



INSTAGRAMBEAUTY

Popular Communities on Instagram
A whitepaper from Union Metrics

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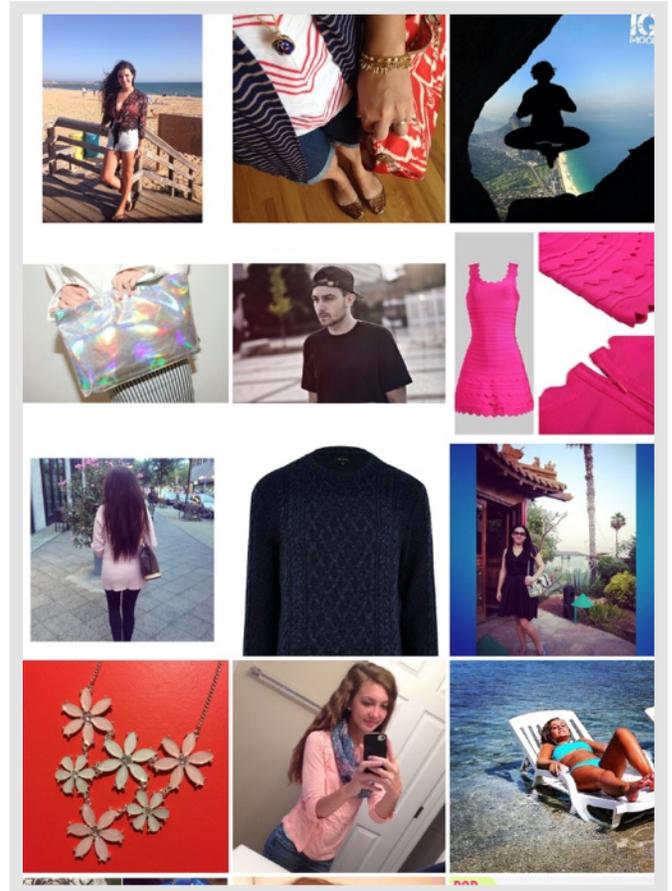
Instagram is host to a number of large, vibrant interest-based communities. Brands and individual users looking to participate in these communities need to know what kind of content community members post, how they talk to each other, and which hashtags they use.

With that need in mind we've taken a look at two of the biggest related communities on Instagram - fashion and beauty.

Fashion and Beauty on Instagram

The visual nature of Instagram makes it perfect for the beauty and fashion industries, which thrive in sharing glossies of their iconic products: clothing, makeup, nails, hair, accessories, shoes. While some fashion bloggers have an Instagram account dedicated to showing off every aspect of their ensemble from blouse to braid to nail, others concentrate solely on one element, like shoes, hair or makeup.

Each of these on its own is a very big subcommunity, and taken together the fashion and beauty communities on Instagram are absolutely enormous. Here are the sizes of a few of the top related tags on Instagram.



Fashion

#fashion → 134.9 million posts
 #fashionista → 8 million posts
 #fashionblogger → 3.9 million posts
 #fashionable → 3.1 million posts
 #fashiondiaries → 2.2 million posts
 #fashionshow → 1.6 million posts
 #fashionblog → 1.5 million posts
 #fashionweek → 1.4 million posts
 #style → 98.1 million posts
 #stylish → 14.4 million posts
 #ootd → 37.2 million posts

Makeup

#makeup → 47.2 million posts
 #makeupartist → 3.5 million posts
 #eyeliner → 4.1 million posts
 #lipstick → 5.6 million posts

Nails

#nails → 30 million posts
 #nailart → 11.3 million posts

Hair

#hair → 78.5 million posts
 #hairstyle → 5.3 million posts
 #braid → 4.2 million posts

