

A person wearing a white ribbed crop top and white pants is holding a clear plastic cup with a drink. A donut with white frosting and colorful sprinkles is placed on top of the drink, with an orange straw inserted through it. A gold chain strap is visible on the right side of the frame.

# 20+ INSTAGRAM CAPTION IDEAS

TAKE THE STRESS OUT OF KNOWING WHAT TO POST



WHO THE HECK AM I?

# Creative Blogger *Canva Obsessed* Late TikTok Adopter *Cape Town Native*

I help multi-passionate bloggers and content creators scale their creativity! My goal is to share my knowledge so that you can create a blogging space that makes you excited again! Blogging should be FUN so why not start right now!

The Blog Social is a blog and community focused on helping bloggers to make more money through their blogs. We publish useful content around blogging tips, content, SEO tools, social media, and WordPress.

In this guide, I'm sharing 20 Instagram captions for you to use when you're feeling stuck.



BUT FIRST SOME INSPIRATION  
TO GET YOU THINKING....

EMBRACE THE  
WORLD *around*  
YOU AND LET IT  
*shape* YOUR  
CONTENT.

# 20+ INSTAGRAM CAPTION IDEAS

ADJUST THESE IDEAS TO MATCH YOUR INDUSTRY AND NICHE

## CAPTION 01

Don't let your best self go to waste. Here are some productivity hacks to help you share more and create better content with less effort. [share your favourite hacks]

## CAPTION 02

Say what?! How are we 4 months till the end of 2025. This year is flying by! I don't know about you, but I still have so many things I haven't gotten to this year... like [insert goals] What's on your 2022 to do list?

## CAPTION 03

We could all do with some motivation to kickstart the week. I love these wise words [insert quote] by [insert author]. What words do you live by — let me know in the comments!

## CAPTION 04

Let's face it -- most of us struggle with [share business struggle] Here are my tried and true tips to overcome these obstacles [insert tips] Let me know in the comments what your biggest struggles are.

## CAPTION 05

have you heard the news? [share industry updates] I can't contain my excitement [share how this could help your audience] What do you think about these latest updates? Let me know in the comments.

## CAPTION 06

Psst, we've got a secret. We're launching our {share your latest product & how it can help your audience} Keep in eye out for more details.

## CAPTION 07

Your burning question about [insert topic] answered! Have any other q's? Drop them in comments and I'll get them answered next time!

## CAPTION 08

Every business needs these tools! [insert fav tools & why] Drop your favourites in the comments below.

## CAPTION 09

Who doesn't love a freebie?! Download our [insert freebie and why] Find the link in our bio.

Did we mention it's free?!

## CAPTION 10

Blogging doesn't have to be complicated! These two hacks will help you create content easier [insert 2 tips] Found these helpful? Let us know know!

## CAPTION 11

We're here to serve. To help you plan for trendy holidays. We've created a list of our favourite dates to keep in mind this month. [insert important holidays] Swipe through for more suggestions.

## CAPTION 12

Let's be real: How long do you spend creating content? With sourcing images/ choosing elements, doing research it can be time consuming! We shared our best tips to save you time.



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## CAPTION 13

There's so many new faces so it's about time to reintroduce myself.  
Hey, I'm [insert name and 5 things about you]  
Now it's your turn? Share a fun fact about you below!

## CAPTION 14

Double tap if you've had writers block. It happens to all of us and not something new. Save these helps tips to inspire you. Let us know in the comments how you overcome writers block?

## CAPTION 15

Starting a blog is hard! it takes time. There's an easier way to find your feet. {share 3 tips} Found these useful? let us know below.

## CAPTION 16

We all want to achieve our goals, but it's hard to stay motivated.  
Scroll through find our tips to get you achieving your goals [include tips]  
How do you ensure you achieve your goals? Drop a comment below.

## CAPTION 17

I'm calling it: [outdated belief or method] is officially dead.

## CAPTION 18

What is your aim in life? What are you trying to accomplish?  
We shared a step by step plan that will help you achieve your goals.

## CAPTION 19

MYTH ALERT! We've seen a lot of people [insert myth] And, I had to set the record straight it's just NOT TRUE! The truth is [insert truth] Have you fell for this myth?

## CAPTION 20

Dealing with a serious case of Mondayitis right now? I feel you! Whenever it strikes, I remind myself of this quote by [insert author of quote] and it always puts me in a better mood!

## CAPTION 21

Hot tip: [insert tip]  
Found this helpful? Share this post with other's who might be struggling.

## CAPTION 22

tried [uncommon method] for [common goal]—here's what happened.

## CAPTION 23

This might be controversial but, [insert unpopular opinion]  
Even though most people think otherwise. Do you agree?

## CAPTION 24

Why is no one talking about [insert overlooked topic]



WANT TO TAKE THE NEXT STEP?

# THE CANVA SHOP

Our Canva shop is officially open for business! If you're a Canva template junkie like us, get ready to have your mind blown.

**SHOP THEM HERE**