"How to make your Cat Famous on Instagram with smart hashtagging"

Content

1. About hashtags

Trying to stand out on IG with over millions of active cat accounts isn't easy to do. So the question is: how can you get your cat posts photos and videos in front of your cat loving audience?

The answer is hashtags.

However, it only works if you take the right approach.

The use of correctly chosen Instagram hashtags is one of the best and fastest ways to grow your Instagram account and to increase the overall popularity of you cat's account in a smart way.

When you are new to the hashtag system of Instagram, you probably think it is difficult, but don't worry, it is actually a very easy system to apply.

Let me explain all you need to know about hashtags, and let me show you how you can profit maximally and how you can make the system work for you and your cat's popularity.

2. What is a hashtag and why are hashtags so important?

The first step to using hashtags correctly to grow your audience is to understand what it is, how they work and to understand why hashtags are so important within Instagram.

A hashtag is a **#** symbol and a relevant keyword or phrase, consisting of several characters without spaces, e.g. *#cats* or *#learn2makeCatHashTags*

In social media (such as Instagram, Twitter, Facebook, ...) hashtags are added to a post or message **to categorize** text, photo or video content.

By doing this, the hashtags added to the post will help the social media software, in our case the Instagram App, to better organize and categorize the content. Categorized content can be searched and discovered very easily.

Almost all Instagram users search for relevant content via the search bar or via tapping a relevant hashtag to find the information or the specific topic they are looking for.

Consequently, the **correct selection** and use of hashtags is a **smart and perfect** way to bring traffic to your Instagram posts, because it ensures that your post or story appears in your target's audience search results. It is also **necessary to use** hashtags in a correct way or else people will not be able to find your content at all.

3. Understand the way hashtags work within Instagram

The first step to learn how to use hashtags and to grow your IG cat account is to understand the way hashtags work within Instagram.

When IG users are searching for specific content (for example *Ragdolls*) they will use the search feature of Instagram.

When you open the search feature, by tapping the magnifier glass icon, you'll notice you can search by:

- Top (top content)

- People (usernames)

- Tags (hashtags)

- Places (locations)
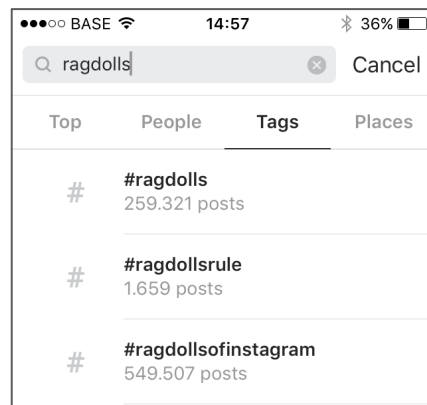
In our example we are looking for all the posts with the hashtag *ragdolls* linked to it.

You tap on **Tags**, just below the search bar, and then you enter *ragdolls* in the search bar. IG will automatically display a list of hashtag suggestions with the number of associated posts, while you type in your search term.

Next you can select the hashtag you are looking for by tapping on the hashtag in the list and IG will display what they call the hashtag page. Hashtag pages include all public posts that have been shared with the corresponding hashtag.

It is important to understand how the posts are displayed on this hashtag page.

At the top of most hashtag pages you may see a section called **Top Posts** above **Most Recent**.

In the Top Posts section, IG will display the 9 most popular posts of that moment, tagged with that particular hashtag, with the **most popular on top**.

In the Most Recent section, IG will show all posts, with that specific hashtag, in a **chronologic order**, with the **most recent post on top**.
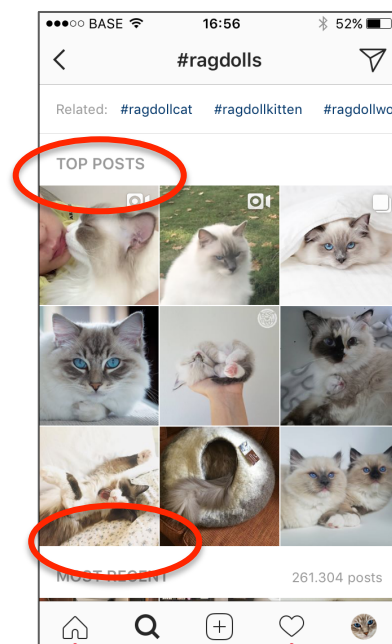
Now, why should you use these hashtags?

