.

## Major Cities in the U.S.A.<sup>1314</sup>

### New York

#newyorkcity #ny #nyc #iloveny #newyorknewyork #bigapple  
#topnewyorkphoto #nycprimeshot #what\_i\_saw\_in\_nyc #made\_in\_ny  
#newyork\_instagram #instagramnyc #ig\_nycity #icapture\_nyc

### Los Angeles

#la #dtla #conquer\_la #discoverla

### Chicago

#chicago #windycity #chicity #mychicagopix #chitecture  
#chigram #insta\_chicago #chicagogram #igerschicago

### Houston

#houston #htx #htown#houstontx #houstontexas#houstonhair

### Philadelphia

#philadelphia #philly #igers\_philly #phillygram #visitphilly

### Phoenix

#phoenix #phx #instagramaz

### San Antonio

#sanantonio #satx

### San Diego

#sandiego #sd #pacificbeach

### Dallas

#dallas#dallastx #dallasblogger#dallastexas

### San Jose

#sanjose

---

<sup>13</sup> Criterion: City population > 1 million as of 2015 U.S. Census Bureau estimates, as cited by PolitiFact (<https://www.politifact.com/largestcities/>).

<sup>14</sup> All hashtags in this section have over 500,000 posts.

## Other Resources

Sign up for our Weekly Brief newsletters to receive social news, updates and free resources right to your inbox!

[www.heyorca.com/weekly-brief](http://www.heyorca.com/weekly-brief)

To see how HeyOrca can help social media teams take back their day, visit our website:

<https://heyorca.com/>.

For other great resources, check out these articles and tools, which helped create this e-book:

<https://www.oberlo.ca/blog/best-instagram-hashtags-for-likes>

<https://blog.hubspot.com/marketing/instagram-hashtags>

<https://top-hashtags.com/instagram/>

<https://displaypurposes.com/>

<https://displaypurposes.com/map>

<https://displaypurposes.com/graph>

<http://growepic.com/channel?channel=instagram>

Have a resource you think people could use? Email us at [alysa@heyorca.com](mailto:alysa@heyorca.com) with your resource and why you think it brings value beyond what's here already!



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