

**PROMPT WO-063**

Write Social Media Captions

Purpose

Use this prompt to create engaging social media captions designed for different platforms and audiences. It helps transform ideas, images, videos, or messages into captions that encourage attention, conversation, engagement, and action.

DIFFICULTY
 **Beginner**

TIME SAVED
 **15–30 min**

BEST FOR
Captions & Copy

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini

Copy & Paste Prompt

You are an experienced Social Media Copywriter.

Create engaging social media captions using the information below.

Platform:
[TikTok, Instagram, LinkedIn, Facebook, X, etc.]

Content Type:
[Image, video, carousel, story, announcement, educational post]

Topic:
[Describe the post topic]

Target Audience:
[Describe your audience]

Purpose:



[Educate, inspire, engage, promote, sell, build trust]

Key Message:

[Explain the main message]

Brand Voice:

[Professional, friendly, inspirational, humorous, educational]

Call to Action:

[Comment, follow, share, visit website, buy, download, etc.]

Hashtags Required:

[Yes/No]

Please:

- Create an attention-grabbing opening line.
- Write an engaging caption suitable for the platform.
- Make the first sentence strong enough to stop scrolling.
- Use appropriate formatting for readability.
- Include a clear call to action.
- Suggest relevant hashtags if requested.
- Adapt the style for the chosen platform.
- Create an authentic and audience-focused message.

Return only the completed social media caption.



Example

INPUT

Platform: TikTok

Topic: Building a side business while working full-time.

Audience: People looking for extra income opportunities.

Purpose: Inspire and build connection.

Tone: Friendly and honest.

EXPECTED OUTPUT

Caption

I stopped waiting for the “perfect time”... and started building one small step at a time. 🧱



Working full-time doesn't mean you can't start creating something for your future.

It might be learning a new skill after work.

It might be spending 30 minutes building something that could open new opportunities.

It doesn't have to happen overnight.

Every small action counts.

One day you'll look back and be glad you started. ✨

📌 What is one thing you're building for your future?

#BuildingYourFuture #SideHustleJourney #PersonalGrowth #LearnNewSkills

💡 **Builder's Tip:** *The best captions don't just announce something—they create a connection. A strong caption usually follows: Hook → Story/Value → Emotion → Action. People remember how content makes them feel, not just the information it provides.*

🔗 Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-062 – Generate Social Media Post Ideas
- WO-064 – Create a Content Calendar
- WO-067 – Write an Advertisement

🏷️ Tags

SOCIAL MEDIA

CAPTIONS

COPYWRITING

CONTENT
CREATION

ENGAGEMENT