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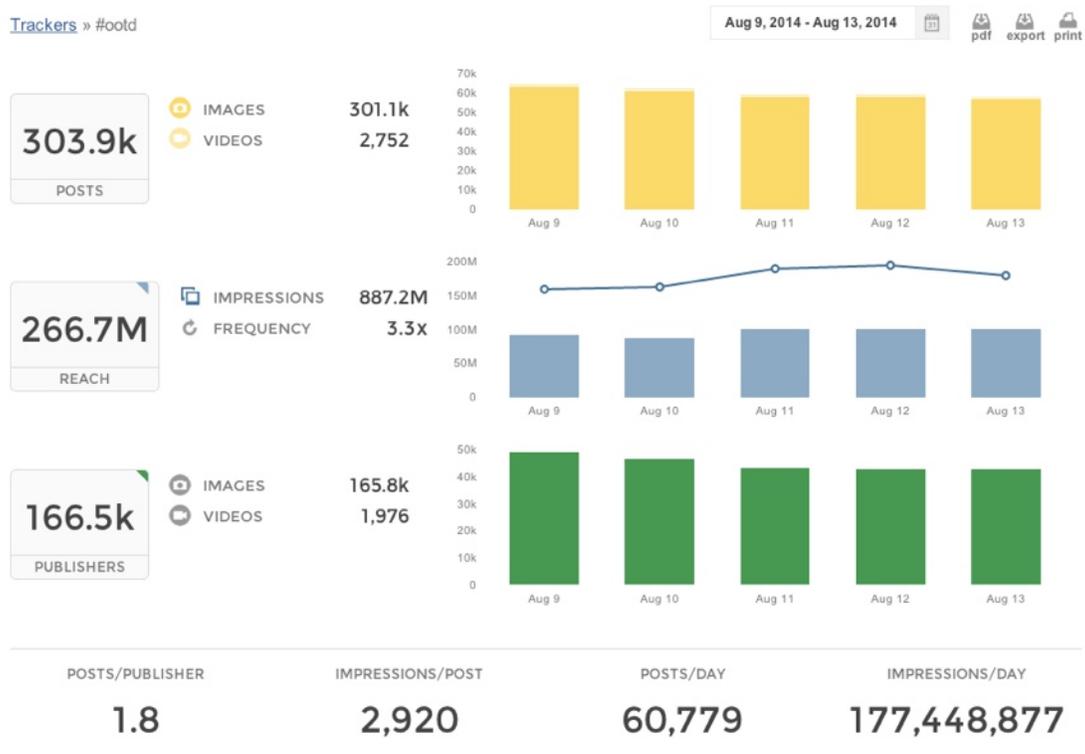
These numbers are rough estimates of the current size of each of these hashtags as searched on Instagram itself (as of September 2014). The first step in knowing your audience, after all, is knowing its relative size. In particular, hashtags are essential to content discoverability on Instagram. And as we'll discuss in the following pages, selecting the right hashtags for your Instagram strategy is both more complex and more important than it may seem.

Hashtags are essential to content discoverability on Instagram.

Knowing the general size and velocity of the conversation around a hashtag gives you an idea of where you might want to start focusing your content; for example, you might aim for the larger, more general #makeup before concentrating on #eyeliner. *Pay attention to who the influential contributors for each hashtag are, and where they overlap.* How? Keep reading.

Understanding and interpreting these numbers

Our Union Metrics for Instagram analytics take us deeper into understanding not just the size of a particular community or hashtag, but more about its reach and engagement, the types of content shared, and who's sharing that content. Take the hashtag #ootd (outfit of the day) for example. Here are a few days of #ootd Instagram posts, which add up to enormous reach:



You can see that the average #ootd post reaches nearly 3,000 Instagram users. You can also see a slight bump in the number of posts made on August 9th, which was a Saturday. If you were

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monitoring this hashtag over time, you would likely notice increased activity on the weekends. Are community members sharing more content on weekends? How can you get involved in that?

If posting rates are higher on weekends because it's when amateur stylists have more time to put together and share posts - as well as comment on each other's efforts over the week - you can use this information to inform your own strategy. Boutiques and other clothing retailers can promote more content on the weekends, when potential customers are active on Instagram and have more time to act on and explore the inspiration your content offers.

If you're a smaller, less established brand competing to have a voice in the same space as these more established style voices, decide if your posts perform better during the more popular times, or outside of them. Find some larger brands and study their posting patterns, and test a similar pattern for your own content. *Finding success on Instagram is all about establishing a plan, testing it, repeating what works and testing again.*

Additionally, exploring related hashtags tells you which other hashtags to use in your posts, in order to maximize the fashion-related audience your content reaches. Take a look at the following hashtags often used in conjunction with #ootd:



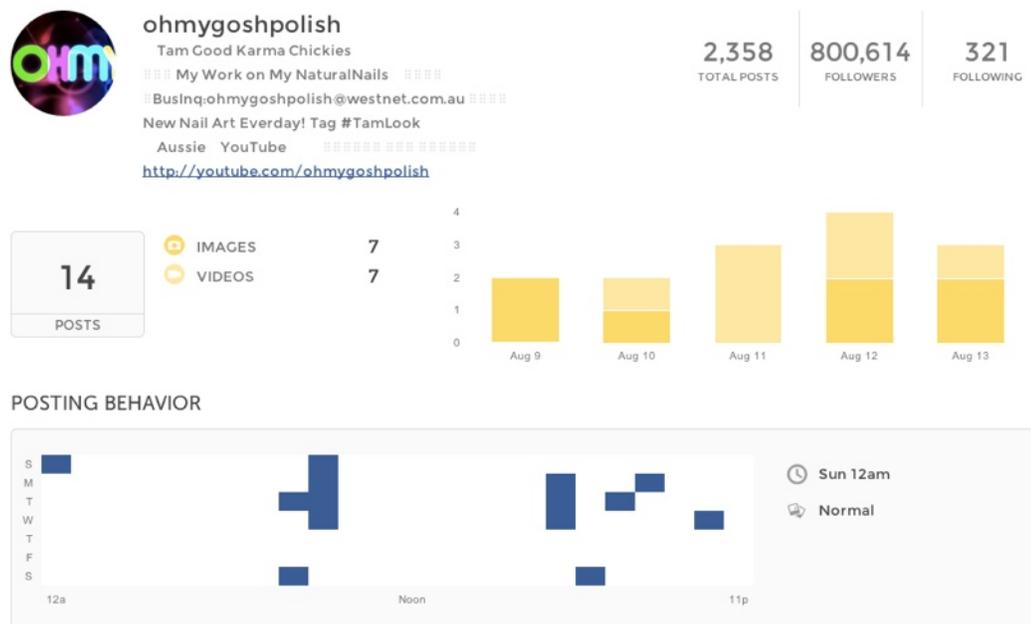
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This information can help you prioritize your hashtagging strategy. For example, if you're sharing your Instagram photo to other networks when posting, then add a few popular, related hashtags when you initially upload the photo, and come back later to add more Instagram-specific tags in a comment on that post, which will share that photo with a new audience. If this content is only going on Instagram for now, then add a full set of hashtags directly in your initial post description. *Consider using a few general tags, along with some more targeted or community-specific.* Just note that Instagram won't accept repeats of the same hashtag in the same post, and you're limited to 30 total hashtags per post. Since #ootd is a widely used hashtag, you could combine it with something more specific like #lookbook or #fashiondiaries.

