**14 Days of Instagram Posts & Swipe Copy**

Here are your 14 days of post topics and caption copy you’re free to borrow and modify to fit your needs. All you need to do is add a relevant photo!

Stuck on photo ideas? Don’t forget about my favorite services for creating Instagram-worthy shots:

[Canva](http://www.canva.com), a free web-based platform for creating graphics in a few clicks using EASY pre-made templates.

Word Swag, an app for making stylish graphics with words and quotes (get it in the App Store or Playstore for a couple bucks—it’s 100% worth it).

[Unsplash](http://www.unsplash.com), [Pexels](http://www.pexels.com) and [Pixabay](http://www.pixabay.com), free stock photo collections you’re free to download and use as you please.

Day 1: Pro tip

Use your expertise to share a useful tip that will help your audience. It can be built around a question you’re asked often by customers. If you’re a bookkeeper, share a tip for tracking tax deductions. If you’re a home inspector, share a tip for spotting mold.

**Swipe copy:**

One question we’re asked all the time is [INSERT QUESTION HERE]. Today, we wanted to share the answer and hopefully save a few of you some trouble! The real answer is [INSERT ANSWER HERE].

Day 2: Common misconception

Share a common misconception about your field. What do people always assume to be true that’s actually far from it?

**Swipe copy:**

Think [INSERT MISCONCEPTION HERE]? Think again! It’s actually a common misconception many people have about this field. In reality, [INSERT THE TRUTH HERE]. You learn something new every day, right?!

Day 3: Behind the scenes

Share a snapshot of what’s going on in your day-to-day world. It might be the construction process behind your latest renovation, the messy studio where you develop photographs, or the coding of your brand new app.

**Swipe copy:**

We love seeing what goes on behind the scenes of other businesses, so today we’re sharing our own. Ready to peek behind the curtain? Take a look! This is [INSERT EXPLANATION OF WHAT WE’RE SEEING].

Day 4: Weigh in

Ask your audience for help making a decision. It could be anything from selecting your newest website header to choosing the color for your next product to picking which sale they’d rather get on Black Friday.

**Swipe copy:**

Calling our loyal followers! We need your help. We have to decide which [INSERT THING YOU’RE CHOOSING HERE] and it’s a toss-up among our team. Which would you rather have: [LIST OPTIONS HERE]. Leave a comment and let us know your choice!

Day 5: Ask us anything

Open the floor to your audience and let them ask you anything they want about your industry. This is a great time to show your expertise answering a variety of questions. For the picture, you might use a headshot of the person who’ll be answering questions.

**Swipe copy:**

Today we’re handing the microphone over to you. What questions do you have about [INSERT YOUR FIELD HERE]? Now’s your chance to get some free advice straight from the source! [TEAM MEMBER NAME] is standing by to answer your questions all day long—just leave them in the comments.

Day 6: Little known fact

What’s something the general public doesn’t know about you or your business? Spill the details in today’s post.

**Swipe copy:**

Did you know [INSERT FACT HERE]? Yep, it’s one of the little known facts of being a [YOUR PROFESSION]. What’s something most people would never guess about what YOU do?

Day 7: Best thing about my job

Take a moment to share why it is that you love what you do. Let your followers see a little bit of your passion.

**Swipe copy:**

Let’s admit it: the daily grind is hard. What keeps us showing up day after day? [INSERT YOUR BEST THING HERE]. It’s the best part of our job and what makes all the hours spent at work each week worthwhile!

Day 8: Super fan shout-out

Pay a little tribute to one of your loyal customers. Ask for their permission to snap a photo next time you work together, then use their Insta handle to tag them.

**Swipe copy:**

Drumroll, please… meet [YOUR FAN’S NAME]! [NAME] is what we like to call one of our loyal superfans. He/she is one of our favorite customers to work with because [INSERT REASON HERE- GREAT SMILE, ALWAYS HAS A JOKE TO TELL, ETC.] Yep, he/she’s a bit of a celebrity around these parts. Thank you, [NAME], for your continued support!

Day 9: Quotable quote

Share a quote that motivates you or pertains to your business. Use [Canva](http://www.canva.com) or the Word Swag app to make professional looking quote graphics in a few clicks or taps.

**Swipe copy:**

Every once in a while, you come across a quote that completely hits home. This one does for us! We think [INSERT A COMMENT ABOUT WHY YOU LIKE THE QUOTE].

Day 10: Flash sale

Surprise your followers (and encourage those tire-kickers to finally make a purchase) with a limited time sale. It might be a percentage off their next purchase, or a specific dollar value off an item.

**Swipe copy:**

FLASH SALE! Who doesn’t love an excuse to go shopping? This week only, take [DISCOUNT] off your purchase of [INSERT SPECIFIC ITEM OR DOLLAR AMOUNT]. If you’ve been on the fence about pulling the trigger on one of our products/services for yourself or a friend, now’s the perfect time to do it.

Day 11: Follower repost

Reposting the content of others is a great way to build goodwill and good Insta karma. Use an app like Repost to grab an Insta-pic you like and share it with your own followers.

**Swipe copy:**

It’s time to share some Instagram love! #Repost of this shot we like from [@USER’S HANDLE]. Give them a follow if you like it, too!

Day 12: Expert hack

Share a secret hack for getting ahead in your field. Is there a certain time people can shop to get the best deal? Any red flags that indicate a bad purchase? Let your followers in on it.

**Swipe copy:**

Can you keep a secret? Shhh! Today we’re letting you in on a special hack only insiders in our field know that’ll save you time/money/trouble. [INSERT HACK HERE].

Day 13: Sneak peek

Let your followers in on something that’s currently in the works or coming soon in your business.

**Swipe copy:**

SNEAK PEEK: we’ve been working on this for weeks, and we couldn’t wait any longer to let you in on it. It’s [INSERT SNEAK PEEK INFO HERE]. We’ll share more about it on [INSERT DATE HERE]. What do you think so far?

Day 14: Fab freebie

End things on a high note by giving your followers something for free. Bonus points if it’s an opt-in that gets people to join your email list!

**Swipe copy:**

FREEBIE ALERT! We’ve had a ton of fun showing you a little more about who we are these past two weeks. To celebrate, we’re giving away [INSERT FREEBIE HERE]. We know you’re going to love it because [INSERT WHAT’S SO GREAT ABOUT IT]. To claim your freebie, [ENTER INSTRUCTIONS]. Enjoy!