✦ ATHLETES · CREATORS · PROGRAMS ✦

CAPTION & HASHTAG GUIDE

Write captions that stop the scroll, start conversations and stay on the right side of disclosure rules.

CAPTION STRUCTURE: HOOK · STORY · ASK

Part	Job	Example
Hook	Earn the next line	"Nobody saw this rep."
Story	One detail or lesson	"5:30 a.m., empty gym, 200 makes before school."
Ask	Start a conversation	"What's your early-morning routine?"

HOOKS YOU CAN ADAPT

- [ ] "The drill that fixed my ___ ..."
- [ ] "What a game day really looks like..."
- [ ] "Three things I wish I knew as a freshman..."
- [ ] "We lost. Here's what I'm taking from it."
- [ ] "Coach's favorite drill, explained."

CALLS TO ACTION THAT FEEL NATURAL

- [ ] Ask a simple question
- [ ] Ask people to save the post for later
- [ ] Point to the link in your bio
- [ ] Invite a teammate to answer in the comments

HASHTAGS

- [ ] Use a few relevant tags rather than a long list. Some platforms now limit how many you can add
- [ ] Mix one broad sport tag, one niche or position tag, one local tag and one personal or team tag
- [ ] Write multi-word tags in CamelCase (#GameDayRecap) so screen readers can read them
- [ ] Keep a saved list of your go-to tags in your notes app

DISCLOSURE BASICS

If a brand paid you, gave you free product or you have any business relationship, say so clearly at the start of the caption (for example #ad or "Paid partnership with…") and use the platform's paid-partnership label. Also follow any disclosure rules from your school or association.

ACCESSIBILITY

- [ ] Add captions or on-screen text to videos
- [ ] Write alt text for photos where the app allows it
- [ ] Avoid putting key information only inside an image

General guidance only. Not legal, tax, financial or compliance advice. NIL, recruiting and eligibility rules vary by state, school, conference and association and change often, so always check the current rules that apply to you.