

Captions That Sound Like You:

Starters for Photographers

Hi, I'm Sarah

I've been behind a camera since 2010, and I still stare at a blank caption box more often than I'd like to admit. Sometimes I know exactly what I want to say. Other times I know what the photo is about and have no clue how to say it without sounding stiff or salesy.

This little guide is for the photographer who wants to post more consistently but isn't sure where to start. Nothing fancy. A few simple ideas, a bunch of fill-in-the-blank starters, and some things I've figured out from posting my own wedding work.

Use the starters, change them, make them yours. Just please don't let them sit in a folder. A messy caption you actually post beats a perfect one you never finish.



How a caption works

A good caption has three small parts, and it doesn't need to be long. Most of mine land between 50 and 80 words, about three to six sentences.

1. A first line that makes someone stop scrolling. A question, a "can we just talk for a second," or a funny detail. Think of it as the door. Most people only see the first line, so make it one worth opening.

2. One real thing in the middle. Don't try to say everything. Pick one: a little story from the day, a tip you learned, or how you felt when you got the shot. Specific beats general every time. "An alpaca at a wedding" is a better caption than "such a fun day."

3. A small closing line. Sometimes it's a question for your people. Sometimes it's a nudge to book. Sometimes it's just your Vendor Love and you're done. You'll see in the next section that not every post needs a big ask.

♡ One more thing. Write it like you'd say it to a client you actually like. If it sounds like a brochure, read it out loud and fix the parts that make you cringe.

Two kinds of posts

(and why you don't have to sell in every one)

Not every post needs a job. I think about my posts in two buckets.



POSTS THAT ASK FOR SOMETHING.

Book me, I have openings, send me an inquiry. These can be a hard ask or a soft nudge.



POSTS THAT JUST GET PEOPLE TALKING.

No ask at all. These are about connection.

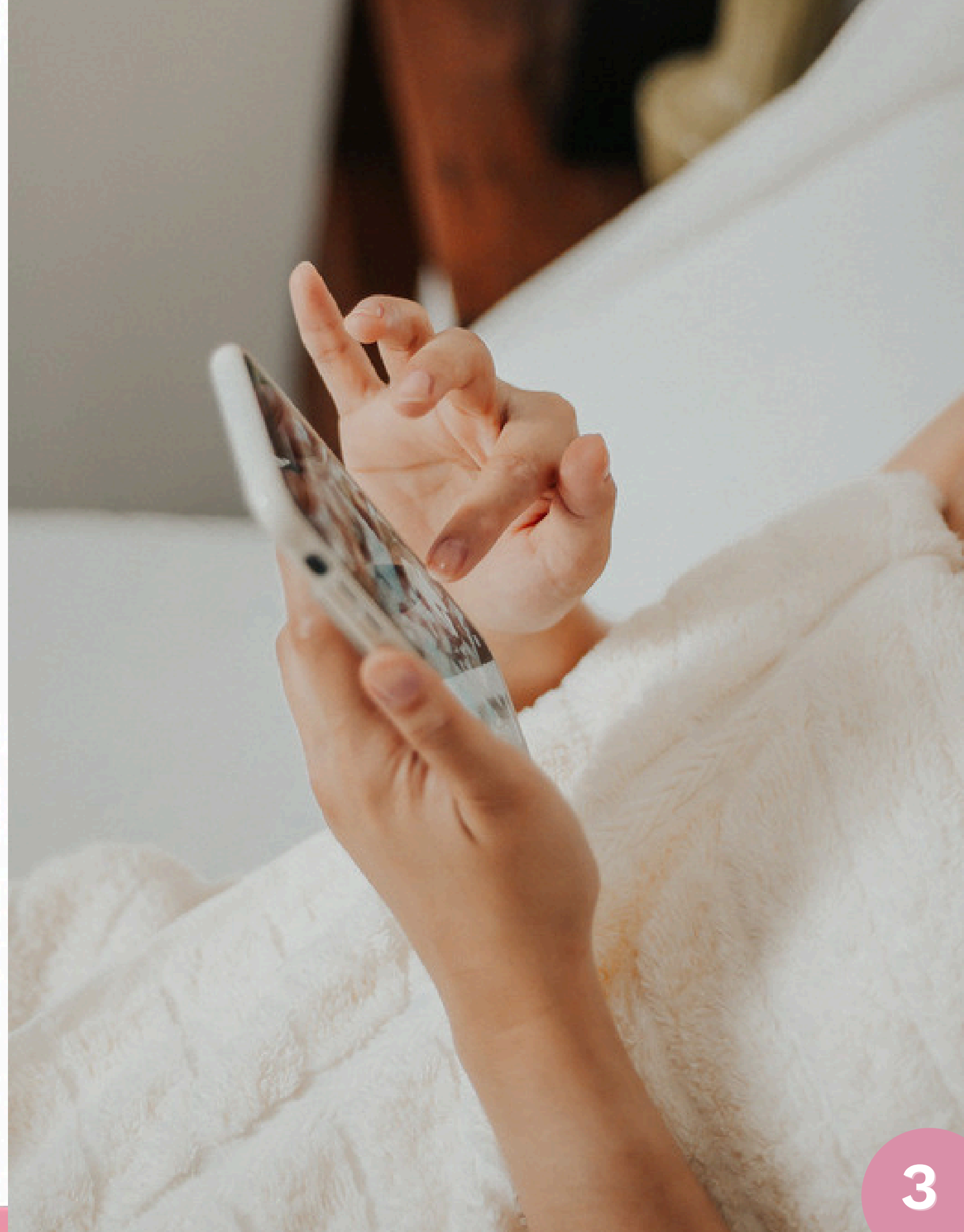
Here's my rule of thumb: I put a hard or soft ask on about half to 60 percent of my posts. The rest are just me being a person. If every single post asks people to do something, it starts to feel like a sales pitch, and nobody follows an account to be pitched at.