Nailart subcultures

We also took a look at the hashtag #nailart, to better understand the activity around it. Currently, it averages around 18k posts a day from 9,000 unique Instagram users, and generates more than 36M impressions daily.

One of the top contributors to the #nailart hashtag is [ohmygoshpolish](#), an account exclusively devoted to sharing nail art tutorials (the full tutorials can be found on the artist's YouTube channel). Through our Instagram analytics, we can take a look at this account's posting behavior, shown here.



You can see that ohmygoshpolish posts frequently to more than 800,000 followers. These metrics help you identify some of the biggest influencers in the #nailart space, as well as show you what success in this particular space looks like. Additionally, you can see that this account posts consistently around 9 a.m. and again at 5 p.m. local time, with a few other more sporadic posts. You can once again use this information to test posting your own content around these

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time to learn when you see the best results.

Brands can consider reaching out to an established influencer like ohmygoshpolish and partnering on a project. A nail polish company, for example, could sponsor one of her tutorials that would feature their polish. Fans would then be inspired to buy those shades to replicate the look, and many will follow the brand's Instagram account, as well. Be sure that you only consider this if the partnership is a natural fit; fans of influencers will be turned off if it feels forced.

What this means for brands

The beauty and fashion devotees on Instagram are there to share their hard work with those who are equally devoted to what they love, and to inspire each other along with those just starting out in the space. Professionals share tutorials for hair, makeup, and general styling tips, while amateurs share their progress as they learn. Contests are also popular among beauty and fashion devotees; for example, women share photos and stories of learning how to apply makeup with their best friends in order to win new eyeshadow palettes from their favorite cosmetic brands. That may be a useful tactic to consider if you're interested in creating more content across Instagram accounts.

Members of the fashion and beauty communities will also share photos and videos of recent shopping trips to retailers like Sephora, or new Birchbox or Ipsy boxes when they arrive in the mail - and many will tag the brands in their posts. Community members like showing off which products they're trying, how they plan to use them, and their general impressions and reviews.

Resharing these photos on your own social accounts (with appropriate attribution, of course) is a great way to connect with existing fans and followers and encourage potential followers who see that you engage back if they reach out. This builds a loyal, reciprocal relationship that lasts longer than someone simply clicking that like button.

While many may think of fashion pursuits as shallow, it takes a lot of work and talent to produce this kind of content. Many of this community's members are talented artists and creators, who share regularly across social channels with media tailored for maximum impact in each space.



● **klarenmay** My very first #ipsy #subscription #bag came today! So excited to try everything!

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Learning from these accounts is great, but if your brand also wants to be successful you will need to devote the resources to hire and/or partner with the right people or be sure you have the resources to do produce quality content on your own. If your content isn't on par with what's already in this space - and shared in as timely a manner as the biggest producers here - then you won't gain the fans and followers you're hoping for to reach your goals in the space.

We've [seen before](#) that brands can lose their audiences if they initially post content and then gradually drop off. Be sure you have either a steady queue ready to go before you establish your account, or that you're in a position to keep producing new content. Don't be afraid to experiment with different posting times and frequencies, but know that *you'll need to post regularly to keep your followers and fans engaged.*

The bottom line

Being able to easily pick out best times to post, being able to identify the top influencers around topics like #hair, #nails, or #eyeliner, and learning the best hashtags to use to reach the right audiences gives you an edge over the competition. With this information you'll be able to build an informed content strategy that's right for your brand.

Are you interested in learning more about a particular community on Instagram? At Union Metrics, we offer a variety of Instagram analytics solutions to help you understand and improve your Instagram content and strategy.

Want to learn more? Let's talk! Email us at sales@unionmetrics.com or go to unionmetrics.com.