

The Photographer's Guide to **INSTAGRAM HASHTAGS**



an educational guide by



feature shoot

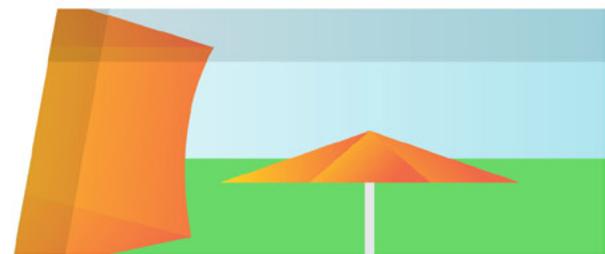
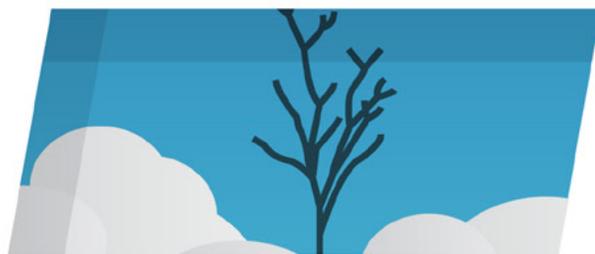


TABLE *of* CONTENTS

4 PART I

7 PART II

7 *Travel*

10 *Portraits*

12 *Black and White*

15 *Street*

18 *Architecture*

20 *Minimalism*

22 *Documentary*

25 *Landscape*

28 *Film*

31 *Fine Art*

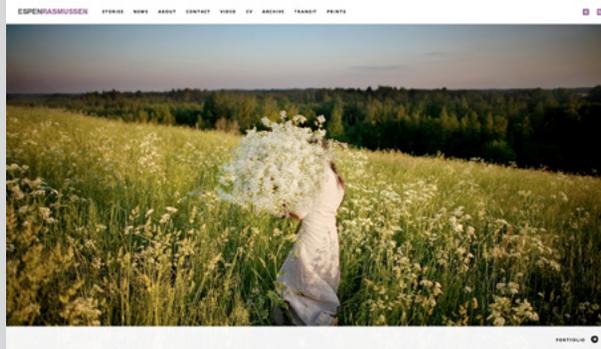
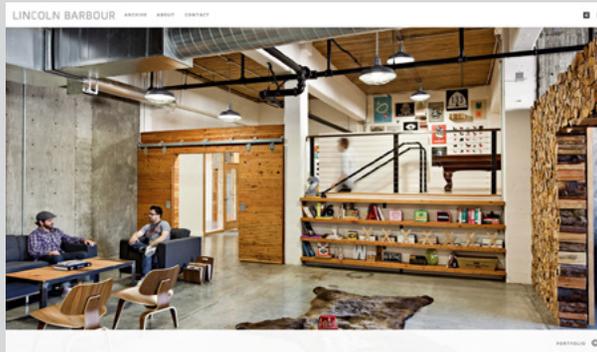
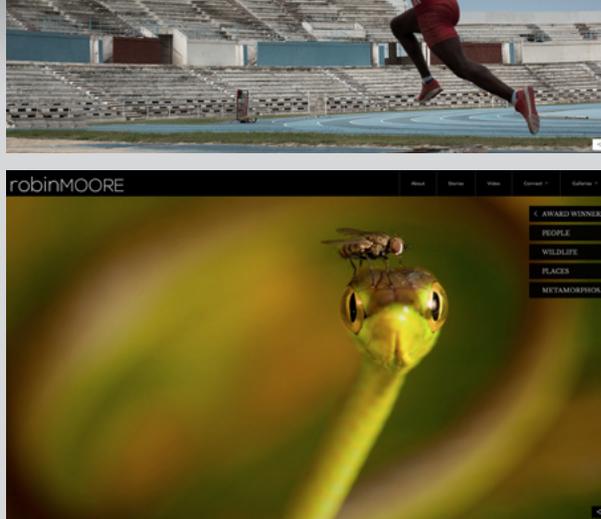
34 *Drones/Aerial*

37 PART III

© 2017 PhotoShelter, Inc

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, without the prior written consent of PhotoShelter, Inc. The logos of the companies described are the trademarks of their respective owners. No endorsement is implied.

PhotoShelter, Inc. makes no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation warranties of fitness for a particular purpose. The advice and strategies contained herein may not be suitable for every situation.



SPECIAL OFFER

Get 20% off PhotoShelter!

Build a stronger photo business with a PhotoShelter website.

With PhotoShelter, you also get powerful features and resources to market your photos, such as SEO and social sharing capabilities, in addition to the most options for licensing photography, selling prints online and pro-strength file delivery tools to please your clients.

GET STARTED WITH 14 DAYS FREE + 20% OFF YOUR FIRST YEAR

Learn more & [join PhotoShelter](#) today!
Or, visit photoshelter.com/signup and enter

HASHTAGS

Questions? Contact us anytime at 212-206-0808 or support@photoshelter.com.

Offer valid for new PhotoShelter users. Get 20% off a monthly Standard account for the first year only.

PART I

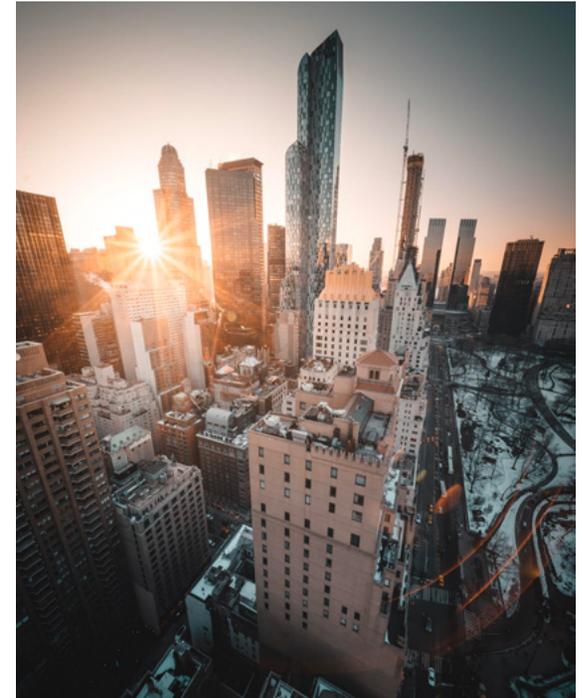
Introduction

Photographers have caught on—Instagram is not solely the domain of selfies and latte art. On the contrary, if used well, it can be one of the more powerful platforms to get your professional photography seen by the right demographics - photo editors, potential clients, and real fans of your work. “Instagram is one of the many photo tools I use when both assigning and sourcing photos” writes Jane Yeomans, a photo editor of Bloomberg Businessweek magazine. Demonstrating further how this social network can be used to your advantage, Jane adds, “I have licensed photos from photographers I found on Instagram, and hired photographers whose projects I found on Instagram”.

The platform is useful not only for growing your audiences, but also for retaining them. Olivier Laurent, editor of LightBox, TIME magazine’s photography website reveals: “I constantly use Instagram to discover new talents, but also to study the work of established photographers. One can learn a lot about a photographer’s vision, identity and commitment through her or his Instagram feed”.

The importance of social media in sourcing new projects is testified by the existence of entire roles dedicated to it in large publications—Kerri MacDonald is the Social Media Photo Editor at the New York Times and uses Instagram on a daily basis as part of her job. “I don’t hire photographers as frequently as most of others at The NYTimes do” she writes, “But when I do assign, I look at a photographer’s Instagram presence first. When we’re working on a project shot primarily for Instagram, I try to lean toward people who have a robust presence on the platform”.

But the big question remains. How do you get photo editors or potential clients to find your photography



© Ivan Wong, IG: [@ivvnwong](#), seen on [@way2ill](#)

on Instagram in the first place? The answer is quite often: Hashtags.

Most professional photographers already on Instagram are aware of hashtags, though few are completely in-the-know regarding their most effective application. Using the right hashtags enables those who might take interest in your work to filter it from millions of others, so it might be just the key to getting that extra bit of much-needed exposure.

London street photographer [Joshua K. Jackson](#), who has over 44k followers, has benefitted from using hashtags to share his photography with new audiences; “Hashtags have helped companies and brands discover my work and then hire me to produce content for them” he writes, “I’ve also sold fine art prints to people through my website after they found my profile under specific tags on Instagram.”

Admittedly, it’s difficult to stay *completely* up-to-date with the demands of a social media platform, which is constantly evolving. But hopefully this guide will enable photographers to find and use the hashtags most appropriate to their work, with the aim of advancing their professional career.

About this guide

In this guide in partnership with [Feature Shoot](#), we’ve compiled a curated list of some of the best searchable and submittable hashtags that might help you up your game—more on these terms below. We have divided this information into 11 sections based on genre. We have focused on niche interests as focus is what will ultimately help you get your work seen—tag your work [#photography](#) and it will still be lost among almost 86 million other images with the same hashtag, and this figure is forever rising.

The sections we will focus on are:

- Travel
- Portraits
- Black and White
- Street
- Architecture
- Minimalism
- Documentary
- Landscape
- Film
- Fine Art
- Drones/Aerial



© Mike Wills, IG: [@m.visuals](#), seen on [@drone.globe](#)

Many photographers will benefit from reading some or all of the sections as there is some overlap. Sometimes the searchable hashtags proposed under each section might seem glaringly obvious—you shoot documentary, do you really need to tell people that? Due to the nature of algorithms, the answer is often yes.

There are two types of hashtag, searchable and submittable. Let's review the distinction.

