



PLANN

Instagram Captions

YOU CAN USE
RIGHT NOW

Social Media Marketing

www.planthat.com



Introduction

At Plann, our mission is to make EVERY part of your social media process easier, more streamlined and even fun! From planning your strategy and designing a jaw-dropping grid to scheduling your posts at the optimal times, we've left no stone unturned. But, one of the biggest questions we still get from our Plann'rs is... 'What the heck should I write in my Instagram captions?'

Yep, even the most creative of us fall prey to writer's block from time to time! There can feel like there's so much pressure to say exactly the right thing in your social media captions and to be witty, heartfelt and engaging, at all times. This can keep you stuck staring at a blinking cursor on a blank page.

The good news is, Plann's latest 'Social Starters' feature will crush that writer's block! You can shuffle through hundreds of done-for-you, purpose-led caption ideas from right inside your Plann desktop account. Simply choose one that works and add your own unique twist or personality.

Don't spend another hour struggling to come up with an engaging caption for your Instagram post. Read on to find out all about our 'Social Starters' and how to utilize them to make a big difference in captivating and converting your audience.



STAY IN TOUCH
THROUGH INSTAGRAM



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HAVE YOUT TRIED ALL THESE STRATEGIES?

Plann Pointer

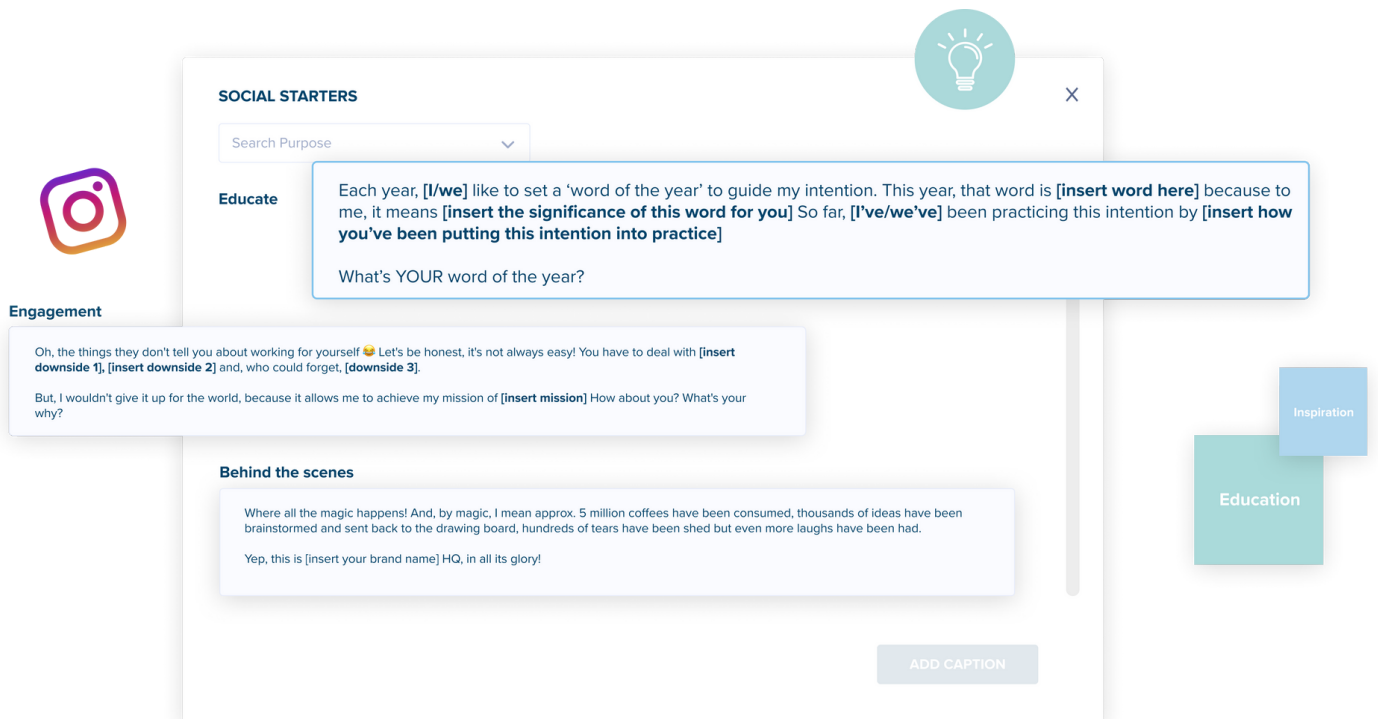
Need some inspiration on what you should say on Instagram? Check out our 250+ specifically tailored, done for you captions. They're here to help you save time and get ahead of your social media game, you don't ever need to worry about what to say again!