Here's an example of a connection post I'd write in the fall:

Fall weddings just hit differently, don't they? Who doesn't love all the oranges, reds and yellows starting to show up in the trees. And then there's the shift. Summer fades into crisp cool mornings, and I turn into George from Seinfeld: it's soup season! What's your favorite soup to make in the fall? I need some good inspo.

Is that wedding related? Not at all. But my brides know exactly what I'm talking about, they can picture the meme, and who doesn't love sharing a favorite recipe?

That's the whole point. Photography is about connecting with people, because that's how you get real, honest photos of them. Your captions are the first place a future client sees how you talk and what you're like to be around. Finding your people starts with your words, and a post like this lets them see the person behind the business.



The starters

Fill in the blanks, swap the words, and make them sound like you.
Where a starter mentions a vendor, that's the person to credit in your Vendor Love line at the bottom (more on that in the next section).

Sharing a session without feeling braggy

Connection posts, or soft asks if you add a closing line.

- I almost didn't post this one because _____. Then I remembered why I do this."
- Can we just talk about ____ for a second?? This is the part of the day I'm still thinking about."
- The moment I knew this session was going to be good: _____."
- I didn't plan this shot at all. We were just ____ and then this happened."
- Real talk, ____ made me tear up behind the camera. Happy tears. The best kind."

Announcing openings

A real ask. Say it plainly, then be done.

- I have ____ spots open for _____. If you've been thinking about it, consider this your gentle nudge. I promise I'm not pushy."
- Calling all ____ couples! I'm booking ____ and I'd love to hear your story. Send me a message."
- Quick note for anyone planning a ____ wedding: my calendar for ____ is filling up. If you want me there, now is a good time to say hi."
- Booking update: ____ is wide open and ____ is almost gone."
- Not ready to book? That's okay. Message me anyway and I'll answer your questions. No pressure."

Posts that get people talking

No ask. Just be a person.

- ' ____ just hit differently, don't they? What's your favorite ____?"
- Tell me I'm not the only one who _____."
- Hot take: _____. Agree, or am I wrong?"
- I need ____ recommendations. Got"
- Okay, settle this for me: ____ or ____?"



Behind the scenes

Connection posts. People love seeing how the sausage gets made.

- "What you see: the pretty photo. What you don't see: me ____ to get it."
- "What's in my bag today: _____. The one thing I never leave without is _____."
- "A little peek at how I ____ before a wedding."
- "Day in the life: _____. Not glamorous, but I love it."
- "Behind the scenes of this shot: _____."