Searchable

Tagging your image with a searchable hashtag allows others to find it by filtering what they see through the search bar. For instance, say you photograph a swimming pool and tag it #swimmingpool, people interested in that hashtag are more likely to find you via the search bar. You can use as many or as few hashtags as you wish, the idea is that they all correspond to what we see or feel when looking at the photograph, or the process that led to its creation.

Submittable

Tagging your image with a submittable hashtag means that you are effectually submitting your work to a feature page for consideration—using the hashtag #my-featureshoot, for example, means your photograph will be one of many submissions that the Feature Shoot Instagram page can choose from to share with their followers, if the editors like what they see. While some feature pages, like #myfeatureshoot show work from many genres, many feature pages only feature images with a particular theme, genre or aesthetic—it is crucial that your image meets the requirements of the page in order to be eligible.

But let's take a step back. Do we really need to use hashtags in the first place?

If you've ever tried sharing an image of Instagram without hashtags, you'll be aware that the likes it gets come mostly from your existing followers. Using the right submittable hashtags, as we've mentioned, can result in your images being shared by feature pages with large followings. When asked how he got so many followers (190k and rising) [Can Ahtam](#) revealed that he has 30 hashtags that he uses constantly for his posts; "I try to follow photo feature accounts and mainly use their hashtags as well as Instagram's Weekend Hashtag Projects (WHP)". There comes a point in the careers of many successful Instagram users', however, where hashtags no longer serve the same purpose of attracting attention.

With 200k or more followers already, some photographers opt for a cleaner look. While starting out it is difficult to achieve that cleaner look if you want to amass interest in your profile, though you can be selective and effective in your choice of hashtags. Photographer [Malin Fezehai](#) has 395k followers and still uses hashtags to indicate place and when covering specific events—the artist elaborates: "I try not to tag too much, but if people are looking for images from a specific place or event it's helpful to hashtag, so your images will show up in their search, and it will expand your audience to people who are interested in places where you are working".

Remember that the hashtags listed here are just suggestions—there are far more out there waiting to be used.



© Paolo del Castillo

IG: [@paolodelcastillo](#), seen on [@pursuitofportraits](#)

One can learn a lot about a photographer's vision, identity and commitment through her or his Instagram feed.

Olivier Laurent

PART II

Travel

You may or may not consider yourself a travel photographer, though if one or more of your photographs were taken during your travels you may want to take a look at this section. It is one of the largest and most popular, and interest in the images goes beyond the traditional photography circle: travel companies, airlines, guides, magazines and blogs look for inspiration from popular travel images and Instagram profiles.

The people searching for and taking these images are affected by a contagious wanderlust and desire to “just go”. Popular searchable travel hashtags here often allude to movies, books or songs about being on the road—places where people gain travel inspiration. They also often hone in on visual trends. It can be useful, even if not working in this genre to see what developments are being made in this field. From postcard-perfect captures of sunsets to grainy photographs of tiny people on the road, there is something here for everyone who doesn’t stay in one place. Most of those we asked shared the same view that diversity of place can help get your work noticed, though a unique approach that is well executed is what will get your work chosen.

Travel: Searchable

#intothewild If you’ve seen the film adapted from Jon Krakauer’s non-fiction book of the same name, you should be able to imagine the imagery and feel of images with this hashtag. Solitude, the wilderness, adventure, frugality and a backpack or camper as a home feature frequently.

#tinypeopleinbigplaces No selfies, facial features difficult to make out—as the hashtag suggests, the figures in these pictures should be dwarfed by the surrounding environment—and this should ideally be awe-inspiring.

#bestplacestogo Use this tag if you are happy to share your travel discoveries with the world. If you want to keep your destination secret, perhaps better to avoid it.

#cityview Whether you’re looking down at the city from a mountain pass, a high building or flying a drone, this is a good tag to show off your best cityscapes.



© Lauren Stephanie Wells

IG: [@laurenswells](#), seen on [@dametraveler](#)

#travelphotographer The generic tags are often the most used, and also the easiest to find.

#traveldeeper The tag to use when your images demonstrate are going beyond scraping the surface and instead striding to deepen your traveling experience by immersing yourself in the culture, getting off the beaten track or learning the local language.

#suitcasetravels This hashtag is ideal for those who enjoy comfort, boutique hotels, visits to historic chateaux and drinking a glass of red with an ocean view. It's also loved by travelers who wish to share with the world the contents of their suitcase, or are curious as to what others pack.

#letsgosomewhere Use this to share your picturesque panoramas of beautiful places, grainy captures of road trips through the wilderness and city sights. Those images that inspire others to buy a plane ticket are more likely to get noticed.

#welltravelled Attach this to your travel pictures of anywhere that has taken your breath away.

#travelmemories Sometimes nostalgia strikes and you can't help but look back at old photographs of your time on the road. If one catches your eye, share it with this hashtag.

Travel: Submittable

@dametraveler

Submissions: #dametraveler

Followers: 373K

Posts with this hashtag: 1,295,557

"All images must have a female subject with a scenic backdrop, the smaller you are in the shot, the better" writes



© Martina Gebarovska, IG: [@dreamingandwandering](#), seen on [@passionpassport](#)

Nastasia Wong, founder of Dame Traveler, "and this means no selfies". Photographers should use natural lighting to magical effect in unique compositions that have the unique capacity to transport the viewer into a dream world.

on the sharper side would more than likely be passed on." Shauna is drawn to the images which convey a feeling, though also recognizes that nature photographs are currently the most likely to appeal to the community.

@moodygrams

Submissions: #moodygrams

Followers: 814K

Posts with this hashtag: 9,451,674

"We are looking for a particular aesthetic", writes founder Shauna, "photos edited with fade, to give it a soft, subtle and moody look are more likely to get noticed. Anything

@passionpassport

Submissions: #passionpassport

Followers: 848k

Posts with this hashtag: 9,306,432

The photographs shared in this international community of travelers, storytellers and creatives encourage viewers to keep exploring. Every image is a colorful window

onto a unique destination, accompanied by a story or personal anecdote to paint a more vivid picture of the place and situation.

[@liveFolk](#)

Submissions: [#lifeofadventure](#)

Followers: 378K

Posts with this hashtag: 7,143,779

Adrenaline sports, intrepid journeys and vertiginous heights appear frequently in these typically grainy image. This hashtag is ideal for those who live frugally on the road, but know how to live life to the max.

[@stayandwander](#)

Submissions: [#stayandwander](#)

Followers: 419K

Posts with this hashtag: 2,991,318

Adventure inspiration for travelers whose idea of fun is living in a log cabin in a remote wooded mountain valley.

[@tinyatlasquarterly](#)

Submissions: [#mytinyatlas](#)

Followers: 126K

Posts with this hashtag: 3,456,874

“Make sure your submission is in color, we tend to prefer natural colors, and ensure that your images have a geo-location—they can’t be secret” writes Tiny Atlas Quarterly founder Emily Nathan. The team is drawn to photographs of paths less beaten and destinations that are up-and-coming—rather than selfies, they favor tiny people in big places.



© *Kate Parrish*

IG: [@lifeonpine](#) seen on [@tinyatlasquarterly](#)

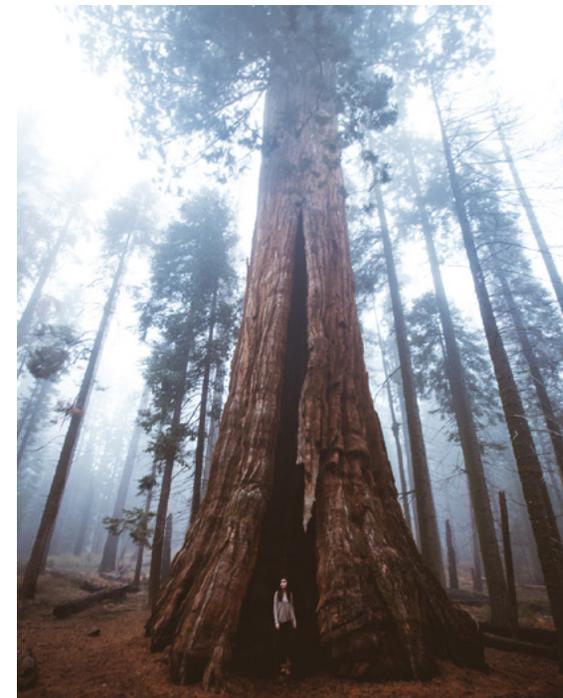
[@folkgood](#)

Submissions: [#folkgood](#)

Followers: 152K

Posts with this hashtag: 2,056,777

The typical photos shared by folkgood offer windows onto the great outdoors, specifically the most northern and southern reaches of the planet, through soft filters. Human presence seamlessly blends into the surrounding environment.



© *Michael G. Quinn*

IG: [@mikegquinn](#), seen on [@ourplanetdaily](#)

[@ourplanetdaily](#)

Submissions: [#ourplanetdaily](#)

Followers: 1.8M

Posts with this hashtag: 3,420,104

Ourplanetdaily seeks outstanding photographs of nature, wildlife and different regions of the planet. Unusual destinations, flora and fauna are most likely to generate interest.

PART II

Portraits

Whether you capture portraits in a studio or with natural light outside, there are plenty of suggestions here to help get your work noticed. Portraits may just include the face and sometimes part of the subject's torso, or the entire body. They may be captured against neutral backgrounds or in an environment which provides more context, such as street portraits, or the intimacy of the subject's home.

Portraits: Searchable

#portraitphotography This self-explanatory hashtag can be used to indicate that your photograph is a portrait.

#portraits Similar to the above, though a search may yield results for paintings, drawings and other multimedia projects. This may play to your advantage in that you can reach new audiences.

