



TIPS FOR WRITING INSTAGRAM CAPTIONS

*the only checklist
you'll ever need*

TIPS FOR WRITING A+ CAPTIONS

IMPORTANCE OF INSTAGRAM CAPTIONS

Well to start, captions are additional content. They create engagement, build relationships with your followers and loyalty to your brand. Well-written captions provide photo context, add personality to your brand, can be used to tell a story and will inspire your followers to take action - all of which is imperative to drive traffic and sales to your business.

CAPTION LENGTH

The length of your caption changes the interaction you receive on your page. Short and witty captions are great to throw in every to connect surface-level with followers, but longer, well-written captions leave you in a stronger more positive light with the algorithm. Readers will spend more time on your post reading the caption, which tells Instagram your content is engaging to users.

THE PERFECT CAPTION CHECKLIST

- Capture attention with your first line
- Pick your value
Entertainment, education, information, inspiration, etc.
- Add line breaks for clean and easy reading
- Be consistent with brand voice and personality
- Include on brand, relevant emojis
- Use consistent spelling, shorthand and capitalization
- Ask for engagement (call to action)
Tap to shop
Double tap if you agree
Link in bio
Tag a friend who needs this
Comment below