AIFreeForever

The Caption Writing Guide for 2026

A good caption makes people stop on your photo and read on. This guide shows how to write one: the first line, the length for each place, hashtags, a question at the end, and a checklist before you post.

Start with the first line

- **Put the best part first:** Instagram shows only the start of a caption before "more". Make that start count.
- **Say the feeling:** "Chasing the last light of the day" says more than "Sunset photo".
- **Keep it short:** one clear sentence is enough for the first line.

Tell the AI what your photo shows

- **Describe it in words:** who is in it, where you are and what is happening. The AI reads your words, not the picture.
- **Name the place it goes:** an Instagram caption, a Facebook post, a comment or emoji.
- **Add one detail only you know:** the name of the beach, the dog's name or a joke you two share.

What works in each place

Each place reads a caption in its own way. These are good shapes to ask for.

Where it goes	What to ask for
Instagram photo	A strong first line, one or two short lines after it, then a few hashtags
Instagram Reel	A short hook that matches the first second of the video
Facebook post	A few short sentences that tell the news, then what you want people to do
A friend's photo	A kind, short comment that says something real about the picture
Emoji	Two or three emoji that match the mood, after the words

Hashtags and the question at the end

- **Pick hashtags that fit:** a few that describe the photo work better than a long list of popular ones.
- **Put them at the end:** keep the words first and the hashtags after a line break.
- **Ask one question:** "Who is your sunset walk buddy?" gives people a reason to comment.
- **Choose the tone:** casual, funny, inspirational or professional, and keep it the same all the way through.

My caption plan

What my photo shows: _____

Where it goes: _____

Tone: _____

One detail only I know: _____

Hashtags I want: _____

What I type into the chat: _____

Before you post

☐ The first line says the best part.

☐ Every name and place is spelled right.

☐ The caption sounds like me. I changed any word I would not say.

☐ The hashtags describe this photo.

☐ I read it once on my phone before I post it.

On AIFreeForever, the AI Caption Generator opens with @Caption on. Say what your photo shows and where it goes, choose the tone and the other settings on the card above the chat box, and copy the caption you like. Ask the chat for a change, like "shorter" or "more emojis".

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