#portraitperfection For when you're particularly pleased with a portrait and think others will like it too.

#portraitoftheday Similar to the above, this is a popular searchable hashtag.

#postmoreportraits Whether you want to interpret this as a reminder to yourself to take more portraits, or a request to other Instagrammers to follow suit is up to you. Use this hashtag to draw more attention to yourself as a portrait photographer.

#makeportraits Another hashtag that can be read as both self-encouragement and a challenge to your followers.



© Jacob A. Martinez

IG: [@jacobphoto.us](#), seen on [@pursuitofportraits](#)

Portrait: Submittable

[@pursuitofportraits](#)

Submissions: [#pursuitofportraits](#)

Followers: 144k

Posts with this hashtag: 1,666,674

Saunak Shah, the founder of this feature page reveals what she looks for in submissions: “The perfect image that represents the pursuit of portrait is one that emulates a moment captured in time, a sense of place and an emotion”

[@portraitsmag](#)

Submissions: [#portraitsmag](#)

Followers: 21.3k

Posts with this hashtag: 283,084

Most of the images featured by [#portraitsmag](#) are traditional portraits, including only the face, though sometimes also the upper torso.

[@quietthechaos](#)

Submissions: [#quietthechaos](#)

Followers: 192k

Posts with this hashtag: 1,829,898

A popular lifestyle feature page with a mix of traditional portraits, mysterious shots taken from behind and environmental portraits—in some of these there are tiny people in big places.

[@postthepeople](#)

Submissions: [#postthepeople](#)

Followers: 87.7k

Posts with this hashtag: 3,413,548

Fashion-inspired portrait feature page with a variety of traditional and unconventional perspectives and diversity of subjects. Submissions must include a short story to accompany the portrait.



© Haley Nord, IG: [@haleynord](#), seen on [@postthepeople](#)

[@discoverportrait](#)

Submissions: [#discoverportrait](#)

Followers: 53.2k

Posts with this hashtag: 925,878

This feature page usually goes for close-up images of people—see the page to get a feel for the distinctive aesthetic they go for. Submissions with photographs of women are more common though male subjects do appear occasionally.

[@portrait_perfection](#)

Submissions: [#portrait_perfection](#)

Followers: 24k

Post with this hashtag: 1,298,151

Included here are portraits of men, women and children both in color and black and white. There is a variety of styles and genres, and some group portraits.

PART II

Black and White



© Lee Acaster, IG: [@jellyfire1](#), seen on [@flair_bw](#)

You can't surpass the classic look of black and white, used by traditional and contemporary photographers alike. It was good enough for Henri Cartier-Bresson and Robert Frank. The aesthetic has its own challenges and appeal—without color one must focus other aspects of a composition, such as form and geometry. Feature pages among the suggestions below differ in their willingness to stretch the definition of black and white to sepia, though all share in common an interest in monochrome vision and the altered world it presents us with.

Black and White: Searchable

#monochrome To be used with any photograph taken in black and white or in varying tones of only one colour.

#blackandwhitephotography To be used exclusively with photographs taken in black and white.

#bwphotography Same thing, different wording.

#instablackandwhite Adding the prefix insta- to a genre instantly turns it into a popular searchable Instagram hashtag.

#blackandwhiteart If your work is in black and white and you also consider it as pertaining to art/fine art, use this hashtag.

#blackandwhiteonly Unfortunately many popular hashtags become commandeered by spammers, from time to time. To avoid, try adding 'only' to the end to ensure that your images reach the right people.

#blackandwhite_perfection If you've taken a black and white shot you're particularly proud of, use this hashtag.

Black and White: Submittable

@flair_bw

Submissions: #flair_bw

Followers: 82.4k

Posts with this hashtag: 476,671

Part of pr0ject_uno, an Instagram community which hosts over 20 feature pages. The community has recently partnered with inspademag to promote and publish the work of artists. Carol Gong, creator of pr0ject_uno writes "Every day I look through hundreds of hashtags, so first of all the image has to jump out at me from



© Josh S. Rose, IG: [@joshrose](#), seen on [@bnw_captures](#)

a thumbnail view", she tends to go for images which somehow move her, often selecting images that are "dramatic, edgy and something artistic".

@bnw_captures

Submissions: #bnw_captures

Followers: 55.1k

Posts with this hashtag: 4,697,622

Many genres are shown on this page, including portraits, documentary and landscape photos; the only necessity is that your image is in black and white. Without colour to guide your way, allow for some negative space to make for easier viewing in thumbnail-size.



© Can Ahtam, IG: [@canahtam](#), seen on [@bnw_life](#)

@bnw_life

Submissions: #bnw_life

Followers: 44.4k

Posts with this hashtag: 4,044,229

Many of the photos here portray people in their environment, or hint at human presence. All of the images featured are monochromatic.

@bnw_city

Submissions: #bnw_city

Followers: 30.3k

Posts with this hashtag: 1,294,872

Despite the inclusion of 'city' in the name, #bnw_city



© Zuzanna Gerulewicz, IG: [@soulandveil](#), seen on [@blackandwhiteisworththefight](#)

accepts black and white photographs from many genres, including: fine art, documentary, portraits, landscapes, architecture.

[@bnwmood](#)

Submissions: [#bnwmood](#)

Followers: 51.4k

Posts with this hashtag: 1,691,965

Compositionally, most images shown on this feature page are characterised by strong geometries, lines and curves. As seen in many black and white images, negative space often makes for a strong photo; these are regularly selected by feature page editors.

[@bnw_planet](#)

Submissions: [#bnw_planet](#)

Followers: 165k

Posts with this hashtag: 2,216,888

Black and white and sepia images taken all around the globe, with a few colour images making an appearance. Some are realistic, others are fictitious reimaginings of the world we live in.

[@blackandwhiteisworththefight](#)

Submissions: [#blackandwhiteisworththefight](#)

Followers: 19.1k

Posts with this hashtag: 876,705

For those who appreciate the timelessness of black and white, submit to this feature page. Though the curators select many genres, portraits dominate this feed.

PART II

Street



© Nicolas Petit, IG: [@thehongkongers](#), seen on [@wearethestreet](#)

Those who shoot street often adhere closely to its traditional conventions and, quite rightly, view it as one of the most challenging yet rewarding uses of the medium. You have to think and act fast, sizing up the background composition and honing in on subjects as they move in and out of the frame. There's an element of intention and an element of chance. As a result of its misleading name, the term street photography is often misunderstood, and interpreted as “photographs of the street” or simply cityscapes, when in fact photographs in this category can pertain to any image caught in a public era, be it the street, the park or even the beach. A long-established genre, feature pages and devotees naturally have different opinions about shooting in black and white or color, using a zoom lens, the use of flash, the importance of candidness of the subject, the necessity of images even containing human subjects. The suggestions below should provide you a starting point from which to share your street photographs with people who might like what you do.

Street: Searchable

#streetphotography If your photograph is in this genre, this hashtag should enable street photography fans to find your work more easily.

#streetphoto This may sound much like the precedent, though your photograph might be found by a new audience with the slight change of wording. It pays to experiment as there are many combinations of words used and searched for by different people.

#photostreet Case in point, sometimes you can simply swap the words around to get your work seen by more people who think differently.

#bnw_street This hashtag speaks for itself—use if you shoot street and your images are black and white to get your work seen by others who appreciate this aesthetic.

#streetview If you use this hashtag your image should show more of the street than a regular closeup image, capturing the background and architecture as well as the foreground.

#streetportrait A street portrait is a photograph of a stranger in a public environ, which you have captured with their prior permission. Unlike more candid photos, the subject is aware of being photographed. There is often a lot of support from fellow Instagram street photographers who are aware of the fear and taxing time constraints that come with taking street portraits.

#streetphotographers Often used by those who consider themselves as dedicated followers of the genre, this hashtag can be a good way of accruing like-minded followers.



Cheryl Faith, IG: [@faithcheryl](#), seen on [@streetdreamsmag](#)

#ig_street A good tip—adding *ig_* as a prefix works for many genres to reach an entirely new demographic of street photography enthusiasts and practiced Instagrammers.

Street: Submittable

@streetleaks

Submissions: **#streetleaks**

Followers: 65k

Posts with this hashtag: 695,614

The majority of images featured by *streetleaks* are street portraits and candid closeups of people, though this feature page is open to unconventional shots too. There are



© Joshua K. Jackson, IG: [@joshkjack](#), seen on [@streetleaks](#)

some photographs which feature tiny, unrecognizable people in big, open spaces, or pictures of people taken from behind.

@wearethestreet

Submissions: **#wearethestreet**

Followers: 46.3k

Posts with this hashtag: 429,691

Most of the images featured by this collaborative street and documentary community are in black and white, though a few color photographs make it through. Chulsu Kim, one of the co-founders writes: “we’re looking at a combination of elements, or one that is particularly striking in a given image: important to us are the

lighting, composition, backdrop, facial expression and gesture of the subject”.

[@friendsinperson](#)

Submissions: [#friendsinperson](#)

Followers: 44.6k

Posts with this hashtag: 234,420

You’ll soon get a feel for the distinctive aesthetic of friendsinperson if you follow through the link—shadows, silhouettes, reflections and shrouded faces make for some very mysterious images, showing our world through a strange and often surreal filter.

[@ourstreets_](#)

Submissions: [#ourstreets](#)

Followers: 33.6k

Posts with this hashtag: 203,445

“As a group we all like different things, so when looking for photos to feature we keep an open mind”, writes Joe Brazil of Ourstreets. “We also understand that we are all at different stages of our journey and like to give people that are showing progress a chance”.