Now that you know that hashtags are extremely important to get categorized and to get found in search, it isn't hard to understand that the use of the correct hashtags (or combination of hashtags) will certainly help you enlarge your post exposure to a broader audience.

As a matter of fact, your chances of getting new followers, getting more likes, and increasing the engagement (likes and comments) on your post have drastically increased by the use of hashtags!

It is that simple.

4. How many hashtags should I use?

First, you need to know that you can use up to 30 hashtags on every post.

Up till now I have not yet experienced any algorithm set back for using the maximum number of hashtags that is allowed.

If you try to include more than 30 hashtags on a single photo/video, IG will simply not post it.

And if hashtags lead to more exposure, then it is clear that we want to **use all 30 hashtags** if possible.

5. My strategy to find and to use hashtags to grow my cat's Instagram account

For every post I make, I use **short-term hashtags** and **long-term hashtags**.

The short-term hashtags are very popular hashtags that many people use, so the potential reach can be enormous. These popular hashtags have one big disadvantage: popular hashtags, by definition, are used very often by IG users, this means the post will very quickly move down in the feed of the hashtag page after it was posted.

That is why I will only use these hashtags for maximum 5-10 minutes. After these first 5-10 minutes I will delete the comment where I posted these hashtags and quickly make a new comment with my second list of long-term hashtags.

The long-term hashtags are my permanent hashtags, more focused on the topic of the picture, the breed of my cat and the feed of the account as a whole and not so much on the popularity of the hashtag. With these less popular hashtags, users will be able to find your post for a long time via the search feature.

a. What long-term hashtags do I use?

As mentioned, I will try to use all 30 allowed hashtags at all time. This will give me the maximum exposure. Up till now I have not yet experienced any algorithm set back for using the maximum number of hashtags that is allowed.

The 30 hashtags that I use is **a combination of 5 types of hashtags**, I like to categorize them as follows:

- 5 "picture hashtags" describing the picture
- 5 "cat community account hashtags"
- 5 "cat community hashtags"
- 10 "cat breed hashtags"
- 5 "experiment hashtags"

Picture hashtags

Picture hashtags are related to the content of the picture I am posting. After looking at the picture, I search for words highlighting what the key content is in the picture and that would attract the viewer's attention. Imagine that I post a picture of Casper napping in his cat bed: I think about a set of hashtags that work with this picture: *catbed, catsleeping, catnap, sleeping, napping, catresting*, … and so on.

Cat community account hashtags

Cat community account hashtags are hashtags used by large cat community accounts, reposting other account's content to their large number of followers. When you get "featured" on such an account they normally always will mention the original account.
A repost of one of these cat community accounts can give a real boost to my smaller account.
Here are some of the larger cat community accounts with the number of followers:

Name	Hashtag	Nbr of followers
CatsofInstagram	#catsofinstagram	8.300.000
Animaladdicts	#animaladdicts	2.300.000
Cat Lovers Club	#catloversclub	1.800.000
The.dailykitten	#thedailykitten	1.800.000
cats_of_world_	#catsofworld	1.100.000
Best Cats of IG	#bestmeow	729.000
Catsnet	#catsnet	477.000
Catsofday	#catsofday	445.000
Cats_of_instworld	#cats_of_instworld	359.000
bestcats_oftheworld	#bestcats_oftheworld	340.000
Cat features	#cat_features	339.000
cutecatshow	#cutecatshow	257.000
Excellent_cats	#exellent_cats	235.000
Cute cats Kittens	#cutecatskittens	191.000
Meow_beauties	#meow_beauties	81.000
Cats	@cats	55900
ragdoll.cats.of.insta	#ragdoll_feature	43.800
Best Cats Club	#bestcatsclub	10.400
Welovecatsandkittens		333.000

Cat community hashtags

Cat community hashtags are hashtags relevant to the *cat community* posting pictures on IG.

When people are searching for cat pictures, they systematically use a number of cat community hashtags. By using these hashtags you get instant exposure to this audience.

One of the best methods I use for searching community hashtags is to do a search in the IG App.

When you select "Tags" and type *cat* in the search bar and you will see a list of suggestions pop up as you type.
These relevant suggestions are based on your previous searches and the popularity of hashtags.

Instagram will also show the number of posts using the cat hashtag. That tells you how popular that specific hashtag is.