Sharing something you learned from a vendor

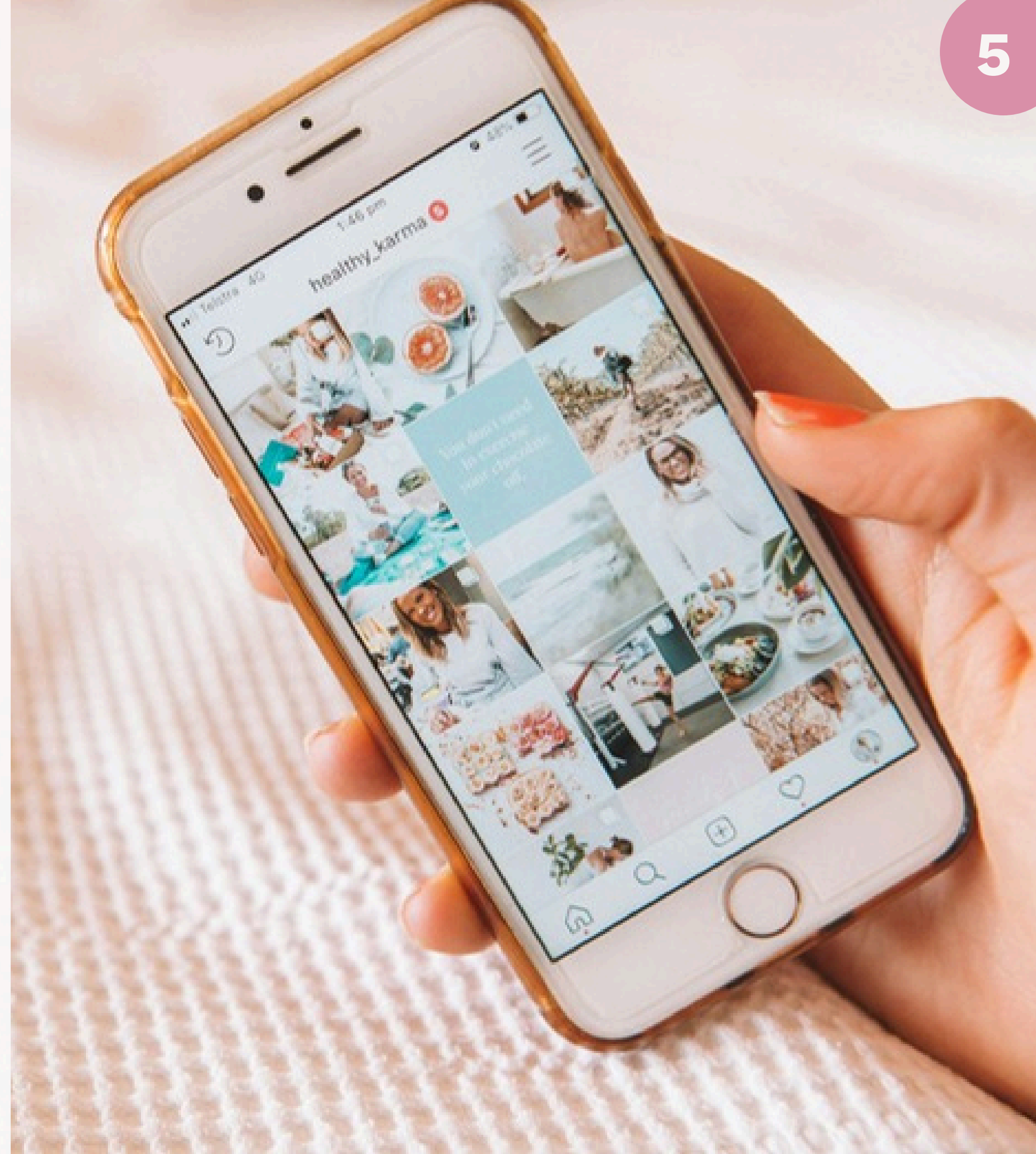
My favorite kind of post. It's useful, and it makes the vendor look good.

- "Wedding tip from [@florist]: _____. Did you know that ____?"
- "I learned something new from [@planner] at this wedding: _____."
- "A question I asked [@venue] so you don't have to: _____."
- "Tip from [@hair and makeup artist]: _____."
- "Shoutout to [@vendor] for _____. They made the day easier for everyone."

Restarting a quiet account

For the days you've been away and don't know how to come back.

- "Hi. I's been a minute. Here's what I've been up to: _____."
- "I took a little break from posting and I'm easing back in. What I missed most: _____."
- "Okay, I'm back. Quick catch up: _____."
- "New season, same me. Here's what's coming: _____."
- "If you've been here a while, thank you. If you're new, hi! I'm ____ and I photograph _____."





Vendor Love: credit everyone, every time

Giving credit to the vendors on a wedding is the easiest way to make friends in your industry, and it gets your work in front of people who are already planning. Here's what I do on every wedding post.

1. Add a Vendor Love line at the bottom of the caption. I tag every vendor who was part of the day, even the smaller ones. It looks like this:
Vendor Love: @planner @venue @florist @hairandmakeup @dj
I keep it at the bottom so it doesn't get in the way of the story above it. Most of the time, that's enough to get the vendors commenting, and if they want to share the post, they can.

2. Send a collab invite to the main vendors. My go-to trio is the planner, the venue and the florist. Those are the pages brides look at first when they start planning, so landing on their grids is a smart place to be. A collab post shows up on their profile as well as yours. Everyone else stays in the Vendor Love line. One thing to check before you invite: Instagram changes how many collaborators you can add to a post from time to time, so look at the current limit in the app.

Putting vendors first isn't just good manners. A caption that makes someone else look great is one they actually want to be part of.

A four week rhythm you can actually keep

Three posts a week, with about half of them carrying an ask, is a rhythm most people can stick to. If three feels like too much, do two a week and keep the same mix. Consistency matters more than volume.

Relatable question	Session share (soft CTA)	Behind the scenes
Vendor tip	Openings announcement (CTA)	Session share (soft CTA)
Session share (soft CTA)	Behind the scenes	Availability reminder (CTA)
Vendor tip (soft CTA)	Relatable question	Openings or inquiry nudge (CTA)

That's 12 posts, and 7 of them have an ask. The other 5 are just you being you. Swap in whatever fits your week, and if something real happens (a wedding, a funny moment, a great vendor), post that instead. This template it to help you stop overthinking and just get something out there. Something is better than nothing.

💖 Still stuck? That's what I help with

If you read through this and thought, "great, but I still don't know how to sound like me," or "I know what to say, I just can't keep up," that's exactly what I do.

I help photographers find their voice in their captions and stay consistent with their social media, so it stops sliding to the bottom of the to-do list. No big pitch and no pressure. If you'd like to talk it through, [say hi here](#) and we'll figure out what would help.

Either way, I hope these get you posting. Go share something today.