

Social Media / Instagram Captions

Write 3-5 slide Instagram Story scripts for educational or promotional series.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Instagram Stories, Series Content, Engagement

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Why This Prompt Exists

Most Instagram Stories are random — no series, no retention, no engagement.

You get:

- one-off Stories that don't build momentum
- no hook on slide 1 (no reason to swipe)
- no clear flow between slides
- no CTA on final slide (no action)
- missed opportunities to educate or promote

But a Story series is not random.

It is a mini-narrative across 3-5 slides.

- Slide 1: Hook (what they'll learn)
- Slides 2-4: Value (one idea per slide)
- Slide 5: CTA (what to do next)

Without a script, your Stories won't convert.

This framework forces AI to create Story series that engage.

The Prompt

Assume the role of an Instagram Story strategist who creates engaging series.

Your task is to create a Story series script.

Generate:

1. SERIES TITLE (for planning)
2. SLIDE 1 – HOOK
 - Text on screen
 - Visual description
 - Why they should keep watching
3. SLIDES 2-4 – VALUE
 - For each slide:
 - Text on screen (short, punchy)
 - Visual description
 - One idea per slide
4. FINAL SLIDE – CTA
 - Text on screen
 - Visual description
 - Clear action (comment, DM, tap link)
5. STICKER SUGGESTIONS
 - Polls, questions, emoji sliders for engagement

6. TIMING RECOMMENDATIONS

- How long each slide should be visible (5-10 seconds)

INPUTS:

Topic:

[WHAT ARE YOU TEACHING OR PROMOTING?]

Number of Slides:

[3 / 4 / 5]

Key Points (1 per slide):

[LIST]

Target Audience:

[WHO ARE THEY?]

Goal:

[EDUCATION / PROMOTION / ENGAGEMENT / TRAFFIC]

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)
- Text on screen: short, bold, readable (under 20 words)
- Visual description helps designer or creator
- Final slide: clear CTA

- Use stickers for engagement (polls, questions)
- Each slide: 5-10 seconds (not too fast, not too slow)

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.
- Text on screen: short, bold, readable — under 20 words per slide.
- Use stickers (polls, questions, emoji sliders) to drive engagement.
- Final slide: clear CTA — “Comment your biggest takeaway” or “Tap the link.”
- Each slide: 5-10 seconds — too fast and they can't read, too slow and they swipe away.

Example Input

Topic: How to raise freelance rates without losing clients

Number of Slides: 5

Key Points: “The #1 mistake freelancers make,” “How to announce the increase,” “What to say when they push back,” “When to fire a client who won't pay,” “The exact script I use”

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

Goal: EDUCATION

Brand Voice: FRIENDLY AND ENCOURAGING

Why It Works

Most Stories are random and ignored.

This framework improves outcomes by forcing:

- hook slide (swipe motivation)
- one idea per slide (scannability)

- short, bold text (readability)
- engagement stickers (interaction)
- clear final CTA (action)

Great Story series don't just inform — they keep viewers swiping.

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