When you tap on a hashtag search result, e.g. *#catlover*, Instagram will display the hashtag page for #catlover and suggest related hashtags near the top of the app.
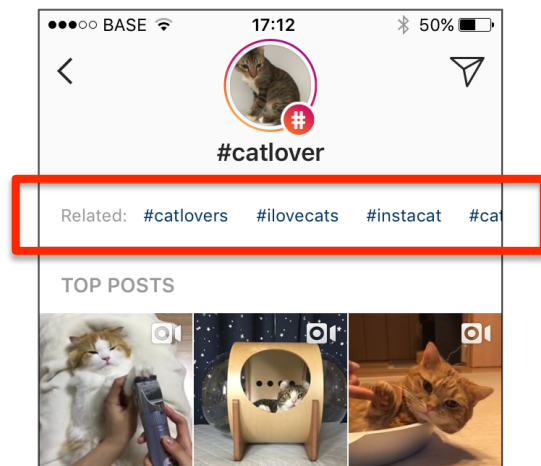
For example, a cat owner could search for "cat", tap on "#catlover", and see suggestions as on the picture on the right.
You can swipe the suggestions to the left and see up to 5 suggestions

The most popular **Cat Hashtags** I found using that method, are:

Hashtag	Post Count		
#cat	124.600.000	#ilovecats	3.574.000
#catsofinstagram	64.882.000	#catsofig	3.400.000
#cats	52.700.000	#catsofworld	1.941.000
#catstagram	29.540.000	#catslover	1.734.000
#kitten	26.752.000	#catsoninstagram	1.314.000
#catlover	17.077.000	#catsofinsta	1.200.000
#kittens	9.544.000	#catslife	942.000
#catlovers	7.548.000	#catsgram	815.000
#catsagram	7.063.000	#catsrule	729.000
#kittensofinstagram	4.926.000	#catsoftheday	700.000
#cats_of_instagram	4.800.000	#catsoftheworld	530.000
#caturday	4.733.000	#catskills	506.000
#catlove	4.271.000	#catsdaily	229.000

Cat breed hashtags

Cat breed hashtags are the same kind of hashtags as the cat community hashtags but then more focus **on a specific breed**.

Casper is a ragdoll, so specific Cat breed hashtags have the word *ragdoll* included in them.

I use exactly the same method for searching these breed specific hashtags as I did with the cat community hashtags.

The most popular **Ragdoll Hashtags** are:

Hashtag	Post Count		
#ragdoll	2.480.000	#ragdollofinstagram	50.600
#ragdollcat	880.000	#ragdollcatlovers	49.800
#ragdollsofinstagram	548.000	#ragdollkittens	39.270
#ragdollkitten	321.000	#ragdolloftheday	33.100
#ragdolls	259.000	#ragdollclub	24.900
#ragdoll_feature	178.800	#ragdollstagram	20.300
#ragdollcats	177.000	#ragdollsofig	19.700
#ragdollworld	144.500	#ragdollbreed	17.100
#ragdollcatsofinstagram	137.000	#ragdollsoninstagram	13.600
#instaragdoll	57.800	#ragdolllovers	11.800
#ragdollkitty	52.200		

When using these hashtags you get instant exposure to the audience interested in the ragdoll breed.
You can easily make such a list for the breed of your cat if it isn't a ragdoll.

Experiment hashtags

I have a category of hashtags I call "Experiment hashtags" and they are exactly what the name says: to experiment with.

These hashtags can be a **branded hashtag** or new hashtags my competitor's or my target audience is using. I have 5 hashtags out of 30 to experiment with. By doing so, I try to determine which hashtags provide the most engagement.
I don't use a branded hashtag at this very moment but I am planning to use one in the near future. A branded hashtag is a hashtag that's unique to my business. It can be as simple as a company name, a tagline, or the name of one of my products.

