

Social Media / Instagram Captions

Create slide-by-slide content for Instagram carousels with headlines and body text per slide.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Instagram Carousels, Slide Decks, Educational Content

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Why This Prompt Exists

Most Instagram carousels are just bullet points — no flow, no hook, no CTA.

You get:

- slides that don't tell a story (random order)
- text-heavy slides (no one reads)
- no hook on slide 1 (no reason to swipe)
- no CTA on last slide (no action)
- carousels that get ignored

But a carousel is not a document.

It is a swipeable narrative.

- Slide 1: Hook (promise of value)
- Slides 2-9: Value (one idea per slide)
- Slide 10: CTA (what to do next)
- Each slide: headline + 1-2 sentences

Without a script, your carousel will flop.

This framework forces AI to create carousel scripts that engage.

The Prompt

Assume the role of an Instagram carousel strategist who creates swipeable educational content.

Your task is to create a carousel slide script.

Generate:

1. TITLE SLIDE (Slide 1)
 - Hook (promise of value)
 - Visual direction suggestion
2. VALUE SLIDES (Slides 2-9)

For each slide:

 - Headline (one line)
 - Body text (1-2 sentences)
 - Visual suggestion
3. CTA SLIDE (Final slide)
 - Clear call to action
 - Invitation to comment, save, or share
4. SLIDE COUNT RECOMMENDATION
 - Total slides (5-10 is optimal)
5. CAPTION (for the post)
 - Short hook + summary + CTA

6. HASHTAGS (5-10)

INPUTS:

Topic:

[WHAT ARE YOU TEACHING?]

Number of Key Points (3-7):

[INSERT NUMBER]

Key Points (list):

[LIST]

Target Audience:

[WHO ARE THEY?]

Desired CTA:

[COMMENT / SAVE / SHARE / FOLLOW]

Brand Voice:

[FRIENDLY / PROFESSIONAL / WITTY / INSPIRATIONAL]

RULES:

- Slide 1: hook must make them want to swipe
- One idea per slide (don't cram multiple points)
- Headline: one line, benefit-driven
- Body text: 1-2 short sentences (not paragraphs)
- Final slide: clear CTA
- 5-10 slides optimal (too many = drop-off)

- Visual direction helps designer (be specific)

How To Use It

- Slide 1 hook must make them want to swipe — promise a specific outcome.
- One idea per slide — if a point needs multiple slides, it's too complex.
- Headline: one line, benefit-driven (“Mistake #1:...” not “First...”).
- Body text: 1-2 short sentences — long paragraphs kill carousels.
- Final slide: clear CTA — “Save this for later” not “Thanks for reading.”
- 5-10 slides is optimal — more than 12 and engagement drops sharply.

Example Input

Topic: 5 mistakes freelancers make when raising rates

Number of Key Points: 5

Key Points: Announcing with apology, not having a replacement client, raising too little, raising too much, not communicating value

Target Audience: Freelancers earning \$30-80/hour

Desired CTA: SAVE (“Save this for when you’re ready to raise your rates”)

Brand Voice: FRIENDLY AND HELPFUL

Why It Works

Most carousels are just slide decks.

This framework improves outcomes by forcing:

- hook slide (swipe motivation)
- one idea per slide (scannability)
- benefit-driven headlines (engagement)

- short body text (mobile reading)
- clear final CTA (action)

Great Instagram carousels don't inform — they guide, one swipe at a time.

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