



10 TIPS FOR CREATING CAPTIONS THAT WORK

Check out our 10 tips below and commit to the following ...

<p>1. Evoke an emotional response Get them to laugh, cry, rage... just get them to emote.</p>
<p>2. Pose a question or poll Make it easy for consumers to want to interact.</p>
<p>3. Tell a story Succinctly include all the elements of a narrative to make people feel compelled to read on.</p>
<p>4. Include tools like #, memes Leverage a trending meme or hashtag and urge others to share.</p>
<p>5. Include emojis Emojis can help express your desired mood quickly.</p>
<p>6. Tag and encourage others to tag too! Tag those involved and urge consumers to as well.</p>
<p>7. Remember your character limits Every platform has limits. Know them.</p>
<p>8. While grammar rules don't apply – basic spelling is a must Poor spelling can distract from the message and detract from your brand.</p>
<p>9. Include a clever call to action, if possible Clearly explain what you want consumers to do next.</p>
<p>10. Get the # right Make sure you're using the right # or your clever post might get missed.</p>

For the full story: [3 REASONS WHY IT'S IMPORTANT TO GET YOUR CAPTIONS RIGHT IN SOCIAL MEDIA POSTS](#)