

# 5 tips to change your caption game



YOUR  
SOCIAL  
TEAM

@YOURSOCIALTEAM

© 2020 YOUR SOCIAL TEAM.  
ALL RIGHTS RESERVED.

# PHOTOS GET LIKES, CAPTIONS GET SALES.

I always say this phrase because it's true.

Most people focus on their images or videos on Instagram and overlook their captions. But if you're a business and want to keep your audience constantly engaged, it's your captions' job to do this.

These 5 tips will help you get there!

xx

Manu

WEBSITE: [WWW.YOURSOCIAL.TEAM](http://WWW.YOURSOCIAL.TEAM)  
INSTAGRAM & TIKTOK @YOURSOCIALTEAM

*Copyright © 2020 Your Social Team. All rights reserved.*

YOUR  
SOCIAL  
TEAM

# 1. Your first sentence should give your audience a reason to click the 'more' button

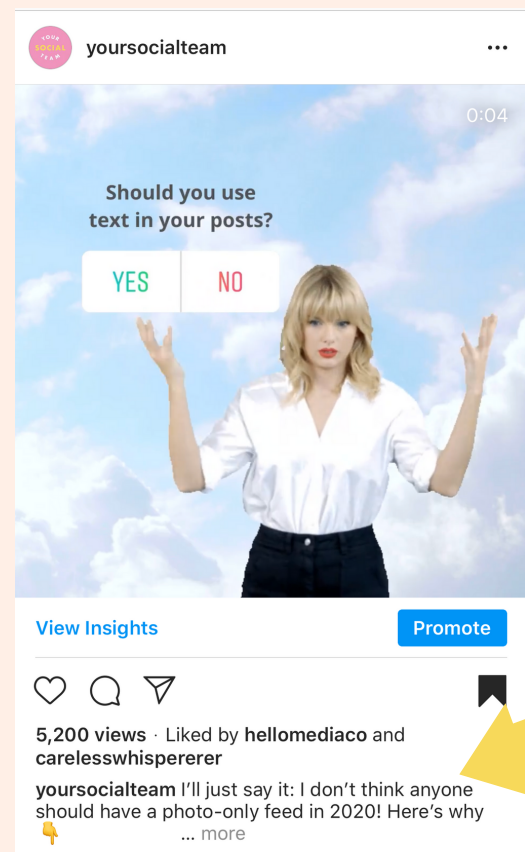
Although you can write Instagram posts up to 2,200 characters, you only have one short sentence before they see the 'more' button (the exact number of characters can vary).

This means when your followers are scrolling down their feed, they can only see that short preview of your captions.

**As you write your captions, you need to make sure that short preview gives your audience enough reason to want to click that "more" button and read your whole caption--all the way to your call to action.**

Start with the topic of your post, teasing something you're about to reveal or setting the expectation for how people should engage with your posts.

Here's an example:

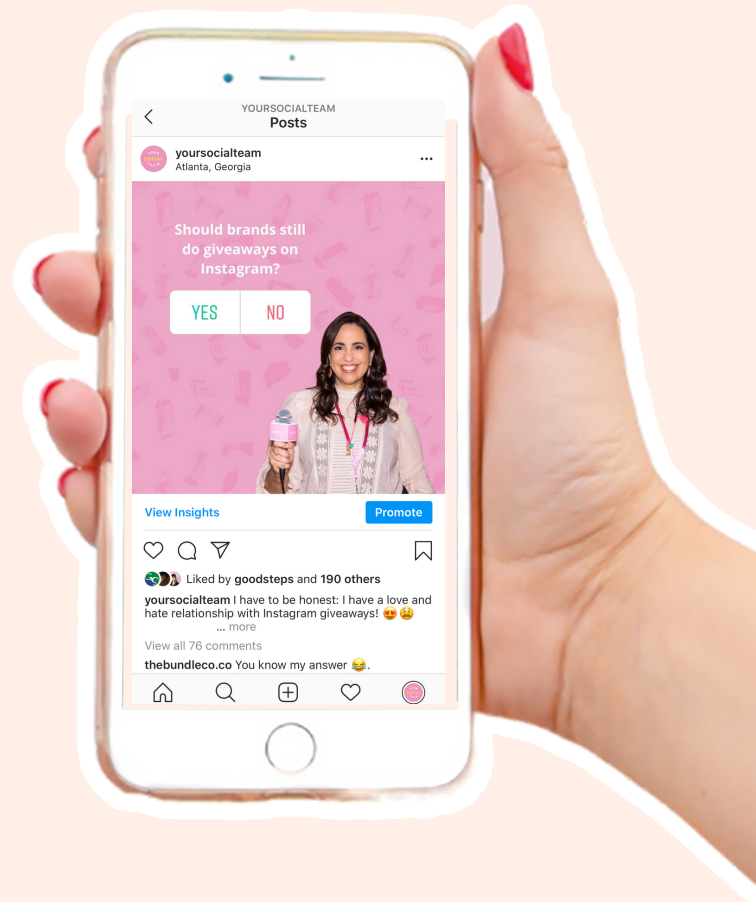


## 2. Focus on one message per caption and keep it clear

**Forget what people tell you: you do not have to start every post with an intro or a long story and a life lesson until you get to what you actually want to talk about.**

Sharing stories is great, but if they are unrelated to your topic or main objective of the post, it's better you keep that story for another day.

When you want your audience to take action, you need to be laser focused, clear, avoid long sentences and backstories, and give a simple call to action.



