

# Create Compelling Captions with Later's AI

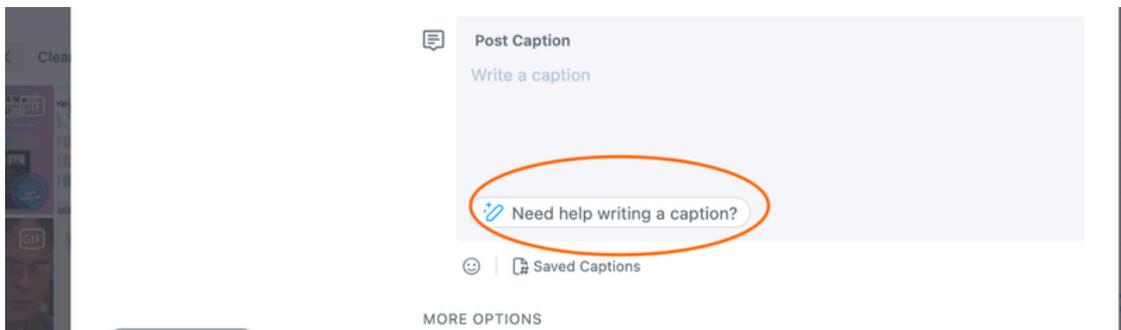
## Why We ❤️ It

- 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

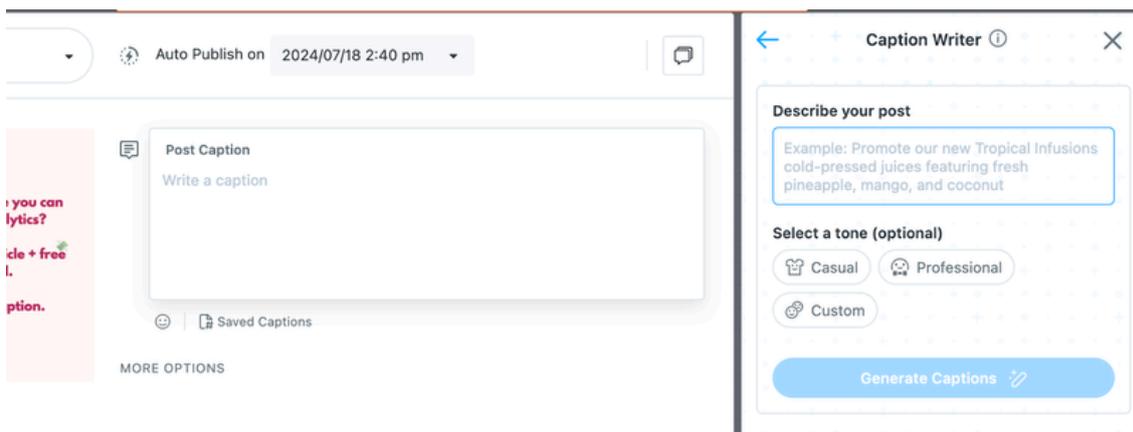
Start by creating a post in the Later app & click 'Caption Writer' to get started.



### Step Two

## This is what the Later AI caption writer will look like.

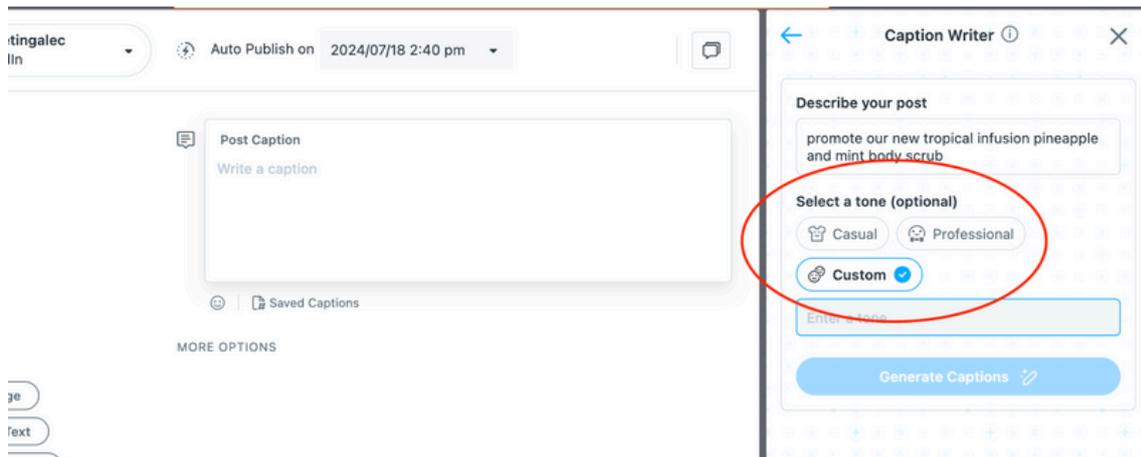
There is a suggested format of prompt filled in for you so you have an understanding of the type of information to feed the app for best copy result.



