

## *TIPS FOR WRITING INSTAGRAM CAPTIONS*

### ✓ **Use a consistent brand voice**

Brand voice is one of the most important parts of any good Instagram caption. If you are a small business owner, who is looking to engage with your audience on Instagram, we recommend that you develop a brand voice and use it on all your posts. Practice consistency. Your Instagram caption should sound and feel like the rest of your marketing channels.

### ✓ **Use hashtags**

Hashtags aren't mandatory in your Instagram captions, but they do help. They provide an effective way of connecting with your followers, gain more Instagram followers and even build a relationship with them. Proper use of hashtags will make your posts more effective.

Think outside the box when adding hashtags. Instead of just saving the hashtags for the end, try incorporating them into the body of your caption. Also, use relevant hashtags to boost your engagement and get new eyes on your Instagram content.

### ✓ **Consider length**

Although Instagram have a caption character limit of 2,200 characters, followers will have the option to "view more" for longer captions. You should stay within 125 characters to ensure that your entire caption will display in your follower's feeds with the image. Make sure that every word is integral to the message you're trying to convey.

For longer tweets, make sure that the most important part of your message is at the beginning of the caption.

### ✓ **Always include a call-to-action**

Your captions are a great way to inspire people to engage with your business. As such, we highly recommend that you include a call-to-action to your Instagram caption. You can encourage them to comment, answer questions, use your hashtags, click the link in your bio etc. Your followers will be happy to engage with your business, you just need to prompt them to do something. Inviting them to like or comment can go a long way towards driving more engagement to your posts.