[@streetdreamsmag](#)

Submissions: [#streetdreamsmag](#)

Followers: 267k

Posts with this hashtag: 7,712,642

Additional hashtag: [#sdmfeatures](#)

Posts with this hashtag: 44,615

Street dreams mag is a popular Instagram feature page, a quarterly photography publication and a content creation studio. They feature a diverse mix of traditional and more experimental street photos, and the tangible possibility of print publication makes it all the more appealing to professional photographers looking for more exposure.



© Robert Eliasson, IG: [@eliasson_robert](#), seen on [@ourstreets](#)

[@storyofthestreet](#)

Submissions: [#storyofthestreet](#)

Followers: 25.3k

Posts with this hashtag: 391,997

This page generally features what most people expect from street photography; most of the images shown here were captured on the streets and convey cityscapes, usually with human subjects. They feature black and white and color images—notice that black and white stripes (pedestrian crossings and jagged shadows) appear frequently in their feed.

PART II

Architecture

When walking in a town or city with a camera or phone, it's hard not to look up at impressive feats of architecture and feel compelled to turn your lens upwards—or downwards if standing at the top of a skyscraper. Beyond the allure of straight architecture photography, street and documentary photographs are also often made or enhanced by the strong geometries of the architecture in which the subject walks. Whether it's a contemporary building or one with more history, manmade structures are interesting either as the background to another subject and/or genre, or the main focus of your capture.

Architecture: Searchable

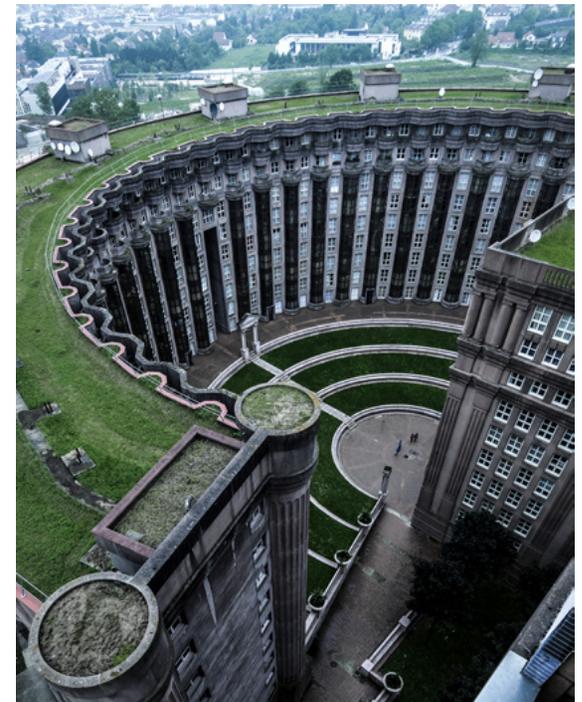
#architecturelovers Use this hashtag to accompany an architecture photo if you love architecture.

#architecturephotography A simple hashtag to denote the genre in which you're shooting.

#archidaily A classic hashtag used by those who love architecture and architecture photography to share work with others with this common interest.

#architexture This popular hashtag can be used with close-up images of architecture that clearly convey its curves, geometrical forms and lines.

#minimalarchitecture If your photograph of architecture is minimalist use this hashtag to reach out to others who appreciate this aesthetic.



© Jeroen Van Dam

IG: [@jeroenvandam](#), seen on [@skyscraping_architecture](#)

Architecture: Submittable

@minimal_lookup

Submissions: #minimal_lookup

Followers: 76.2k

Posts with this hashtag: 315,564

If you've taken a minimalist photograph of a building against a blue or white sky, captured looking up from the ground level, it might be worth submitting to this feature page. In order to get noticed, the few components of your image should be bold—geometric shapes often catch editors' eyes.

@skyscraping_architecture

Submissions: #skyscraping_architecture

Followers: 51.8k

Posts with this hashtag: 120,794

"I am looking for bright shots with an interesting point of view" writes Stanish, the owner and sole moderator of this feature page, "I tend to go for images that haven't been seen before on other feature pages".

@architectonics_world

Submissions: #architectonics_world

Followers: 8,084

Posts with this hashtag: 224,164

"We look for representative architectural works of each country" writes Oscar, the founder. We select photographs of all types, always related to architecture, with excellent composition, symmetry, color, angle and most importantly, beauty"



© Anastasia Klimova

IG: @petitegraphie, seen on @architectonics_world

@icu_architecture

Submissions: #icu_architecture

Followers: 15.5k

Posts with this hashtag: 233,741

"We're looking for high quality shots of contemporary architecture" writes @marcorama, "when choosing submissions I'm looking for balance in a picture; symmetry, patterns and rhythm can really help a picture pop out".

@creative_architecture

Submissions: #creative_architecture

Followers: 32.2k

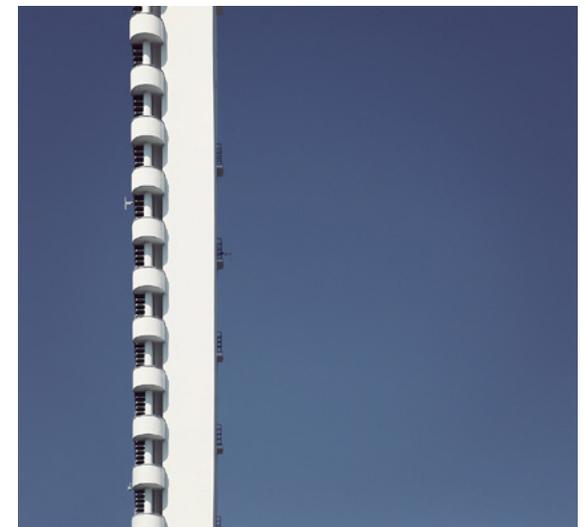
Posts with this hashtag: 231,576

For all styles of architectural photographs taken in either color or black and white, including minimal, abstract and realistic. Many of the images shown include tiny people in big places and worm's eye views of ornate ceilings and roofs.



© Paul Eis

IG: @the_architecture_photographer, seen on @minimal_lookup



© Sebastian Weiss

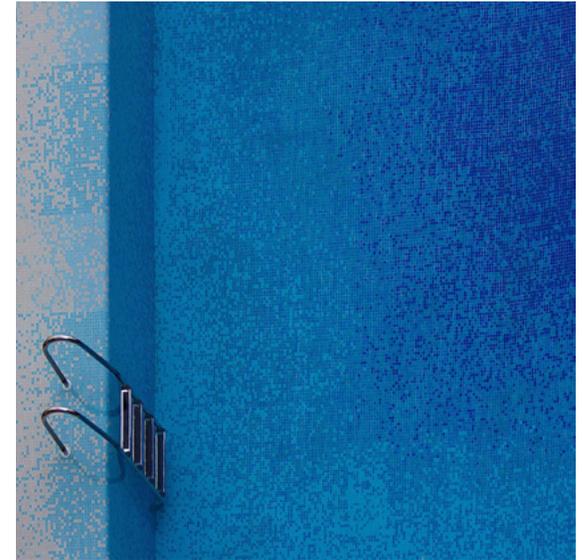
IG: @le_blanc, seen on @icu_architecture

PART II

Minimalism



© Roc Isern, IG: [@stoptheroc](#), seen on [@minimalmood](#)



© Filipe Vieira, IG: [@filipe_a._vieira](#), seen on [@learnminimalism](#)

Read this section if you like removing the superfluous and capturing the essence of a scene. Those who shoot street, documentary, travel or any other genre might benefit from reading the suggestions below, though we also have plenty to help promote the work of dedicated professional minimalist photographers, whether they prefer the bold and colorful candy minimal aesthetic or something more conservative.

Minimalism: Searchable

#mindtheminimal A classic hashtag loved and used by other minimalists to share their best work and find new exciting minimalist photographers.

#killerminimal Another very popular, classic hashtag used by professional minimalist photographers.

#minimalphotography Sometimes using a simple hashtag to label the genre will enable those who like this aesthetic to find your work.

#minimalist A simple hashtag to explain your aesthetic preference. This can be used for any genres with minimal compositions.

#minimalism The same applies to this hashtag.

#minimal_shots Another hashtag that can be used for any photographs that are minimalist in composition.

#best_minimal If you're particularly proud of a minimalist shot you can try using this hashtag to get it seen by others looking for la crème de la crème.

#ig_minimalistic Applicable to any genre/aesthetic, to create a new hashtag simply add the prefix *ig_* to be found by a new demographic.

Minimalism: Submittable

@minimalmood

Submissions: **#minimalmood**

Followers: 102k

Posts with this hashtag: 1,980,607

Minimalmood tends to go for images with strong lines, geometric shapes, curves and shadows. Humans are often present, though they are tiny in comparison to the minimalist world in which they reside.

@candyminimal

Submissions: **#candyminimal**

Followers: 128k

Posts with this hashtag: 385,280

Quintessentially what it describes itself as; expect vibrant and pastel candy-like colors, bold shapes and quirky subjects. Many of the images chosen feature prominently pink and/or blue.