Why are captions so important?

WHY ARE CAPTIONS SO IMPORTANT?

A photo might be worth a thousand words, but if you don't have a caption to follow then your audience might be left feeling a little confused and not be so inclined to engage with your content. Captions and images go hand-in-hand, so use captions to create a story, nurture a human-to-human connection with your audience and encourage them to convert.

Keep in mind that your captions should vary based on what social channel you are posting. For example, Instagram is typically shorter and more conversational while LinkedIn can be a longer format, with a more professional tone of voice.



The screenshot shows the Plann Pointer Instagram caption generator interface. At the top, there's a 'SOCIAL STARTERS' header with a lightbulb icon and a close button. Below this is a 'Search Purpose' dropdown menu. The 'Engage' category is selected, showing a list of caption starters. The 'Education' category is also visible, showing a list of caption starters. The 'Behind the scenes' category is also visible, showing a list of caption starters. The 'ADD CAPTION' button is at the bottom right.

SOCIAL STARTERS

Search Purpose

Engage

Oh, the things they don't tell you about working for yourself 🤔 Let's be honest, it's not always easy! You have to deal with [insert downside 1], [insert downside 2] and, who could forget, [downside 3].

But, I wouldn't give it up for the world, because it allows me to achieve my mission of [insert mission] How about you? What's your why?

Education

Each year, [I/we] like to set a 'word of the year' to guide my intention. This year, that word is [insert word here] because to me, it means [insert the significance of this word for you] So far, [I've/we've] been practicing this intention by [insert how you've been putting this intention into practice]

What's YOUR word of the year?

Behind the scenes

Where all the magic happens! And, by magic, I mean approx. 5 million coffees have been consumed, thousands of ideas have been brainstormed and sent back to the drawing board, hundreds of tears have been shed but even more laughs have been had.

Yep, this is [insert your brand name] HQ, in all its glory!

ADD CAPTION

Inspiration

Education



Behind the Scenes

CAPTIONS FOR BEHIND THE SCENES CONTENT

People buy from people! Showing your brand as a human with real dreams, visions and aspirations and your motivations behind why you wake up everyday makes you much more relatable!

Examples include:

Sharing what you're working on, your workspace, your morning routine, product development, what you do in your downtime or taking us behind the scenes at an event.

Your Free Captions:

Where all the magic happens! And, by magic, I mean approx. 5 million coffees have been consumed, thousands of ideas have been brainstormed and sent back to the drawing board, hundreds of tears have been shed but even more laughs have been had. Yep, this is [insert your brand name] HQ, in all its glory!

Working from home is the dream' they said! And, don't get me wrong, there's still plenty of perks, like [insert thing you like about WFH] and [insert other thing you like about WFH] But, not enough people talk about the challenges, like beating the temptation to watch Netflix in your PJs all day, or achieving work/life balance. Luckily, I've got this down pat. My top tips for staying productive while working remotely? [Insert your top tips] Do you have any you'd add to this list?

Click me to get the
complete list of captions!

