

Social Media / Instagram Captions

Create on-screen text scripts for Instagram Reels optimized for retention and engagement.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Instagram Reels, Video Scripts, Retention Optimization

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Why This Prompt Exists

Most Reels have no script — just random clips with music — and no retention.

You get:

- Reels that don't hook in the first 3 seconds
- no on-screen text (viewers watch without sound)
- no retention strategy (drop-off in first 5 seconds)
- no clear CTA (what to do after watching)
- views that don't convert to engagement

But a Reel is not random content.

It is a retention-optimized video.

- Hook (0-3 sec): stop the scroll
- Value (3-25 sec): deliver the insight
- Retention hooks: text on screen every 3-5 seconds
- CTA (25-30 sec): tell them what to do

Without a script, your Reels won't retain viewers.

This framework forces AI to create Reel scripts that hook and hold attention.

The Prompt

Assume the role of an Instagram Reel strategist who writes scripts for retention.

Your task is to create a Reel caption and on-screen text script.

Generate:

1. HOOK (first 3 seconds)
 - What the viewer sees and hears
 - Stops the scroll
2. ON-SCREEN TEXT TIMELINE (by second)
 - 0-3 sec: hook text
 - 3-6 sec: value prop
 - 6-30 sec: key insights (new text every 3-5 seconds)
 - 28-30 sec: CTA
3. VOICE OVER SCRIPT (if applicable)
 - What you say
4. CAPTION (for the post)
 - Short hook + value + CTA
5. HASHTAGS (5-10)
6. LENGTH RECOMMENDATION
 - 15-30 seconds (optimal for retention)

INPUTS:

Topic:

[WHAT IS THE REEL ABOUT?]

Key Insights (2-3):

[LIST]

Target Audience:

[WHO ARE THEY?]

Retention Hook (what keeps them watching):

[E.G., "Number 3 will surprise you"]

Desired CTA:

[FOLLOW / COMMENT / SAVE / SHARE]

Brand Voice:

[EDUCATIONAL / ENTERTAINING / RELATABLE]

RULES:

- Hook within first 3 seconds (critical for retention)
- New on-screen text every 3-5 seconds (resets attention)
- Text must be readable (big, bold, contrasting)
- Keep Reel under 30 seconds (longer = drop-off)
- CTA in last 2-3 seconds
- Caption should complement, not repeat, the video

How To Use It

- Hook within first 3 seconds — if you don't hook them immediately, they scroll.
- New on-screen text every 3-5 seconds — this resets viewer attention.
- Text must be readable — big, bold, high contrast (white text with black outline).
- Keep Reels under 30 seconds — retention drops significantly after 30 seconds.
- CTA in last 2-3 seconds — tell them exactly what to do.
- Caption should complement the video, not repeat it.

Example Input

Topic: How to raise freelance rates without losing clients

Key Insights: “Don't announce with apology,” “Have a replacement client ready,” “Raise 20-30% minimum”

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

Retention Hook: “The #1 mistake freelancers make when raising rates”

Desired CTA: SAVE (for later)

Brand Voice: EDUCATIONAL

Why It Works

Most Reels have no retention strategy.

This framework improves outcomes by forcing:

- 3-second hook (stop the scroll)
- on-screen text timeline (retention)
- new text every 3-5 seconds (attention reset)
- under-30-second length (completion rate)
- clear CTA (conversion)

Great Reels don't just get views — they retain viewers and drive action.

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