© *Olga Mai*

IG: [@iamolgamai](#), seen on [@paradiseofminimal](#)

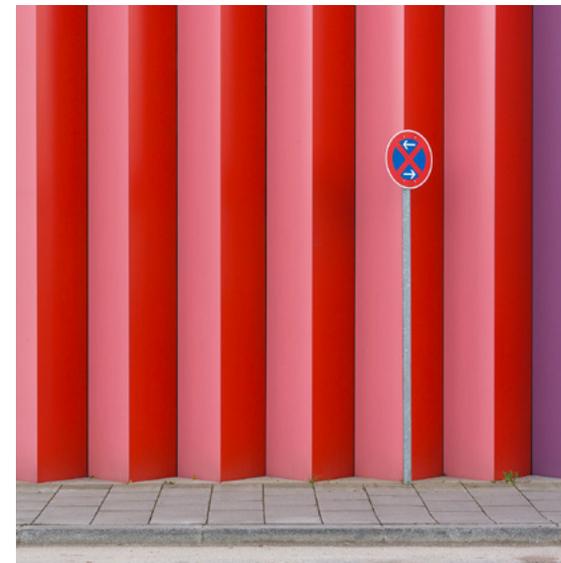
@minimal_perfection

Submissions: **#minimal_perfection**

Followers: 32.5k

Posts with this hashtag: 1,020,663

"I look for the rule of thirds in a minimalist image—it's important to leave enough space between the subject and the background" writes Luigi Stranieri, founder of #minimal_perfection, "I don't have a favorite style".



© *Kevin Krautgartner*

IG: [@kevin_krautgartner](#), seen on [@minimalmood](#)

@paradiseofminimal

Submissions: **#paradiseofminimal**

Followers: 25.9k

Posts with this hashtag: 316,333

The components of the images shared by this page are reduced to the bare minimal, creating a zen-like feel that for a moment distracts us from the chaos of the real world. In contrast to candy minimal, the colors favored #paradiseofminimal are less saturated.

PART II

Documentary



© Sammy Jo Hester, IG: @sammyjohester, seen on @everydayeverywhere

Photojournalists and documentary photographers around the globe endeavour to fill in the holes that mainstream media often forgets, contributing towards a collective movement to ensure that future history books and archives will remember more than just the lives of the 1%. Photo stories can be of where you live or abroad; they can focus on human, environmental or wildlife issues, though often these aspects exist side by side. They can be the product of assignments or ongoing personal long-term projects. Read the suggestions below to see where best to share the stories you want to tell.

Documentary: Searchable

#photojournalism An umbrella hashtag to cover anything related to reportage.

#photojournalist Use this hashtag if you identify as a photojournalist.

#35mmsyndrome For those partaking in the renaissance of film photography.

#documentaryphotography Whether the work is personal or journalistic, documentary photography is a tag for those interested in storytelling through images.

#documentary A broader hashtag that encompasses any record of life.

#reportage Use if your photograph is journalistic, in its purest form.

#documentyourdays Photographs with this hashtag tend to focus on the everyday and the ordinary, because documentary does not always have to be about “serious” issues.

#environmentalportrait Use this hashtag if you portray your subject in a natural context, i.e. the place they live, work, or where the story they are part of unfolds.

#streetscene Overlap between street and documentary photography is to be expected, for both genres have similar aspirations of capturing raw moments as they happen. Use this hashtag with any unstaged photographs captured in public areas.

#photodocumentary Another way of describing documentary photo is to swap the words around. Use this hashtag to reach another audience.



© AikBeng Chia, IG: [@aikbengchia](#), seen on [@everydayasia](#)

#onassignment If you're on assignment and want to share some behind-the-scenes moments or previews or what you're doing (providing the organization who commissioned you gave you permission to do so) this is a good hashtag to use both to demonstrate to editors that you are a working professional photographer, and thus reliable and in-demand, and appeal to other people's' curiosities.

#photostory If the photo you are sharing is part of a larger photo story, or conveys a message as a single, use this hashtag to communicate it.

Documentary: Submittable

[@everydayasia](#)

Submissions: [#everydayasia](#)

Followers: 199k

Posts with this hashtag: 388,026

Another part of the #everyday family, this feature page concentrates on exactly what it says it does. If you have captured a specific social event or your long-term documentary work was carried out in Asia, here's your hashtag.

[@everydayeverywhere](#)

Submissions: [#everydayeverywhere](#)

Followers: 205k

Posts with this hashtag: 966,037

“When looking for images, I prefer to feature the work of photographers who are dedicating themselves to larger projects and themes, rather than focusing strictly on aesthetics” writes Tristan Spinski, a guest curator at [#everydayeverywhere](#), “The themes I’m most interested in highlighting this week are identity, migration, community, human rights and the relationship between people and the landscape”.

[@everydayusa](#)

Submissions: [#everydayusa](#)

Followers: 107k

Posts with this hashtag: 35,669

Any photograph captured in the USA which conveys a story—be it political or more introspective, can be submitted to this page.

[@everydaylatinamerica](#)

Submissions: [#everydaylatinamerica](#)

Followers: 71.3k

Posts with this hashtag: 140,983

Every Friday they feature images from photographers who use the hashtag [#everydaylatinamerica](#). Co-founder Oscar Durand provides more insight into what they’re looking for in submissions: “More than just beautiful frames that present Latin America as an exotic destination, we are looking for images that highlight our similarities with other parts of the world”.



© Malin Fezehai, IG: [@malinfezehai](#), seen on [@everydayusa](#)

[@everydayclimatechange](#)

Submissions: [#everydayclimatechange](#)

Followers: 98.7k

Posts with this hashtag: 15,327

Photos submitted to this page should in some way aim to raise awareness about climate change, exposing the droughts, loss of habits and livelihoods that are putting much of the world, its people and biodiversity in jeopardy.

PART II

Landscape



© Jan PUSDROWSKI, IG: [@janpusdrowski](#), seen on [@landscape_captures](#)

Landscapes convey terrain, environment, habitat. They provide context to long-term documentary projects, for the stories that unfold do so in a certain place. Chances are you've photographed a landscape even if you're not a landscape photographer, though if you are you'll be familiar with the diversity of topography, light and climate that can be found on earth—and it's this diversity that makes landscape photography exciting. The suggestions below cover a variety of environments and styles, so as to help meet the needs of urban explorers, and those who prefer the wilderness.

Landscape: Searchable

#landscape The most simple hashtag to accompany a photograph of a landscape.

#landscapephotography Another straightforward hashtag to indicate the genre you're shooting in.

#landscapecaptures A popular hashtag in the landscape photography community, use this hashtag to have your work seen by fellow landscape photographers/enthusiasts.

#liveoutdoors Use this hashtag if your photograph was taken in the wilderness, in a national park, mountain range or by the sea—not to be used with urban landscape captures.

#landscapeovers An extremely popular hashtag used to show enthusiasm towards landscapes and landscape photography.

#landscape_hunter The landscapes under this hashtag tend to be quieter and more elusive, the discoveries photographers make on long walks through the wilderness.

#landscape_specialist Whether your landscape photograph captures the great outdoors, includes traces of man's presence or focus on an urban area, use this if your image is postcard perfect.

#sunsetonthebeach Does your landscape picture capture something specific such as a sunset on the beach? Tell people and it will be easier to filter your photo from the crowds. This is a particularly common shot.

#mountainscape Another popular shot and hashtag to be used with landscape captures of mountains.

Landscape: Submittable

@landscape_captures

Submissions: #landscape_captures

Followers: 68.1k

Posts with this hashtag: 4,046,679

"A wise friend once told me that everything has already been photography so I look for the one that sets them apart" writes moderator Pamela, "It has to draw attention not just by the flashy colors of sunsets and sunrises. I also prefer seeing a more natural color rather than a super edited representation of the natural landscape".

@sunset_vision

Submissions: #sunset_vision

Followers: 197k

Posts with this hashtag: 643,205

Sharp, professional images that go beyond the usual sunset captures, and instead exploit the light in these twilight hours to create visually interesting, altered landscapes.

@way2ill_

Submissions: #way2ill

Followers: 311k

Posts with this hashtag: 6,537,592

"We feature different types of photos including landscapes and streetscapes" writes curator Eric Do, "Photos that do well tend to show a location in a new way. This can be the framing, the lighting, the edit, etc. Dark edits do well for urban shots, and brighter edits do well for nature shots".



Sergio Abello Villanueva

IG: @sergioabevilla, seen on @sunset_vision



© Chris Poplawski, IG: [@chrispoops](#), seen on [@wilderness_culture](#)

[@urbanromantix](#)

Submissions: [#urbanromantix](#)

Followers: 84.7k

Posts with this hashtag: 2,644,313

This feature page selects a variety of images captured in the setting of modern downtowns and more historical old towns around the world. People, lines and bold structures appear frequently.

[@thegreatoutdoors](#)

Submissions: [#thegreatoutdoors](#)

Followers: 235k

Posts with this hashtag: 2,169,687

Atmospheric filtered images of mountains, pine forests, camping, snow covered peaks, flora and fauna feature prominently, as do views of the world through tent flaps and tiny people in big places. From time to time they hone in on our animal friends.

[@guardiancities](#)

Submissions: [#guardiancities](#)

Followers: 80.6k

Posts with this hashtag: 502,966

An official feature page from the Guardian featuring the best urban photographs, including street, cityscapes, and architecture. Images may include people, and it's important to hashtag the location of where your photograph was taken.

[@wilderness_culture](#)

Submissions: [#wildernessculture](#)

Followers: 2m

People with this hashtag: 5,042,561

A similar feel to the above, this page has around 2 million followers. If your work sticks out among hundreds of other submissions, the interest generated from this page should boost your popularity as a photographer significantly.

PART II

Film

Film is making a comeback, testified by the news earlier this year that Kodak will be bringing back the classic KODAK EKTACHROME Film to meet popular demand. With limited shots due to the price of film and its processing, film photographers tend to be more selective than digital photographers in what they capture. This usually resulting in fewer but more impressive shots, and confirms the saying 'quality over quantity'. Some love the process of changing rolls, developing them in a darkroom, while others prefer the medium for its distinctive aesthetic and colors. There is a tightly-knit community of film photographers and enthusiasts on Instagram, the following suggestions should help you find them.

