

Free guide · Copywriting

Hooks and captions that drive engagement

Ten hook formulas with examples, the structure of a good caption and the calls to action that get people to comment, save and message you. Ready to copy and adapt to your brand.

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On social media nobody reads you out of obligation. You get one line, or the first seconds of a video, to make someone stop scrolling. This guide collects the writing formulas we use most at Recrea Agency so a post gets read all the way, gets comments and ends in a message.

01

The first line decides everything

Instagram, TikTok and LinkedIn only show the start of your text before “more”. If that first line doesn't spark curiosity, the rest of the caption doesn't exist. The same goes for the first seconds of a reel: the on-screen text and the first sentence have to give a reason to stay.

Recrea Agency tip

Write the body of the post first and leave the hook for last. It's easier to sum up an idea that is already clear.

02

10 hook formulas

Copy them, change the topic and test them one at a time. Over time you'll learn which ones work best with your audience:

1. **The common mistake:** "The mistake that keeps your menu from selling (and almost every restaurant makes it)."
2. **The useful list:** "5 things to check before you print your logo."
3. **The before and after:** "This is how this brand looked six months ago. This is how it looks today."
4. **The direct question:** "Do your clients know exactly what you sell within five seconds?"
5. **The strong opinion:** "Posting every day won't make you grow. This will."
6. **The trade secret:** "What designers check first in a new brand."
7. **The concrete result:** "How we went from 3 to 20 messages a week by changing only the bio."
8. **The story:** "A client came in with an idea on a napkin. Here's what happened next."
9. **The shortcut:** "The fastest way to write a caption when you don't know what to say."
10. **The call-out:** "If you run a food business in Miami, this one is for you."

03

The structure of a good caption

A caption that works has four parts. They don't need to be long, but they do need to come in this order:

Hook → Value → Proof → Action

Hook: one line that stops the scroll. Use one of the formulas above.

Value: the tip, the explanation or the story. Short sentences and one- or two-line paragraphs.

Proof: a fact, a case or a personal experience that backs up what you say.

Action: what you want the person to do now. Just one thing.

Write the way you talk to a client in person. If you wouldn't say a sentence to someone in front of you, change it.

04

Calls to action that actually work

Each goal needs a different call. Choose based on what you need that week:

- **For comments:** "Which would you pick, A or B?" · "Tell us your case in the comments."

- **For saves:** "Save this for your next post."
- **For shares:** "Send it to your business partner."
- **For messages:** "DM us 'GUIDE' and we'll send it over." · "We reply on WhatsApp in under an hour."
- **For followers:** "Follow us for part 2 on Thursday."

Recrea Agency tip

A keyword by DM ("PLAN", "GUIDE", "PRICE") makes it easy to reply fast and lets you measure which post brought in each conversation.

05

Mistakes that kill engagement

- Starting with "Hi everyone" or "Happy Monday": it tells the person scrolling nothing.
- Walls of text with no breaks: on a phone they look impossible to read.
- Ten generic hashtags at the end: use a few that are specific to your niche and city.
- Asking for three things at once: comment, share and follow. Pick one.
- Not replying to comments: every reply is a second chance at a conversation.

Checklist

- ☐ The first line sparks curiosity without needing context.
- ☐ The text has short paragraphs and reads well on a phone.
- ☐ I included proof: a fact, a case or an experience.
- ☐ There's a single call to action, clear and specific.
- ☐ I've set aside time to reply to comments in the first hour.



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