Educate

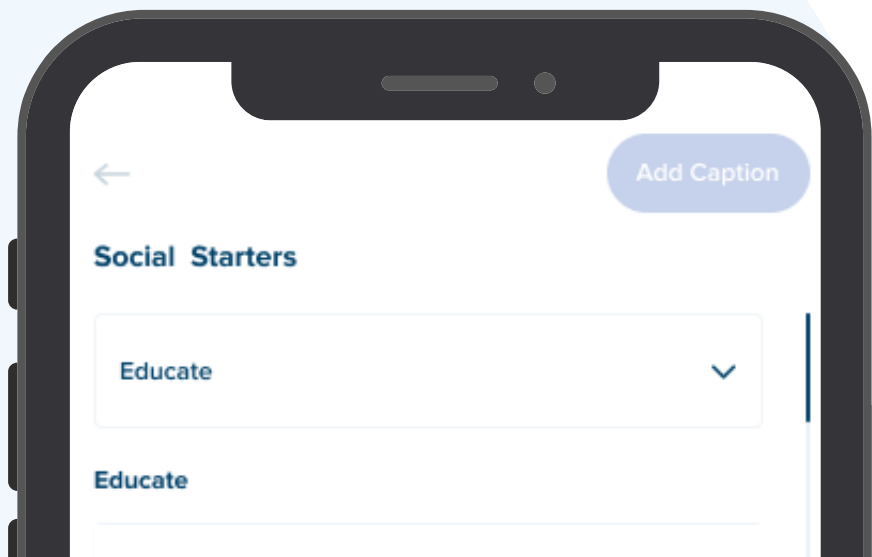
CAPTIONS TO EDUCATE

Teaching your audience something or sharing something you've learned is how to raise your profile, your credibility and authority in your space. Giving someone bite-sized, helpful pieces of information makes you memorable when they have those exact problems you have explained you can solve.

Examples include:

A tutorial, sharing something you've recently found you don't think others don't know about, sharing results of something you've been testing, new apps you've found.

Your Free Captions:



Is it just me, or is everyone talking about [insert trending topic] right now? I've been asked about this more often in the last few weeks than I have in years! So, I wanted to come on the record and clear up some of the most common questions I receive about [insert topic] Swipe through for my top truthbombs! (Drops mic 🎤)

So, as an [insert profession] I get asked constantly about [insert topic 1], [insert topic 2] and, of course [insert topic 3] But, I have to be honest... I really wish I got asked more about [insert topic you wish you'd get asked about], because it would mean [insert why you wish you'd get asked]. Do you have something you wish more people would ask you? Let me know in the comments! ⬇️ Oh, and for the record, the answer is [insert answer to question]



Engage

CAPTIONS TO ENGAGE

Increase your engagement rate and create a connection with your followers by encouraging them to interact with your content through irresistible captions.

Your Free Captions:

Imagine we're at a bar (Cheers to that!) What drink do you order from the bartender? [I'm/we're] a big believer[s] that you can tell a lot about someone from their go-to drink. [Me/us] personally, [we're/I'm] [insert your signature drink] kind of [girl/guy/person/people] What does that say about [me/us]? Well, [I'm/we're] [insert adjectives about yourself] Drop YOUR signature drink in the comments, so [I/we] can get to know you all a little better!

Oh, the things they don't tell you about working for yourself 🤔 Let's be honest, it's not always easy! You have to deal with [insert downside 1], [insert downside 2] and, who could forget, [downside 3]. But, I wouldn't give it up for the world, because it allows me to achieve my mission of [insert mission] How about you? What's your why?

Click me!