Film: Searchable

#filmisnotdead With recent announcements from big and smaller-scale film companies alike, this hashtag will be more relevant than ever in the coming years.

#ishootfilm If you want to differentiate yourself from the crowd, use this hashtag.

#largeformat Digital might rival film in many aspects, but there is still no affordable technology that can produce the quality of large format film.

#shootfilmstaybroke If you suffer financially for your art, this hashtag is for you.

#staybrokeshootfilm Another way of showing your (painful) dedication.

#analog Using analog cameras not only affects the aesthetic, but the process as well. Use this hashtag to highlight the distinction.

#analogphotography Another hashtag to distinguish your craft.



© G. Encrenaz

IG: [@gencrenaz](#), seen on [@analogue_people](#)



© Ines Marinbo

IG: [@inesmarinbo](#), seen on [@thefilmcommunity](#)



#keepfilmalive Use this hashtag to openly show that you're fighting for the cause.

#alternativeprocess Because photography doesn't always have to show accurate colors.

#darkroom Many photographers can't stop using film for this reason alone.

#shootfilmnotmegapixels Use this hashtag to show support towards the film cause.

#shootmorefilm Fuel your addiction with this hashtag.

#mediumformat Medium format is one of the reasons why many photographers choose film. Why not give it a go and use this hashtag to share your results?

#35mm The format that started it all. Use this hashtag for any photo that fits the classic and indisputably perfect 3:2 ratio.

#35mmfilm Another hashtag, if you want to make sure everyone knows you're using film.

#thirtyfivefuckingmillimeter Give your analog passion an edgy angle.

#analogevibes If you can't get enough of the distinctive quality of film.

#filmcamera Whether you want to show off your new gear or what you create with it, this hashtag will certainly attract analog enthusiasts.

#filmisalive It is indeed alive. Long live film!

#shotonfilm Use this hashtag to let everyone know that you're not a machine gun photographer.



© Nik Partsansis, IG: [@unsavouryandgrouse](#), seen on [@filmshooterscollective](#)

#grainisgood If you are a fan of organic-looking grain, this hashtag is for you.

#buyfilmnotmegapixels For those who are part of the analog revolution.

#expiredfilm Just like perishable foodstuff, the quality of film deprecates with time if it's not refrigerated. Unlike food, however, it's still safe for consumption after its expiration date. Just have in mind that the colors might look a bit off.

Film: Submittable

@sharpfilm

Submissions: #sharpenmyfilm

Followers: 27.8k

Posts with this hashtag: 216,881

“We gravitate toward photos that have bold lighting, interesting placement of the subject, and beautiful clothing, makeup and models; we mainly feature fashion and portrait work. Think Petra Collins and Harley Weir” writes Gillian Rae, the founder of Sharp Film. “Our Instagram feed is sorted by color, so the color scheme of a photo also plays a part, although if we like a photo we’ll just save it until it matches the feed”.

@thefilmcommunity

Submissions: #thefilmcommunity

Followers: 106k

Posts with this hashtag: 645,673

So long as it’s shot in film, email your image to TFCsubmissions@gmail.com for a chance to be featured. Their feed includes a diverse variety of genres, from minimalism and landscapes to portraits, street and travel photography.

@filmshooterscollective

Submissions: #heyfsc

Followers: 30.1k

Posts with this hashtag: 167,608

“Sometimes, I have an idea of the type of photo I want to feature (street, landscape, portrait, b&w, color, etc)”, writes curator and collective member of FSC Amy Jasek. “Fundamentals such as composition and exposure come into play, but I definitely strive to look beyond just pieces that suit my own personal taste. And, of course, the first rule is that the photograph has to have been made with film; I like to know about the camera and film used, so I can pass that information on to our followers.”

@analogue_people

Submissions: #analoguepeople

Followers: 24.3k

Posts with this hashtag: 111,826

The photographs captured here tend to centre on the hazy, mysterious aspect of film—notable for its quality of graininess and distinctive colors—founder and curator Christophe Mauberqué, also has a soft spot for imperfections, which he feels convey a certain form of melancholy. He also reveals that he looks at submissions to both aforementioned hashtags, so it might be worth using the one with fewer posts.

@istillshootfilm_official

Submissions: #istillshootfilm_official

Followers: 76.2k

Posts with this hashtag: 5,907

Hazy landscape and portrait photos often taken during the twilight hours. Submit your work on here: istillshootfilm.org/submit



© Thomas Jordan

IG: [@tamejarwdin](https://www.instagram.com/tamejarwdin), seen on [@filmshooterscollective](https://www.instagram.com/filmshooterscollective)

PART II

Fine Art

Fine art photography represents the vision of the photographer as an artist. The results are often less direct representations of a concept than photography genres that aspire to capture the ‘truth’ more literally, such as photojournalism. In fine art photography, the image is at times subject to interpretation due to its ambiguous imagery, or the feeling conveyed through color and form. There is often overlap between fine art photography and other genres such as documentary and minimalism. The following suggestions should enable you to discover new work and increase the likelihood of your best work being seen.

Fine Art: Searchable

#artphotography A hashtag to show that your photography is artistic and creative.

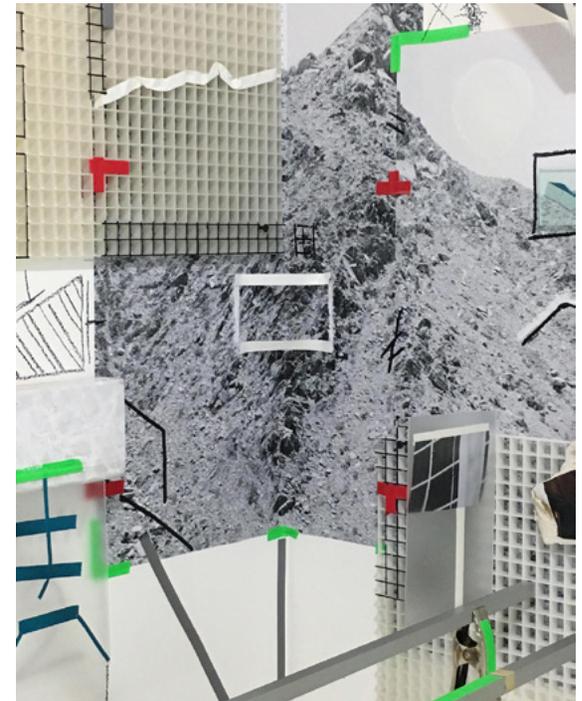
#fineartphotography A clear indicator of the genre you’re shooting in. The biggest distinction between this and the previous is the ambiguous notion of an added intellectual element.

#contemporaryphotography For photographs that are in line with contemporary trends, or are innovative and/or experimental in their own way.

#macro For those extreme close-up images where you can make out the features of a bumblebee, the cross-stitching of a scarf and the detail of the stigma of a flower.

#popsocolor Colorful images often belong to the candy minimal aesthetic are often accompanied by this hashtag.

#ihavethisthingwithshadows The hashtag says it all—if you’re obsessed with working shadows in your photography works, here’s a hashtag to attract the interest of like minded people.



© Max Cleary

IG: [@maxcornchips](#), seen on [@humbleartsfoundation](#)

#longexposure For photos with a long exposure

#longexpo The same, for those with less time.

#conceptualphotography If your work indirectly points towards an idea but instead sends subtle cues, this hashtag is for you.



© Joe Lingeman

IG: [@joe.lingeman](#), seen on [@humbleartsfoundation](#)

Fine Art: Submittable

@humbleartsfoundation

Submissions: **#haftakeover**

Followers: 26.9k

Posts with this hashtag: 1,712

“We look for images that are a little weird, off the cuff” writes founder Jon Feinstein, “Our takeovers range from photographers looking to get eyes on a specific project to those who treat their time with us like a true ‘residency,’ experimenting with a range of approaches. Think of the advice that so many photo magazines tell you re: ‘how to make Instagram photos that pop and shine,’ and do the opposite of that”.

@fisheylemag

Submissions: **#fisheylemag**

Followers: 30.4k

Posts with this hashtag: 114,314

The official feature page of French magazine Fisheye magazine, **#fisheylemag** shows an eclectic variety of fine art photographs. They also feature the best submissions on their website.

@acolorstory

Submissions: **#acolorstory**

Followers: 361k

Posts with this hashtag: 1,108,147

A very popular feature page showing fine art photography that is, as you might have guessed, colorful and reminiscent of the candy minimal aesthetic.



© Téber, IG: [@teber](#), seen on [@acolorstory](#)

@rentalmagazine

Submissions: **#rentalmag**

Followers: 50.5k

Posts with this hashtag: 332,717

“I am of course attracted to those photos that make you stop scrolling and stare at for a moment because of something almost surreal happening in the composition” writes Pat of Rental Mag, “I love the use of natural light in photos, either to create an interesting shadow or just to light up the subject beautifully”. Submit using hashtag or email your work to: rental-magazine@gmail.com

@broadmagazine

Submissions: #broadmag

Followers: 17.7k

Posts with this hashtag: 216,762

“When picking photographs to feature we often keep an eye out for less well known photographers” reveals editor @gergof, “the amount of likes and shares are definitely not the deciding factor”. On aesthetic preference he says: “I love street photography in all of its mutations so it tends to be heavily featured in our feed, and admittedly go for a unique aesthetic. We also draw a group of followers heavily into minimalist compositions”.

@RandomMagazines

Submissions: #randommagazines

Followers: 95.1k

Posts with this hashtag: 107,558

There is a distinctive aesthetic here—sharp images with soft filters feature prominently. The photographs selected by the curators are usually creative takes on travel and urban exploration.



