Caption Writing Guide

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The Basics

Caption Writing Process

1. What is the goal of the post?

    a. Reach, website clicks, save, shares, conversions

2. Identify the "What?" and the "So what?"

3. How can the language add to the media?

4. Infuse some brand language/themes

5. Delete any unnecessary words

Additional helpful tips

Start with a hook

1. Ask a question
2. Make a bold statement
3. Tell people how this will impact their lives
4. Make a pun or a joke

Make sure to start with the 'good stuff'

1. Don't burry the lead! Say why someone should engage with our content right off the bat.

2. Benefit over feature

    1. E.g. M&Ms have a hard candy coating. That's the feature. The hard candy coating prevents the candy from melting in your hand. That's the benefit.

Active vs. Passive Voice

Make sure you're writing in **active voice** instead of passive voice

Example:

Active: "Michael took the photo."

Passive: "The photo was taken by Michael."

Using AI

1. Use ChatGPT to help you come up with caption ideas! You can use prompts like:
   a. Can you give me 10 examples of 2-sentence social media captions for a post about a fashion show created by students? Make sure to say something about hands-on learning.
   b. Use what it gives you and apply the 5 steps above until you have a caption that sounds like CMU!
2. Don't use the first thing ChatGPT gives you. The AI captions are fairly generic – use them as a starting point!

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