

Hashtag Research Planner

Build three reusable hashtag sets: broad reach, niche community, and branded. Refresh quarterly.

BROAD (100K–1M POSTS)

5 tags — discovery reach. High volume, high competition.

NICHE (10K–100K POSTS)

10 tags — your actual community. This is where engagement lives.

MICRO & BRANDED (<10K POSTS)

5 tags — campaign tags, your brand tag, local tags.

How to use

Mix 3 broad + 5 niche + 2 micro per post. Track which set drives non-follower reach in your analytics, and swap out the weakest 20% every quarter.