© *Andy N. Smith*

IG: [@andys_eyes](#), seen on [@rentalmagazine](#)



© *Michael Novotný*

IG: [@hazy_island](#), seen on [@broadmagazine](#)

PART II

Drones/Aerial



© Braden Latimer, IG: [@biddyl](#), seen on [@droneoftheday](#)

What's it like to view the ground from a bird's eye perspective? Drone pilots have already experienced it, and many professional photographers are following suit. This new aerial perspective of our world challenges our pre-existing thoughts about it, and shows detail we didn't know was there. From the sky, artists are finding patterns in shadows, natural and human environments. The possibilities are endless. With or without a drone already in your possession, the following suggestions should help you gain inspiration or enable you to share your best work with professionals and hobbyists alike.

Drones/Aerial: Searchable

#dronesaregood If you use a drone to take photographs you can use this hashtag.

#dronelife This hashtag is usually used to show human life from an aerial perspective: roads, urban areas, anything that hints at the presence of people.

#aerialphotography Sky's the limit really for this one. As long as your photographs are taken from above the ground you can use this hashtag to get your work seen by others with this interest.

#dronestagram As with many genres, sticking the suffix -stagram at the end usually turns it into a new searchable hashtag.

#dronesarefun Hobbyists and professional photographers alike can use this drone if they find the process enjoyable.

#dronepics Use this hashtag if your photograph was taken with a drone.

#dronephoto Same as above, different wording to reach more drone enthusiasts.

#aerialphoto Another hashtag that can be used by anyone who photographs from an aerial perspective.

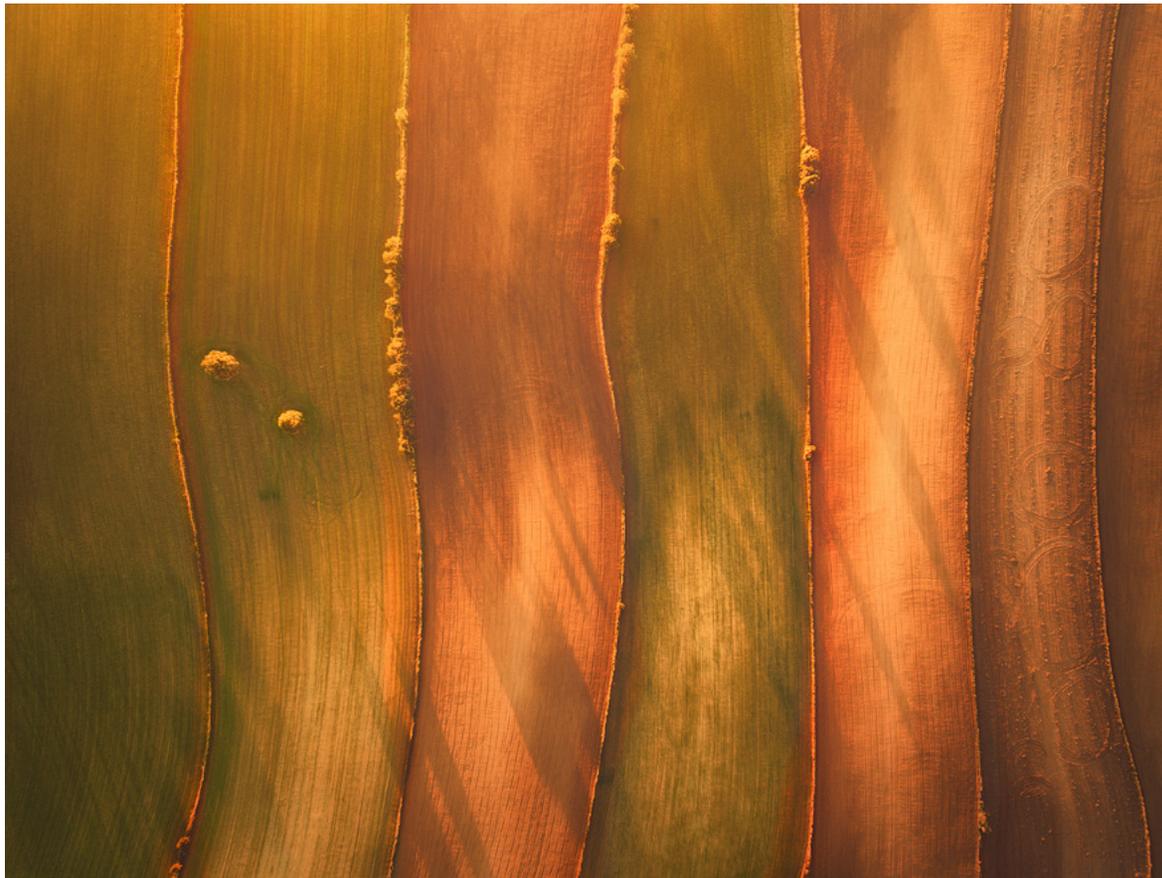
#dronehot Synonymous of the previous two, a tweak in wording means your photograph will be seen by an entire new demographic of searchers.

#birdseyeview This hashtag can be used for any photographs taken from a bird's eye perspective. While this usually means photographs of the ground taken with a drone, it can also include photographs of the ground taken from high points such as skyscrapers or cliffs.

#dronepilot Whether you're a qualified drone pilot or an aspiring one, this hashtag is likely to attract attention from those who take aerial photography seriously.

#droneview Not necessarily a shot of the ground, this hashtag can be used for any photographs captured with a drone.

#aerialview This hashtag can be used for any photographs taken from an aerial perspective.



© Javier del Cerro, IG: [@delcerro.photo](#), seen on [@fromwhereidrone](#)

Drones: Submittable

@droneoftheday

Submissions: #droneoftheday

Followers: 187k

Posts with this hashtag: 672,786

As the name suggests, Drone of the Day features one photograph per day—given this relative infrequency, the page is very selective in which pictures it shares. Sharp, interesting aerial images or videos that are chosen will be seen by over 160k follows.

@droneporn

Submissions: #droneporn

Followers: 20k

Posts with this hashtag: 238,558

If you're more interested in sharing your gear with the world than the images themselves (even if it's that one time), here's a hashtag that will help you reach out to the rest of the gear-obsessed community.

@drone.globe

Submissions: #droneglobe

Followers: 23k

Posts with this hashtag: 16,681

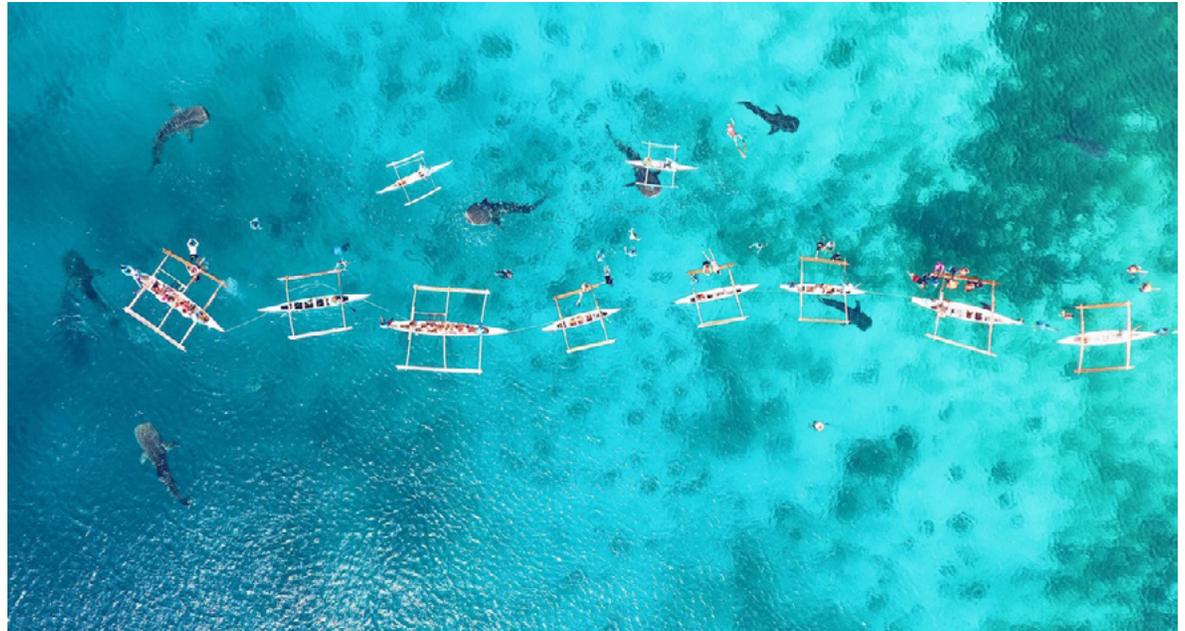
Most images shown here are sharp, filtered beautiful aerial captures taken all around the world—check out their page to get a better feel for their preferred aesthetic. For a chance to be selected focus on taking compositionally beautiful images in diverse climates and terrains.

@fromwhereidrone

Submissions: #fromwhereidrone

Followers: 126k

Posts with this hashtag: 216,598



© Glen Carranza, IG: @glento_box, seen on @dronesdaily

“I look for an image that makes me ask a question” writes Dirk Dallas, founder of #fromwhereidrone, “The question could be anything from ‘wow, where in the world is that?’ to ‘how’d they capture or edit that?’”

@dronesdaily

Submissions: #dronesdaily

Followers: 54.8k

Posts with this hashtag: 292,998

“We look for a unique image. Something that draws our followers eyes to the picture and makes them stop scrolling through their feed” reveals DronesDaily, “Whether it is something that makes you want to travel to that location because of its natural beauty or makes you question what exactly you are looking at”.