Step Three

## Add details about your Instagram post

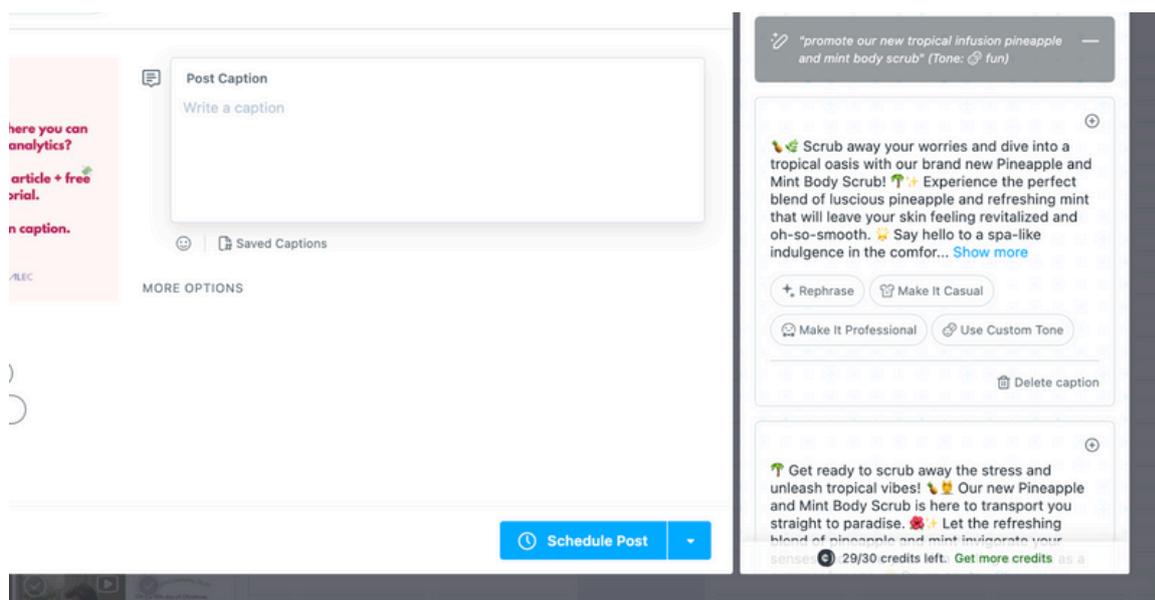
Write a prompt to help describe your post - you can also add your preferred tone, include creating a custom tone, depending on your audience. This is a very useful feature that Later has released about.



and click **Generate**

Step Four

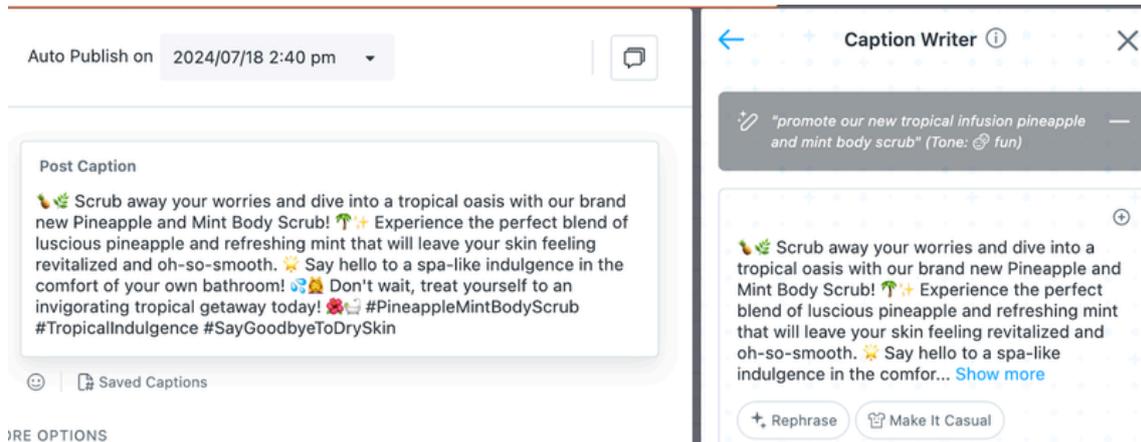
## Later will generate several options for you, so you can simply select your favorite.