Ignite Inspiration

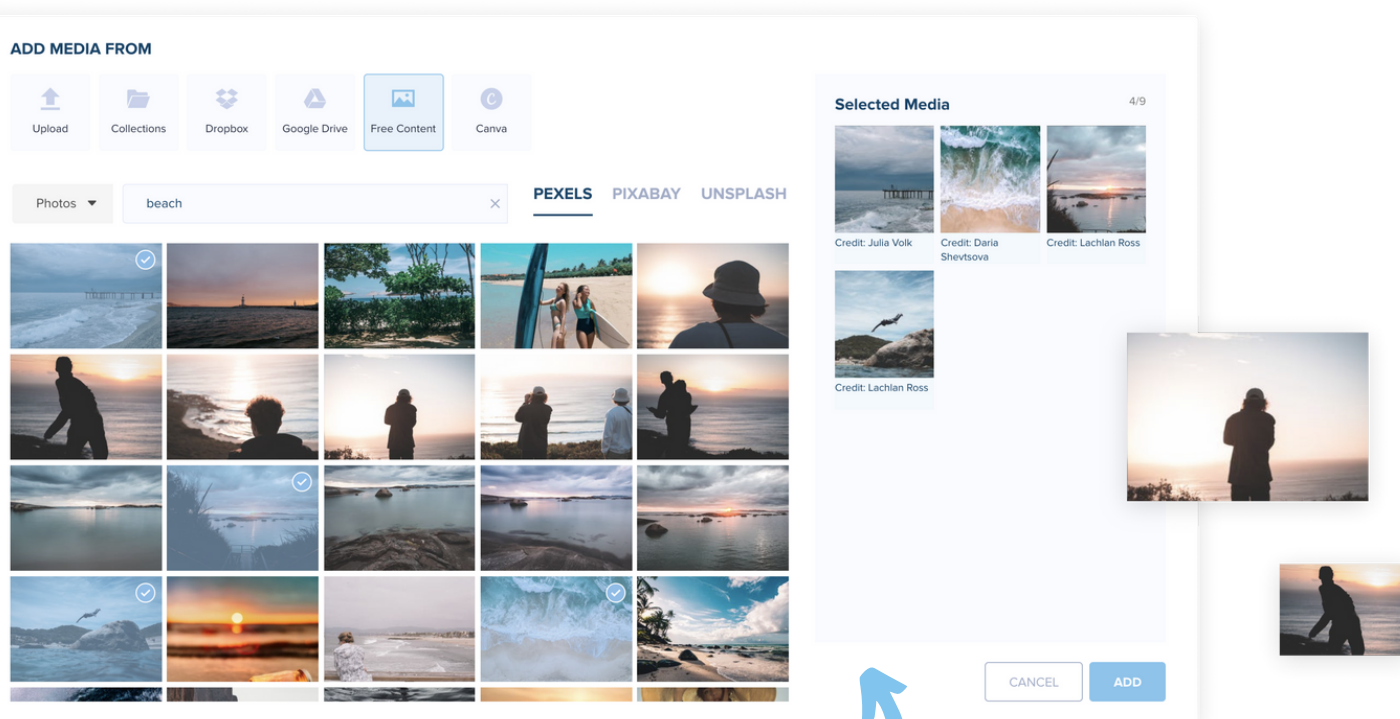
CAPTIONS TO IGNITE INSPIRATION

This is the most popular of all Instagram posts. Inspirational posts prompt an emotional response from audiences, providing them with the tools to 'imagine' if they had your product, service or taking a break with your delicious hot coffee.

Your Free Captions:

New month, new mantra! [Insert month], the words I'm living by are [insert mantra]. How about you?

Let's be honest, we all have those days where we'd much rather hide under the blankets than face whatever it is we're meant to be doing. We're all human! But, I've found that on those days where I still need to show up, there's one hack that allows me to fake it til I make it. My number one confidence tip for those days when I'm drowning in self-doubt is to [insert confidence tip] It works every time! Do you have any go-to confidence tips? Let us know in the comments! ↓



Pair these captions with images + videos from our Free Stock libraries!



Promote

CAPTIONS TO PROMOTE YOUR PRODUCT

If you're adding a shot of your product, just remember to tie it in with the lifestyle you're selling. Often it's words that can connect a physical product with a larger brand vision that will convert followers from window-shoppers into fully-fledged customers,

Your Free Captions:

The biggest question [I/we] get asked about [insert your product/service] is [insert the FAQ here] And, [I/we] find it kind of funny, because when [I/we] first started my business, [I/we] thought for sure it would be [insert FAQ you thought you'd get but didn't] In case you're curious, the answer to THAT question is [insert answer to question you thought they'd ask here] And for the answer to the BIG question? You'll have to stay tuned for my next post!

