

Socially
Squared

oh

my

god

Writing Engaging *Captions*

Understand how to write captions that engage with your ideal audience, and keep them wanting more.

...nd his head began to swim. ... inside the c
...ng he could hear them crashing in the un
...rowth as they worked their way up the hills
...ut as soon as they were within the circle of
...ree-trunks they moved like ghosts.

There were white-tusked wild males,
fallen leaves and nuts and twigs lying in

Who is Socially Squared?

Created in 2018, Socially Squared is an online and social media agency designed to aid small business's in boosting their online image, create online engagement, and interest, all through the magic of eye-catching content and fresh marketing strategies.

We live to bring your business's story to life through the means of social media.



The moonlight showed it all iron-gray, except
where
shad
hol

What is this guide and how do I use it?

is head, and as he looked, more and more and

Writing engaging captions- rather than sales-y ones, can be tricky to master.

This guide is designed to be a simple and interactive step by step guide in writing engaging captions.

Read the steps, information and examples to see how you can perfect your captions.

From there, use the lines provided for each step to develop captions relevant to your business or industry.

Happy writing!



ry mud-baths dropping from

Step 1: Hook them in

Your hook is the starting point of your caption. This part should be about the person consuming the content, and should draw people in and leave them wanting to read on. Get your hook across in one sentence, ideally.

Examples of what your hook can be include:

Question:

This should be a question that your ideal client relates to.

- E.G.- if you were writing as a social media manager, your question could be: "Do you find social media time consuming and stressful?"

Disrupt:

- E.G. "Desperate times call for desperate measures... or do they?"

Kill something off:

- E.G. "Blogging is dead"- and then go on to note points as to why podcasting is a suitable form of content.

Make a confession:

- E.G. "You're not going to like what I'm about to say guys, but..."

Sight a fact:

This fact needs to be relevant to your business and industry.

- E.G. "Did you know that videos perform on average 66% better than images on social media?"

Pick a fight:

- E.G. "Leggings are not pants"

holding his breath, with his eyes starting out of his head.

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growth

but as

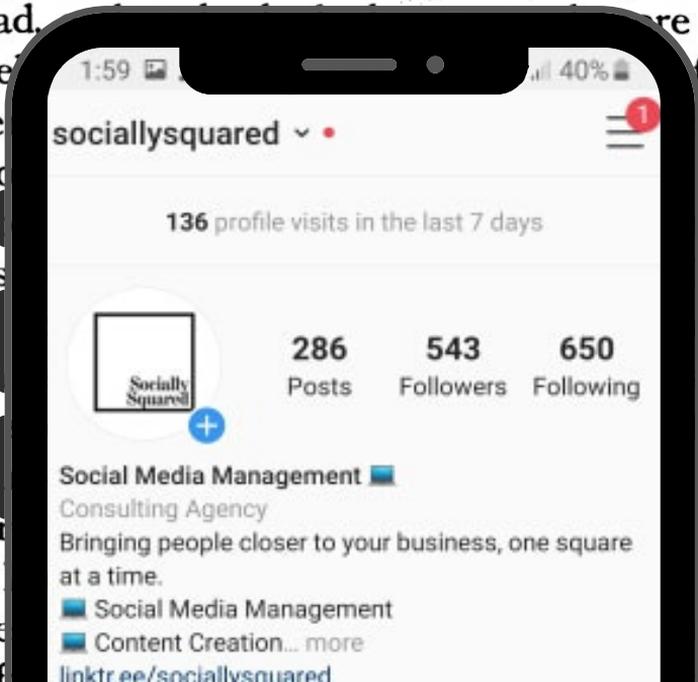
tree-tr

Then

fallen

wrinkle

ears: f



Hook them in: Now it's your turn

Now it's your turn! Use the lines below to practice writing your own hooks specific to your business.

Question: _____

Disrupt: _____

Kill something off:

Make a confession:

Sight a fact:

Pick a fight:

Step 2: The Middle Chunk

The middle chunk of your captions can go one of two ways: a value providing piece or a storytelling piece. Ideally, your content should be 75% value or storytelling and 25% promotion.

Step 2: Providing Value

Providing value is a great way to build engagement with your social media audiences.

Again, this part of your caption should not be about you, but should, ultimately, add value to your reader. Your aim should be to provide huge amounts of value within your captions, sharing about 2-3 tips per post, because, truth be told, people don't care unless you can help them.

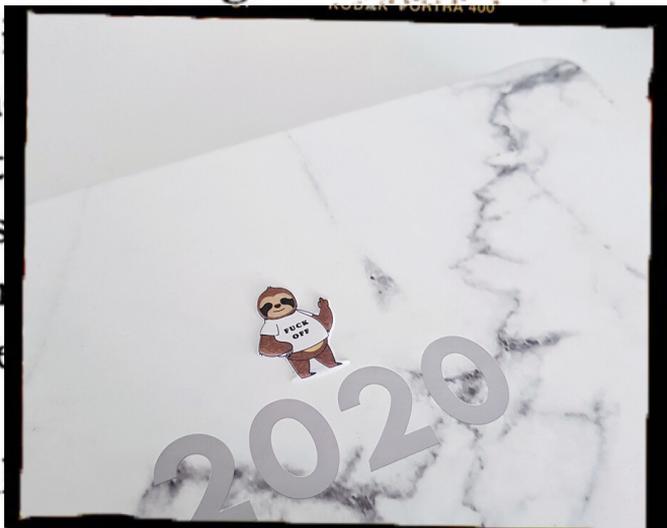
It's also important to note that people save valuable posts! They will save them, and refer back to them time and time again.

Step 2: Share your story

Sharing your story is a great way of conveying key points or messages about your business.

Tell the story about your how your developed your business, about your products, or the lifestyle your brand perceives.

Generally, the best stories come from where people feel like they were in your shoes and have gone through some sort of transformation, and therefore, improves or solves their own issues or pain points in the process.



Step 3: Call to Action

Your call to action is the end of your caption. It is where you can tell people what you want them to do after reading your posts.

A good call to action shouldn't be salesy! It is more of a place where you ask people to engage with your posts.

What are your call to actions?

Some great call to actions include:

- Message
- Visit the link in our bio
- Comment below
- Like this post
- Purchase tickets
- Shop via our website

What call to actions are best suited to your business?

The moonlight showed it all iron-gray, except
when their
shade looked,
holding it of
his hand and
more from
between could
count and
again tens,
and learning
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grow side ;
but a f the
tree-

Now that you have the steps to writing
engaging captions, your captions should
look like this:

HOOK

**VALUE- 3 TIPS
OR
STORY**

CALL TO ACTION (1)

Here's an example of a caption we've developed
to inspire you:

Blogging is dead...here's why.

- Tip
- Tip
- Tip

Do you guys feel me on this? Do you guys want
to start a podcast in 2020? DM me and let me
know.

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wrinl
ears ;
little
high
phan
and
maid
and t
phan
weals and cuts of bygone fights, and the caked
dirt of their solitary mud-baths dropping from

Need assistance?

Still unsure of how to write engaging captions that will reach your ideal audience?

That's all good!

We are here to help with whatever social media questions you may have.

Thanks for purchasing this guide, and we hope to see you on social media soon!

ears; fat slow-footed she-elephants, with restless, little pinky-black calves only three or four feet high running under their stomachs; young elephants with their tusks just beginning to show, and very proud of them; lanky, scraggy old-maid elephants, with their hollow anxious faces, and trunks like rough bark; savage old bull-ele-

