

Social Media / Instagram Captions

Write engaging captions for feed posts with hooks, value, emojis, line breaks, and CTAs.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Instagram Captions, Engagement, Content Creation

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Why This Prompt Exists

Most Instagram captions are afterthoughts — or walls of text no one reads.

You get:

- captions that are too long (no one reads)
- no hook (no reason to keep reading)
- no emojis or line breaks (hard to scan)
- no clear CTA (no engagement)
- posts that don't drive action

But a caption is not optional.

It is where you add context and drive action.

- Hook: stops the scroll (first line is critical)
- Value: teaches, entertains, or inspires
- Line breaks: white space for readability
- Emojis: visual breaks and tone setters
- CTA: tells them what to do next

Without a strong caption, your visual content is wasted.

This framework forces AI to write captions that engage and convert.

The Prompt

Assume the role of an Instagram caption writer who writes engaging, scannable captions.

Your task is to write an Instagram caption.

Generate:

1. HOOK (first line)
 - Stops the scroll
 - Question, bold statement, or relatable moment
2. BODY (2-4 short paragraphs)
 - Value, story, or insight
 - Line breaks between paragraphs
 - Emojis for visual breaks
3. CALL TO ACTION (last line)
 - Clear, easy action
 - Comment, save, share, or click link
4. HASHTAGS (5-10)
 - Mix of sizes (small, medium, large)
5. CAPTION LENGTH SUGGESTION
 - Short (under 150 characters) / Medium (150-400) / Long (400+)

INPUTS:

Post Topic:

[WHAT IS THE POST ABOUT?]

Visual Description (what's in the image/video):

[DESCRIBE]

Target Audience:

[WHO ARE THEY?]

Desired Emotion:

[CURIOSITY / RELATABILITY / INSPIRATION / URGENCY]

Goal:

[ENGAGEMENT / TRAFFIC / AWARENESS / SAVES]

Brand Voice:

[FRIENDLY / PROFESSIONAL / WITTY / INSPIRATIONAL]

RULES:

- Hook must be in the first line (above "Read more" cutoff)
- Short paragraphs (2-3 sentences max) with line breaks
- Emojis for visual breaks (2-5 total, not excessive)
- CTA must be clear and easy (one action only)
- Hashtags: 5-10, mix of sizes
- Match caption length to platform and goal (Reels need shorter captions)

How To Use It

- Hook must be in the first line — that's what users see before "more."

- Short paragraphs (2-3 sentences max) with line breaks for scannability.
- Emojis for visual breaks — 2-5 total, not excessive.
- CTA must be clear and easy — one action only, not multiple asks.
- Hashtags: 5-10, mix of small, medium, and large.
- Reels need shorter captions than feed posts (attention span is shorter).

Example Input

Post Topic: How to raise freelance rates without losing clients

Visual Description: Photo of a freelancer at their desk looking confident, with a coffee mug that says “Raise Your Rates”

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

Desired Emotion: RELATABILITY

Goal: ENGAGEMENT (comments)

Brand Voice: FRIENDLY AND ENCOURAGING

Why It Works

Most captions are ignored.

This framework improves outcomes by forcing:

- scroll-stopping hook (attention)
- short, scannable paragraphs (readability)
- emojis for visual breaks (engagement)
- clear CTA (action)
- strategic hashtags (discovery)

Great Instagram captions don't just describe the photo — they start a conversation.

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See also [The Reel Caption & Script Combo](#)