Not to tease ☺ but we are beyond excited about how our latest addition to the [insert brand name] range is coming along! This is something you all have been asking for FOREVER! Why we can't give away toooo much yet, we did want to give you this little sneak peek. Can you guess what it is?

Run a sale

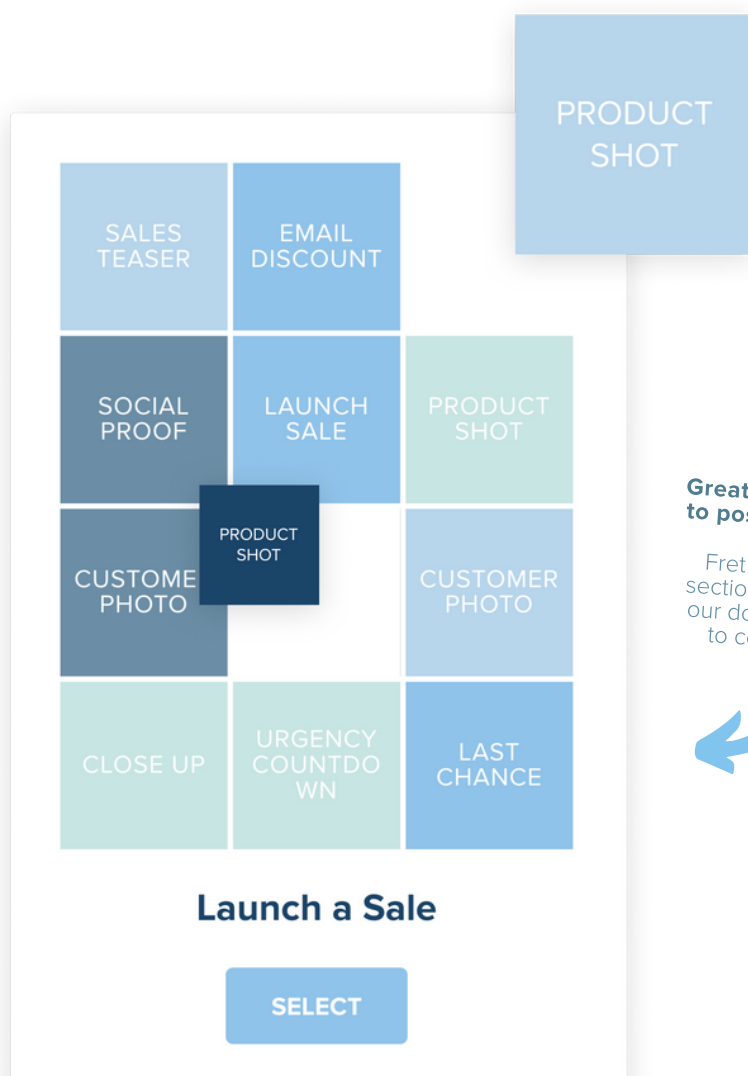
CAPTIONS FOR RUNNING A SALE

Whether you're prepping for end-of-year promotions or a flash sale, social media is a great tool for tipping “maybe-I-will-maybe-I-won’t” followers into purchase territory! . Happy selling!

Your Free Captions:

Love surprises? Who doesn't! Well, I've got one for you that's even better than that package you forgot you ordered online. In just 24 hours, I'm going to be offering a one-time sale on my [insert your product] For a limited time only, you'll be able to get it [for % off, or insert bonus here] But, it won't last long, so make sure you jump on it before it's gone. Need a reminder when it drops? Head to my stories to set yourself a countdown reminder!

