Create Compelling Captions with Later's Al

Why We 🤎 It

- The in-app text generation means the ai has already learnt about your brand, meaning the captions generated are closer to your brand's unique voice.
- High-quality hashtag generation
- Accurate generation of associated emojis.
- Greater accuracy in text generation, which is specific to your preferred social app means you save time QAing and 'tweaking' your content.

Step One

Open the Caption Writer tool in Later Social

Start by creating a post in the Later app & click 'Caption Writer' to get started.

Clear	E Post Caption
	Write a caption
TGIF I	
11	
(3)	
	Need help writing a caption?
	Asved Captions
	MORE OPTIONS

Step Two

This is what the Later Al caption writer will look like.

There is a suggested format of prompt filled in for you so you have an understanding of the type of information to feed the app for best copy result.



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Step Three

Add details about your Instagram post

Write a prompt to help describe your post – you can also add your preferred tone, include creating a custom tone, depending on your audience. This is a very useful feature that Later has released about.

tingalec 🔹 🚱	Auto Publish on 2024/07/18 2:40 pm 🔹	Car	tion Writer ① X
		Describe your po	st
	Post Caption Write a caption	promote our net and mint body s	v tropical infusion pineapple crub
		Select a tone (op 딸 Casual (tional) 과 Professional
	The Saved Captions	Enter siene	
MOF	E OPTIONS	Gene	erate Captions 🤣
Text			

and click Generate

Step Four

Later will generate several options for you, so you can simply select your favorite.



You can rephrase completely, or change the tone.

Step Five

When you have your favorite caption, click on it and voila! Later will populate it into your caption area for you

Auto Pul	lish on 2024/07/18 2:4	0 pm 👻		*2 *oron		
Post Caption				 ** "promote our new tropical infusion pineapple and mint body scrub" (Tone: * fun) ** Scrub away your worries and dive into a tropical oasis with our brand new Pineapple and Mint Body Scrub! ** Experience the perfect blend of luscious pineapple and refreshing mint that will leave your skin feeling revitalized and oh-so-smooth. ** Say hello to a spa-like indulgence in the comfor Show more ** Rephrase 		
Step S Here	Six Is where Auto Publish on	you will	want to	reform	Caption Writer ①	
	Post Caption	our worries and dive into a	a tropical oasis with ou	r brand	*⊘ "promote our new tropical infusion p and mint body scrub" (Tone: ⊕ fun)	

The Experience the perfect blend of luscious pineapple and refreshing mint that will leave your skin feeling revitalized and oh-so-smooth.
 Say hello to a spa-like indulgence in the comfort of your own bathroom!
 Don't wait, treat yourself to an invigorating tropical getaway today!

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#PineappleMintBodyScrub #TropicalIndulgence #SayGoodbyeToDrySkin



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Step Seven

Tweak and tidy up caption using ChatGPT

At this stage, we like to run this caption through ChatGPT to tidy up and provide some alternatives. You can input the caption into ChatGPT and ask it to change it in any way you like.

We prompted ChatGPT to alter the caption so it was better suited to a younger audience...

\$	♥ Scrub your worries away and step into a tropical paradise with ou Pineapple and Mint Body Scrub!	ır fresh		
	↑ + Feel the amazing blend of juicy pineapple and cool mint, leaving feeling super refreshed and silky smooth.	your skin		
☆ Enjoy a spa-like treat right at home! ♂ ▲ Don't wait, give yourself a fun and revitalizing tropical escape now!				
	#PineappleMintBodyScrub #TropicalVibes #SmoothSkinGoals			
	\$" □ \$\$ \$ \$ \$ \$			
U	Message ChatGPT	6		

Step Eight

Now you can take your final caption back to Later and schedule your content!