You can rephrase completely, or change the tone.

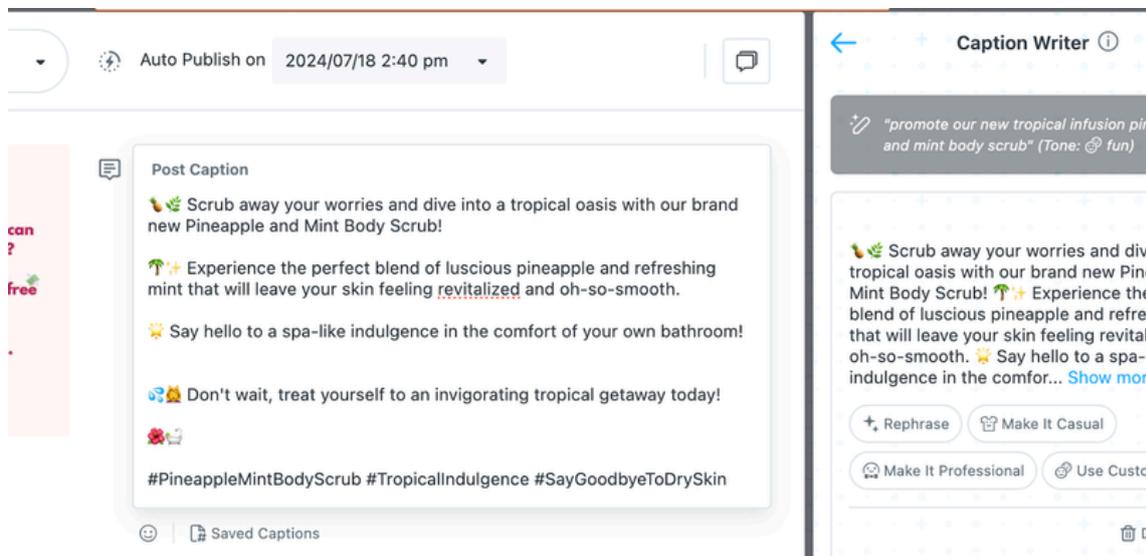
Step Five

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



Step Six

**Here is where you will want to reformat, like this...**

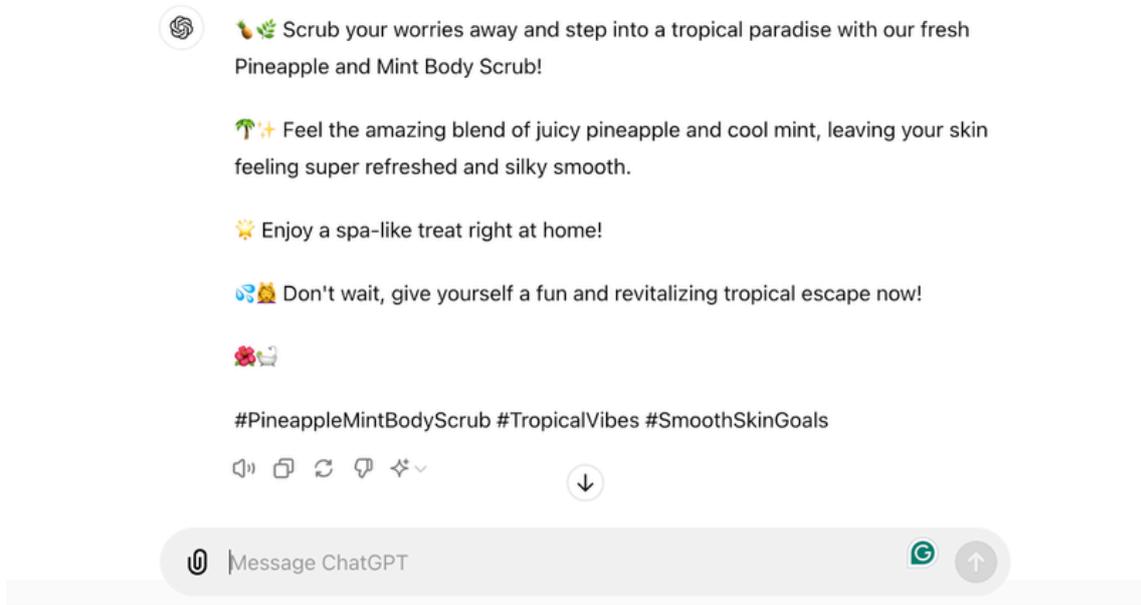


Step Seven

**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...



*Step Eight*

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