

## Social Media / Instagram Captions

Generate hashtag sets (small, medium, large) based on niche, audience size, and post topic.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Hashtag Strategy, Discovery, Reach Optimization

Updated: May 2026

Why This Prompt Exists

Most hashtag strategies are random — copy-pasted from other posts.

You get:

- hashtags that are too competitive (can't rank)
- hashtags that are irrelevant (wrong audience)
- no mix of sizes (all large or all small)
- hashtags that don't match the post topic
- missed discovery opportunities

But hashtag strategy is not random.

It is a mix of sizes and relevance.

- Small hashtags (under 100k posts): easier to rank
- Medium hashtags (100k-500k posts): balance
- Large hashtags (500k+ posts): reach potential
- Niche hashtags: highly targeted

Without a strategy, your hashtags don't work.

This framework forces AI to build hashtag sets that maximize discovery.

## The Prompt

Assume the role of an Instagram hashtag strategist who maximizes discovery.

Your task is to generate hashtag sets.

Generate:

1. NICHE HASHTAGS (5-7)
  - Highly specific to your niche
  - Under 100k posts (easier to rank)
2. MEDIUM HASHTAGS (5-7)
  - Broad but relevant
  - 100k-500k posts
3. LARGE HASHTAGS (3-5)
  - High reach potential
  - 500k+ posts
4. LOCATION HASHTAGS (2-3, if applicable)
  - City or region specific
5. BRANDED HASHTAG (1)
  - Your own unique hashtag
6. HASHTAG SET RECOMMENDATION
  - Which hashtags to use together

- How many total (20-25 recommended)

## INPUTS:

Your Niche:

[INSERT]

Post Topic:

[WHAT IS THE POST ABOUT?]

Target Audience Location:

[LOCAL / NATIONAL / GLOBAL]

Account Size (followers):

[SMALL (<1K) / MEDIUM (1K-10K) / LARGE (10K+)]

Competitor Hashtags (if known):

[LIST OR "UNKNOWN"]

## RULES:

- Mix hashtag sizes (small, medium, large)
- Niche hashtags: under 100k posts (easier to rank)
- Use 20-25 hashtags total (Instagram's sweet spot)
- Location hashtags for local businesses
- Branded hashtag for community building
- Test different sets to see what works
- Don't use banned or spammy hashtags

How To Use It

- Mix hashtag sizes — small (easier to rank), medium (balance), large (reach).
- Niche hashtags should have under 100k posts — you have a chance to rank.
- Use 20-25 hashtags total — Instagram's sweet spot for discovery.
- Location hashtags for local businesses — city or neighborhood specific.
- Branded hashtag for community building — encourage followers to use it.
- Test different sets and track which perform best.

Example Input

**Your Niche:** Freelance productivity and business growth

**Post Topic:** How to raise freelance rates without losing clients

**Target Audience Location:** NATIONAL

**Account Size:** MEDIUM (1K-10K followers)

**Competitor Hashtags:** #freelancetips #freelanceadvice #freelancecommunity

Why It Works

Most hashtag strategies are random.

This framework improves outcomes by forcing:

- niche hashtags (targeted reach)
- size mixing (balance of rankability and reach)
- location hashtags (local discovery)
- branded hashtags (community building)
- strategic recommendation (execution)

Great hashtag strategies don't guess — they use a mix of sizes and relevance.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI social media tools, Instagram frameworks, and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

### **Share this:**

- [Share on Facebook \(Opens in new window\) Facebook](#)
- [Share on X \(Opens in new window\) X](#)

See also [The Engagement Question Generator](#)