

LETS TALK CAPTIONS



5 TIPS TO CREATE AWESOME INSTAGRAM CAPTIONS

BELOW YOU CAN FIND OUR 5 TOP TIPS TO WRITE CAPTIONS THAT DRAW YOUR AUDIENCE IN.

01 Be yourself

People love to know the face behind the company, so if you sound like a real and genuine person you are in for the win. Only by staying authentic you will stand out from the competition.

02 Tell a story

You want to create connections that hold value, and the best way to do this is through... storytelling. Telling a small story in your captions is gold.

03 Encourage conversation

You can encourage conversation by asking an open question, that will spark a discussion in your comment section. Make sure to make it relatable, something that revolves around their day-to-day life.

04 Emoji's and

Make it fun, but don't overdo it, and only add emoji's that are relevant to the captions. Play with it. You can place your # in the comment below your post if you like to. Use your # wisely, since you can be found through your # on instagram.

05 Include a 'call-to-action'

Why are you posting this comment in the first place? For a like, a comment, because you linked something in the bio, or just for fun? But be mindful with your CTA, don't expect too much for your audience.

5 EXAMPLES OF ENGAGING INSTAGRAM CAPTIONS

ON THIS PAGE YOU CAN FIND SOME EXAMPLES OF GREAT INSTAGRAM CAPTIONS WHICH MAY INSPIRE YOU FOR YOUR NEXT POST.



lego 🌟 The LEGO Winter Village is celebrating 10 years of joy and creativity. Discover all the intricate details of these iconic festive builds! #LEGO #LEGOWinterVillage



gopro 🌟 Photo of the Day: Hidden treasures bathed in golden light. 🌟 @characoalphotos found this relaxing landscape on the coast of San Nicola Arcella. π Share your sunset shots with us at gopro.com/awards. 🏆
•
•
•
#HERO5 @GoProIT #GoProIT #LandscapePhotography #GoldenHour



glossier 🌟 @jenmyles, the makeup artist behind the Pro Tip campaign, shares her liquid liner pro tip 💬
What's your pro tip for liquid liner? 📌



starbucks 🌟 It's the busiest travel day of the year, which means many of you are on your way... right now!

Which type of holiday traveler are you? 🗳️ ❤️



airbnb 🌟 You don't have to be a skier to appreciate this modern chalet bordering Stelvio National Park, but you might have to act like one to get there. "It's 3,012 meters above sea level, and the only way to reach it is by ski lift, so that's an adventure in and of itself," says host Julia. Once you're there, relax in their sleek tub or take in the panoramic views from the terrace.

Tap the link in our bio to discover more Italian design gems in Airbnb Magazine.

📷: @matthieusalvaing



25 INSTAGRAM CAPTIONS YOU CAN USE

BELOW THERE ARE SOME INSTAGRAM CAPTIONS WHICH YOU CAN PERSONALIZE AND USE WITH THE PICTURES YOU WANT TO POST

These are the tools I can't live without (**list tools and explain why**). They make my work so much easier and help me get through my work week. Which tool is essential to you? Let me know in the comments.

It's Monday! To be completely honest with you, I snoozed a few times this morning and am on my third cup of coffee right now ☺ (**insert emoji**). What helps you through the day?

Seven billion smiles, and these are our favorite. (**Talk about one of your favorite moments/weddings/things that have happened when in business**)

Guess what day it is? SUNDAY! And that means... namast'ay in bed (**insert emoji**) What are you planning to do on this great day?

(**insert picture of your favorite wedding, cake, service you offer**) Maya Angelou once said: 'Success is liking yourself, liking what you do, and liking how you do it.' So today I want to show you guys what I l <3 v e to do and let me tell you a little more about it: (**insert explanation of what you love to do**)

We know the voices in our heads aren't real, but sometimes their ideas are just too good to ignore. That's why I am going to enjoy this Friday night with a glass of wine in one hand and a cookie in the other. What are you doing tonight?

We got 99 problems, but an awesome (**insert a person who you think is awesome - could do it for mother's day/father's day**) ain't one, and that's why we'd like to give her some extra love. Double tap if you love your momma or daddy!

Yesterday I got this lovely message from (**insert name, be sure to have his/her permission**). This is why I love what I do and what makes all the hard work so rewarding. I am extremely grateful for all of my customers.

I'm currently reading (**insert name of book**) and it has been really inspiring to me. What I've learned so far is (**insert something interesting you learned**). Do you have any book recommendations?



25 INSTAGRAM CAPTIONS YOU CAN USE

BELOW THERE ARE SOME INSTAGRAM CAPTIONS WHICH YOU CAN PERSONALIZE AND USE WITH THE PICTURES YOU WANT TO POST

Aaaa it's holly jolly christmas. Gather around, because it's the time to get cozy, get a glass of **(insert favourite drink)** and celebrate with family. Have a lovely Christmas from mine to yours. Ps: what gifts are you looking forward to unpacking? **(insert wink)**

I've been dreaming about summer for the last few days. I can't wait to sip on some cocktails and take a dip in the pool. What are your summer plans?

What is your favorite product or service that you offer? Mine is **(insert favorite product/service and explain why)**.

(insert image of you smiling) Spot the big boss. How's your day going?

(insert selfie) Maybe she's born with it, maybe it's the Clarendon filter, or a Lark filter, heck maybe it's even photoshop - we'll never know **(insert laughing face)**. What are you doing these quarantine days?

These are my top 3 most asked questions **(list questions and give an answer to them)**. Are there any questions you still have that I didn't answer? Don't be shy and send me a DM or drop them in the comments.

I might have needed vodka, but I gave it a shot anyway. This week I tried **(insert something you did this week that's new)** and I **(be honest, loved it/liked it/hated it, and insert why)** People love honesty, this is your chance to get real

Just sent my lovely members their weekly mail like I do every **(insert weekday)** and I wanted to share a little sneak peek with you 😊

So grateful for my amazing team! They are literal lifesavers and it's never a boring day at work with them. Tag your partner(s) in crime and let them know why you're thankful for them ❤️



25 INSTAGRAM CAPTIONS YOU CAN USE

BELOW THERE ARE SOME INSTAGRAM CAPTIONS WHICH YOU CAN PERSONALIZE AND USE WITH THE PICTURES YOU WANT TO POST

Sometimes all we need is good company, **(insert your service - a brilliant wedding)**, and a glass of wine and we feel fulfilled. Shout out to **(insert photographer)** for taking these awesome pictures.

If people ask me what my biggest tip is for **(insert service)**, it would be **(insert tip)**. (If you have a blogpost about it, link to blogpost to read more)

I've been longing for winter now for a while. Cozy nights in, warm blankets, Christmas movies and some hot cocoa. What is your favorite thing to do on a cold winter day?

(insert picture of your service // a wedding // smiling people)
Everything I finish **(service)** I feel so grateful, and I all of a sudden realise there's so much to smile about. Smile, because they are free and you might make some one's day.

Think about the reasons why it won't work, write them down, and forget about them. **(tell about a moment when you were feeling insecure)**. But it is important to remember we can do it and I believe in us!

Am I the only one having a rough day? It's okay to have an off-day once in a while. It's important to take some rest and completely relax. What are your tips to destress?

What's still on your business bucketlist? I always wanted to **(insert one of your business goals)**. It's important to set yourself some achievable goals which you can work towards. It keeps your work challenging!



Writing good captions is a must if you want more engagement with your audience. Don't worry, practice makes perfect. Why don't you review your last three instagram posts and see what you - potentially - could do better. Reflect, review and rewrite them. Don't **hesitate to go back to our top 5 tips**.

REVIEW AND REFLECT

1

2

3