@dronegear

Submissions: #dronegear

Followers: 131k

Posts with this hashtag: 427,205

This feature page posts a mix of photographs taken from an aerial perspective and images of gear.

@dronesetc

Submissions: #dronesetc

Followers: 94.7k

Posts with this hashtag: 70,238

The majority of the aerial images shared by #dronesetc are of natural landscapes and formations: mountains, rivers, deserts, the ocean, sunsets, you name it. They do occasionally share photographs of urban areas.

PART III

Conclusion

In this guide we've seen that editors do use hashtags to find new work, and regularly seek new emerging talents via popular and niche Instagram feature pages. Many photographers have been hired, sent on assignments or sold prints due to Instagram publicity, and there are many images which have the potential to get this kind of attention if promoted well.

Across the board it seems that feature page curators, inundated with new submissions every day, often judge images based on the thumbnail—so this must be striking. A combination of both submittable and searchable hashtags does help you get more exposure, as both have their audiences. Feature page curators also appreciate hashtags that provide extra information about an image, for instance those which communicate the camera used, the format, the location. Many also explicitly ask for geolocation.

Below are a few further reflections on how to continue to promote your photography using hashtags on Instagram.

How many hashtags should I use and where should I put them?

While Instagram sets a 30-hashtag limit, most photographers don't adhere to this. Too many hashtags can overwhelm users and discourage them from checking out the rest of your profile. For this reason, photographers who have already established large followers tend not to use any. But you will want to use hashtags if you're still growing an audience and want to draw interest beyond your existing followers. Some photographers opt to include hashtags at the end of the caption, is there is one, and sometimes these can be divided by a “//” for clarity. For aesthetic prefer-

ences, others put this information below the image as a first comment. Either way, it will help your photograph reach new people.

Hashtags to avoid

It is advisable to steer clear of spammy hashtags such as #follow4follow which might get you followers, though are likely to deter photo editors, fellow photographers and photography enthusiasts.

Larger vs smaller submittable feature pages

This is really your call. Feature pages with larger followings will without a doubt get you more exposure should your photograph be selected, though these are also more competitive due to the high number of submissions. Smaller feature pages with a niche interest are less competitive and may be worth applying to if they have a particular aesthetic which you like, or if there are editors or writers among their followers. To increase your chances of gaining exposure, it pays to use hashtags from a variety of feature pages, big or small.

How to find new Instagram hashtags

With time, some submittable hashtags become too competitive, cease activity or have a change in artistic direction. Fortunately it is always possible to find new hashtags. Scouring the profiles of Instagram influencers, photographers whose profiles are increasingly popular or seeing who editors are following can help you discover new feature pages. There are new ones cropping up all the time. Some searchable hashtags become too overloaded with spam and so sometimes it is worth playing

with words to find new hashtags which still appeal to people working within the medium and/or genre.

A note on the future of hashtags

That last point brings us onto another question; if some searchable hashtags are becoming saturated with spam or unrelated photographs, what is the future of hashtags? It can be frustrating to search for what you want via Instagram only to find images that are completely irrelevant. More and more, editors and writers are turning to submittable feature pages to get a curated selection of photographs that have been quality-checked. Whether the hashtag method of submission is sustainable, or more feature pages turn to email submission is at this point unclear.

Final words

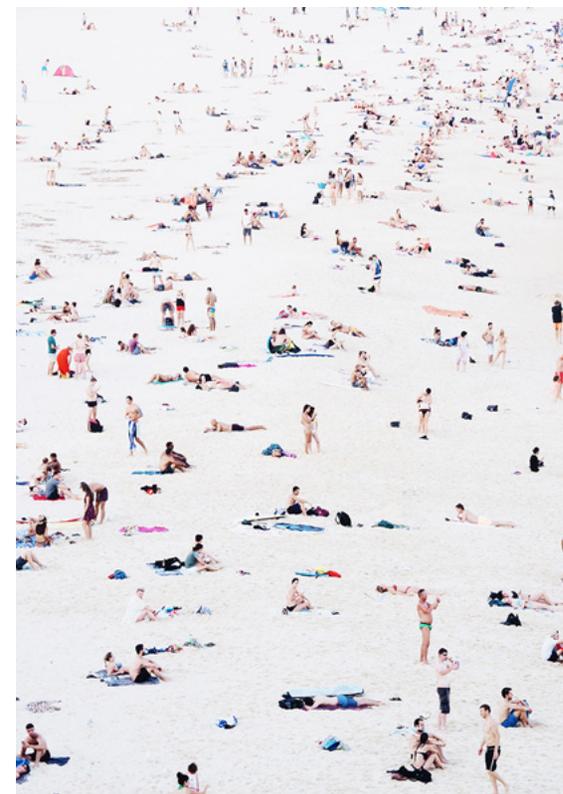
Beyond your use of hashtags, it is important to have a consistent, quality feed, post regularly, and have an interesting profile to keep your followers interested. Architect and architectural photographer Jeroen van Dam has been featured by big hubs, though has found that what is most important for him is interacting with other people on Instagram. “In that way they are more likely to comment back and start following you” he emphasizes. People who like your style and are interested in the stories you have to tell will keep checking up on you. Instagram is at times a reciprocal platform—new followers are more likely to find your page if you regularly engage with others, be it by liking or commenting on their images.

Once you’re satisfied with the number of followers or interest you can always opt to drop hashtags to get the cleaner look that Instagram influencers usually go for. Instagram is fun, and can also be a powerful tool for promoting your photography.



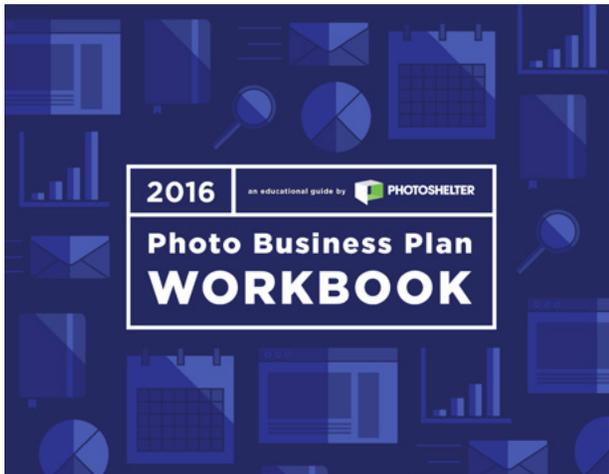
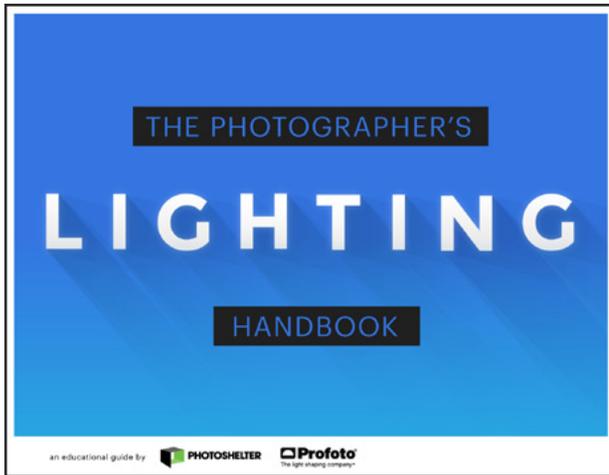
Abigail Marie

IG: [@kuma_thehuskybear](#), seen on [@thegreatoutdoors](#)



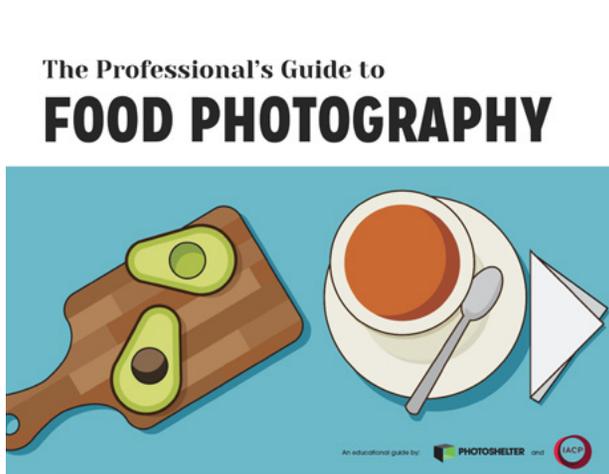
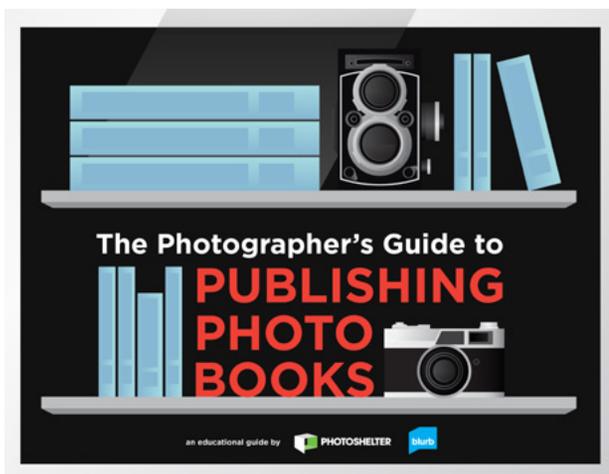
© *Ante Badzim*

IG: [@ante](#), seen on [@minimal_perfection](#)



CHECK OUT PHOTOSHELTER'S
library of free photo business
and marketing guides

Get them all: www.PhotoShelter.com/resources



FIND PHOTOSHELTER ONLINE