Okay, so we basically NEVER do this... but, because we've been feeling all the warm and fuzzies lately, we wanted to give you a little gift. For the next [insert time frame], we're offering [insert discount] on our [insert product/service] But, it won't last long — so RUN to the link in bio to scoop up this sweet deal.



Great! But I'm still not sure what to post when Launching a sale?!

Fret not! Jump into the Strategy section inside Plann and check out our done-for-you content prompts, to combine with these caption prompts!



Showcase

CAPTIONS TO SHOWCASE YOUR COMMUNITY

Posting images from other members of your community, sharing a win of someone else, or speaking specifically to a group of people (usually by showing vulnerability) are used to create a community vibe.

Examples include:

Sharing something you're struggling with, something you've observed, asking for help, reposting someone from your community, sharing a win with your followers and talking vulnerably and truthfully.

Your Free Captions:

Alone, we can go fast. Together, we can go far! Being a solopreneur can be lonely sometimes, but shoutout to my dream team of [contractors/business besties] behind the scenes who keep me going, especially on the hard days. Couldn't do it without these legends!

While I'm a big believer that hindsight is 20/20 and we don't know what we don't know... there IS one thing I wish I'd known when I was first starting out with [insert subject matter]... and that's [insert thing you wish you'd known] here. It would have saved me so much [time/energy/heartache/money!] But hey, at least I can now share that with others. What about you? What's the one thing you wish you'd know about [insert subject]?


Click me!



Take Action

CAPTIONS THAT ENCOURAGE FOLLOWERS TO TAKE ACTION

It could be wanting more sales or to grow your email list, it's important to ask your audience to take action. Make sure you add a call-to-action (CTA) to highlight what it is you want them to do and make it as tempting as possible.

Your Free Captions:

ATTENTION, DO NOT KEEP READING!! I mean it, stop now! No really, don't go any further! Wow, you really don't like to follow rules, do you? Well, now that I know you're a bit of a rebel, I think we'll get on just fine. That's why I'd like to invite you to my community, [insert your community] We like your type over there! Come join us by [insert your call to action]

We're rolling out the red carpet... because it's time to collect your VIP status! 🎉 For [insert value add 1], [insert value add 2] and a generous serving of [insert value add 3], Head to the link in bio to get on the exclusive list.

Highlight

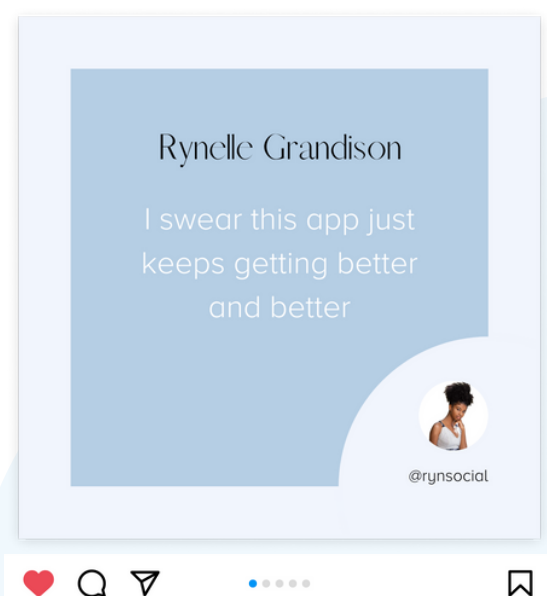
CAPTIONS HIGHLIGHTING SOCIAL PROOF

Share with the world the great things other people are saying about working with you!

Examples include:

Use Plann to create a 'quote' image, or share an image of the person singing your song and include their lovely thoughts in the caption – and of course – how someone can get in touch with you if they'd also like.

Your Free Captions:



Why do I do what I do? It's words like these ones from [insert client name] here that are my strongest motivator on my toughest days. Here's what they had to say about working with me: [insert testimonial]



WORDS. LIKE. THESE 😊 from [insert your customer's name] I worked with them on [insert product/service] and it was an absolute joy to see this come to life. BRB, framing this testimonial so I can have a daily reminder for why I do what I do.

