



CAPTIONS & HASHTAGS

Carefully crafted captions offer you a highly-engaged audience, more visibility to followers and potential followers, and brand loyalty.

TOPIC:

CREATING CAPTIONS WITH INTENTION



EXERCISE 1

Write down three common characteristics of the majority of your Instagram followers.

1. _____
2. _____
3. _____



EXERCISE 2

What are the qualities and values I want my brand to express?



EXERCISE 3

Write down a few adjectives that describe your business and use those to find the right tone.

1. _____

2. _____

3. _____

4. _____

TOPIC:

CAPTION FORMATTING



KEY TAKEAWAY:

Calls to action for Instagram captions:

1. Pose a question.
2. Ask your audience to share your post.
3. Ask your audience to tag their friends in the comments.
4. Send a call to action with a link.

TOPIC:

HASHTAG 101



KEY TAKEAWAY:

Hashtags highly increase engagement with your followers and help you gain new followers in your target market.

TOPIC:

HOW TO USE HASHTAGS EFFECTIVELY



EXERCISE 4

Using the screenshot in the topic as an example, create a caption draft with hashtags at the bottom in the Notes app of your smartphone.

TOPIC:

HASHTAG RESEARCH



EXERCISE 5

Research some of your top competitors and write down the top 5 hashtags they use that pertain to your industry.

1. _____
2. _____
3. _____
4. _____
5. _____

TOPIC:

GET STARTED USING HASHTAGS



EXERCISE 6

Using the provided location and business hashtag examples, customize the list into a database of hashtags to use for your business.

LOCATION HASHTAGS	BUSINESS HASHTAGS	CREATIVE HASHTAGS
<i>Ex. #iloveatlanta</i>	<i>Ex. #smallbusinesslove</i>	<i>Ex. #handcrafted</i>



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ENGAGE YOUR
IDEAL AUDIENCE**

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