Other experiment hashtags can be cat hashtags in another language: e.g. neko, gatto,…

Examples Long-term Hashtags

For my long-term hashtags I can easily make several combinations of the 5 categories mentioned above:

Long-term 1

#1 #2 #3 #4 #5 (picture-specific)
#catsofinstagram #animaladdicts #catloversclub #thedailykitten #catsofworld
#catstagram #kitten #catlover #kittens #catlovers
#ragdoll #ragdollcat #ragdollsofinstagram #ragdollkitten #ragdolls
#ragdoll_feature #ragdollcats #ragdollworld #ragdollcatsofinstagram #instaragdoll
#catphotography #neko #gatto #katze #calico

Long-term 2

#1 #2 #3 #4 #5 (picture specific)
#bestmeow #catsnet #catsofday #cats_of_instworld #bestcats_oftheworld
#catsagram #kittensofinstagram #cats_of_instagram #catlove #ilovecats
#ragdollkitty #ragdollofinstagram #ragdollcatlovers #ragdollkittens #ragdolloftheday
#ragdollclub #ragdollstagram #ragdollsofig #ragdollbreed #ragdollsoninstagram
#catphotography #neko #gatto #katze #calico

Long-term 3

#1 #2 #3 #4 #5 (picture specific)
#cat_features #cutecatshow #exellent_cats #cutecatskittens #meow_beauties
#catsofig #catsofworld #catslover #catsoninstagram #catsofinsta
#ragdoll #ragdollcat #ragdollsofinstagram #ragdollkitten #ragdolls
#ragdollclub #ragdollstagram #ragdollsofig #ragdollbreed #ragdollsoninstagram
#catphotography #neko #gatto #katze #calico

b. What short-term hashtags do I use?

For my short-term hashtags I make a combination of general popular hashtags and cat related popular hashtags. I make a combination of both categories.

General popular hashtags

You can easily find on the Internet a recent list of the most popular hashtags.
Here are some examples I selected from the top 100 list I found on the Internet:

#love #photooftheday #fashion #beautiful #happy
#cute #picoftheday #selfie #summer #instadaily
#friends #fun #smile #amazing #beauty #sun #travel #photo
#bestoftheday #cat #model #cool #funny #lifestyle #design
#sweet #instacool #inspiration #instagood #family

Cat related popular hashtags

I did the same for hastags that are more cat related:

#cat #cats #ragdoll #instacat #instacats
#meow #instacat_meows #kitty #kittycat #catofinstagram
#cutecat #instapet #catoftheday #kittylove #instakitty
#cateye #catlover #cateyes #catlovers #cutecats
#animals #catlove #catloaf #mypet #kittens

Examples short-term hashtags

For my short-term hashtags I make a combination of both categories : 15 of each category. I can easily make several combinations if I want to:

Short-term 1

#love #photooftheday #fashion #beautiful #happy #cute #picoftheday
#selfie #summer #instadaily #friends #fun #smile #amazing #beauty
#cat #cats #ragdoll #instacat #instacats #meow #instacat_meows #kitty
#kittycat #catofinstagram #cutecat #instapet #catoftheday #kittylove
#instakitty

Short-term 2

#sun #travel #photo #bestoftheday #cat #model #cool #funny #lifestyle
#design #sweet #instacool #inspiration #instagood #family #cutecat
#instapet #catoftheday #kittylove #instakitty #cateye #catlover #cateyes
#catlovers #cutecats #animals #catlove #catloaf #mypet #kittens

6. What is the best way to add hashtags to a post?

A post consists of a picture or video, a caption and hashtags.

You can add hashtags in two ways:
- Directly into the image caption of the post
- Into the comment section after you have made a post.

Either ways or combinations of both ways are possible as long as you don't add more than 30 hashtags in total.

I always add my hashtags in the comment section immediately after I made the post. I do this deliberately for two reasons:

- Because it makes the post look prettier and less spam-like when there are no hashtags visible in the caption. Hashtags in your first comment keep the image caption clean and clear.
  And it also allows the first comment full of hashtags to disappear after a few comments on your image.

- I can easily change the hashtags if they are in the comment section if I want to. We will discuss this in a later chapter.

Remember that the Instagram algorithm will process your post as soon as you post it, so you want your hashtags to be posted as fast as possible.

I will show the easy method I developed to add hashtags very fast after the post.

7. How do I make the hashtags invisible after the post?

When a comment is long enough, IG will automatically compress that comment so it looks like this:

[…]

So I basically add enough line breaks to my comment that it forces Instagram to hide that comment because it's too long. I make sure to start with 5 lines with just a dot and a line break.

Next I place 3 hashtags on one line for the next 10 lines. Here is an example:

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#cat #cats #ragdoll

#instacat #instacats #meow
#instacat_meows #kitty #kittycat
#catofinstagram #cutecat #instapet
#catoftheday #kittylove #instakitty
#cateye #catlover #cateyes
#catlovers #cutecats #animals
#catlove #catloaf #mypet #kittens

It compresses that specific comment (where your hashtags will be) into what looks like this:

These line breaks can't be made in the IG App so I use another easy method to organize, copy and paste my hashtags when I need them. You can read all about it below.