Ready?

PLANN YOUR CONTENT

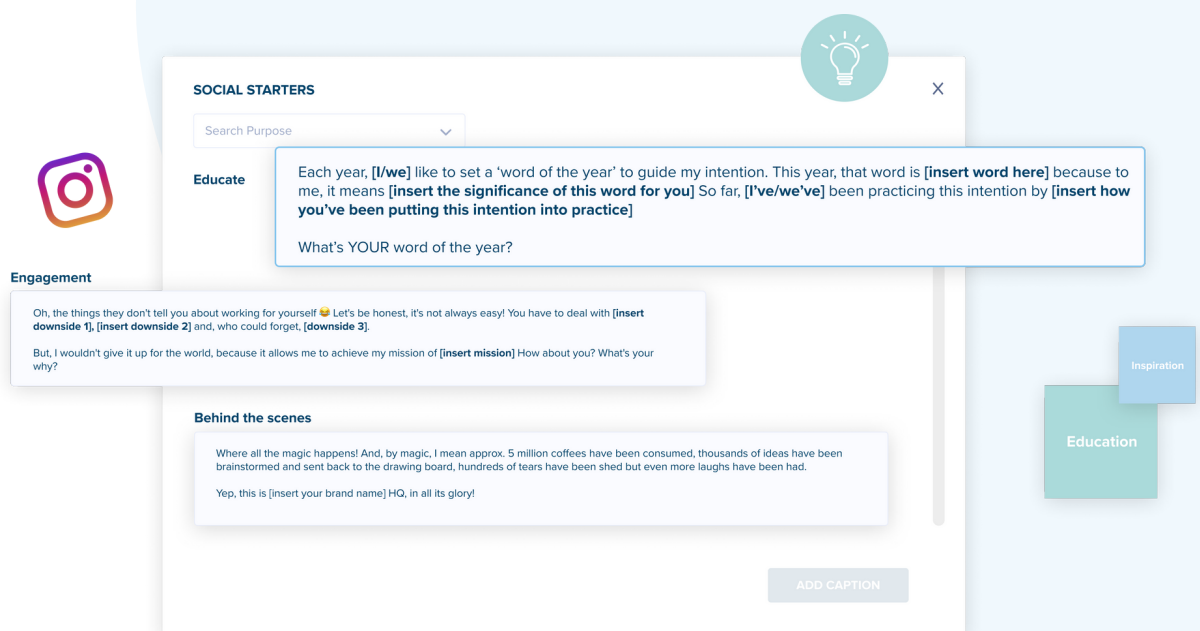
You don't need to be a professional writer to whip up great captions that stop the scroll and make your audience stand up and pay attention.

You're off to a running start with the free captions in this guide – now, keep that momentum going!

Whether you're a blogger, business owner, marketer or solopreneur, Plann's Social starters will help you cut through the noise online.

Nobody will ever hear your message if you don't put it out there!

Start your free trial of Plann to start effortlessly writing your captions with 250+ Social Starters and scheduling your content today!



The screenshot displays the 'SOCIAL STARTERS' interface within the Plann app. At the top, there's a search bar labeled 'Search Purpose' and a lightbulb icon. Below this, several caption templates are shown, each with a category label and a preview of the text. The categories include 'Engagement', 'Educate', and 'Behind the scenes'. The 'Engagement' section shows a template about working for yourself. The 'Educate' section shows a template about setting a 'word of the year'. The 'Behind the scenes' section shows a template about the magic of a business. Each template includes placeholders for user input, such as '[insert word here]' or '[insert mission]'. An Instagram logo is visible on the left side of the interface. On the right side, there are two overlapping teal boxes labeled 'Inspiration' and 'Education'. At the bottom right of the interface, there is a button labeled 'ADD CAPTION'.

SOCIAL STARTERS

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Engagement

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Yep, this is [insert your brand name] HQ, in all its glory!

ADD CAPTION

Inspiration

Education