# 3. Keep your captions visually organized

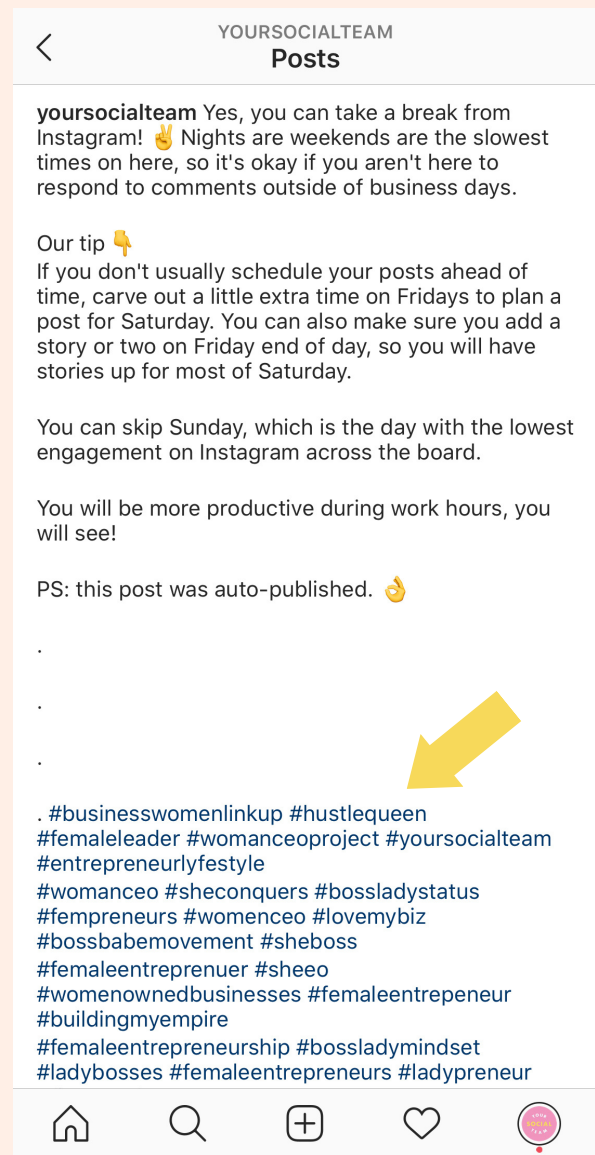
Instagram allows us very limited control on the visuals of our captions. Even line breaks can be challenging.

**Because of that, it's very important you use all the tools you have handy to make your caption easy to look at and read.**

Add line breaks, all caps (we only recommend doing that in a word or two or it feels overwhelming to the reader), and emojis strategically to make your captions easy on the eyes.

And this is very important: separate your list of hashtags from your caption with line breaks or dots to avoid clutter.

Here's an example:



## 4. Use your Insights to find the most popular topics for your audience

Many social media managers and business owners get writer's block or simply don't know which topics their audience will care about when it's time to create content.

**But if you have a business or creator Instagram account, the answer is right there at your fingertips: just check your Insights.**

Our recommendation is that you look at specific data instead of generic data like impressions or reach.

To find what topics your audience engages with the most, go to your Insights and select comments in the past year.

Open each of those top performing posts and make a list of which topics they talked about and what made your audience comment.

Put those topics in rotation and also incorporate similar topics to your content strategy.

## 5. Add a diversity of effective calls to action

This is a big one!

**Most businesses are used to adding a "link in bio" here and there, but many don't add enough calls to action to other posts.**

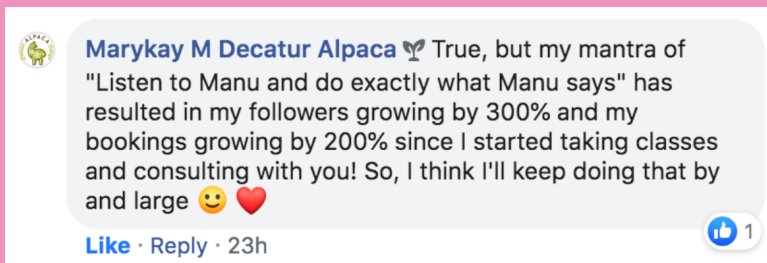
Adding calls to action to most posts makes it so that your audience gets used to interacting with your content and engaging with you. When they get in that habit, your posts will perform better, but it's also more likely that they will be ready to follow your directions when you have a sales post.

**Here are a few calls to action you can use:**

- Link in bio
- DM me for the link
- Double tap if you agree
- Share this post to stories so your friends [insert benefit to friends]
- Save this post

Pro tip: when it's an important post for your audience and your business, use the call to action before the "more" button to make sure your audience sees it!

# Become a member to up your Instagram game



Our members get a monthly class, with access to past classes on demand and unlimited support via our private Facebook group!

[CLICK TO LEARN MORE](#)





## Before I go...

Hi, I'm Manu, founder of Your Social Team. I help marketing professionals and entrepreneurs use Instagram to grow their businesses.

I bring 20 years of experience to the Instagram world, working in Creative, Marketing and Strategy for brands such as the Cartoon Network and King of Pops (if you're in the South, you know!) .

I've taught over 200 classes, created several online trainings and started a membership.

I taught the guys over at MailChimp how to create their GIF stickers, and created a Instagram strategy for the guy who is possibly the first person ever known to do a sponsored social post (he did it on Twitter in 2011!).

Oh, and want to hear a secret? My biggest corporate \*dream\* client found me on Instagram when I had only 500 followers! Proof that you don't need thousands of followers or the swipe up feature to benefit from Instagram. So what are you waiting for?

Let's connect!

WEBSITE: [WWW.YOURSOCIALTEAM.COM](http://WWW.YOURSOCIALTEAM.COM)  
INSTAGRAM & TIKTOK @YOURSOCIALTEAM

**Thank  
you**

*Copyright © 2020 Your Social Team. All rights reserved.*

YOUR  
SOCIAL  
TEAM