8. How I organize my list of hashtags to quickly use them?

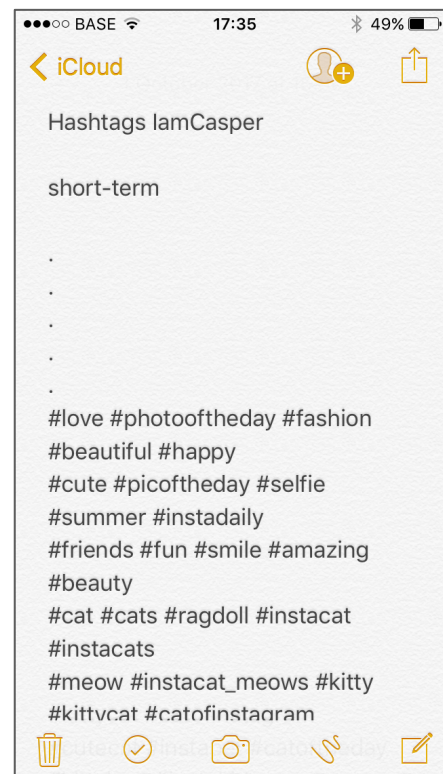To make hashtagging quick and easy, I keep my predefined groups of hashtags in my phone's editor App.

I have an IPhone and I use **Notes** for storing my hashtags.

I have created 2 sets of fast, short-term hashtags and 3 sets of long-term hashtags and they are always available for copy and paste when I need them.

The sets are updated regularly after an evaluation period.

Every smartphone will have some kind of a similar App for a text editor. It makes it really easy to copy and paste sets of hashtags.

So make sure to include it into your workflow.

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‹ iCloud

Hashtags IamCasper

short-term

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#love #photooftheday #fashion
#beautiful #happy
#cute #picoftheday #selfie
#summer #instadaily
#friends #fun #smile #amazing
#beauty
#cat #cats #ragdoll #instacat
#instacats
#meow #instacat_meows #kitty
#kittycat #catofinstagram

9. Step-by-step example of my hashtag method for a new post

My posting workflow can be described in 6 simple steps. The hashtags are already prepared and ready to use:

Step 1:

When I am making a new post, I always start with **getting the picture** ready.

Step 2:

Next I **write the caption**, without hashtags ☺.

Step 3:

Then before posting the picture in IG, I **change the picture specific hashtags** of the short-term hashtag set I want to use.
Next I will **copy the short-term set**.
This allows me to quickly paste the hashtags a few seconds after the new picture is posted. I believe this is important, just because some hashtags are so popular they will disappear quickly in the feed.

Step 4:

I **post the picture** and I **paste the short-term** hashtags in the comment.

Step 5:

Next I **change the picture specific hashtags** of the long-term hashtag set I want to use. Then I **copy the long-term** set of hashtags. Once copied, it is in the phone's editor memory.

Step 6:

About 5 minutes after the post went live, I **delete the comment with the short-term** hashtags and I quickly **paste the long-term hashtags** on a new comment.

And done. Easy peasy.

Conclusion

The proper choice of hashtags and the correct posting methods is essential part of a successful Instagram strategy.

Invest some time and research in selecting different sets of hashtags. The return on your investment will be there.

Do not be lazy! Instafame doesn't come without some effort ☺.

I hope this information is useful and my strategy is clear to you. Now it is up to you to start implementing on your cat's account!

In case some parts are still unclear, or in case that you have a question, please, don't hesitate to contact me info@iamcasper.com.

This guide is a part of my Instagram Cat Tutorial : **"How to make your cat famous on Instagram".**

Make sure to subscribe to my to Casper's Instagram Growth Newsletter and stay informed about my Instagram strategy.

You can follow my cat photography adventure with our lovey Casper too, on several social media:

- Our website : http://www.iamcasper.com

- Instagram : http://www.instagram.com/ragdoll_casper/

  I encourage you to make your own Instagram profile to share the pictures you make of your cat or kitten.

- Facebook : http://https://www.facebook.com/iamcasperQ/

- Twitter : https://twitter.com/ragdoll_casper

Please feel free to share this guide with all your Instagram friends!

See you soon and good luck.

Kurt