



# CALL TO ACTION

*examples*

## GOAL: ENGAGEMENT

### LIKES

- Like this post if you feel the same
- Double tap if you agree
- Tap ♥ if you can relate
- Be sure to like this post to see more from us
- [Like] this post, and if it gets to [# likes], we'll [host a giveaway]

### FOLLOWS

- Follow @xxaccount for [more tips]
- Follow us for more [xx topic] content
- For more posts like this, follow @xxaccount
- Support us by following along @xxaccount
- If you want to see more from us, follow along at @xxaccount
- Follow @xxaccount to [stay in the know]

### COMMENTS

- Vote for your favorite in comments
- Let us know down in the comments
- Raise your hand if you're feeling this!
- Comment with your [fall coffee order]
- Leave [xx emoji] if you agree!
- Tag a friend who needs to see this!
- Tag [3] friends in comments, and we'll DM you a [custom promo code]!
- Comment [YES/NO] below, and we'll send you [free resource]
- Have questions? Drop them below, and we'll answer every single one!

### OTHER

- DM us for [the link]
- Want to learn more? DM us and let's chat!
- Watch our stories to [learn more]
- Check out sneak peek/update in stories
- See highlights for more info on [xx partnership]
- Save this post to come back to it later
- Help us out and share this post to your story (and remember to tag us!)
- Found this helpful? Hit the share button and spread the love!

## GOAL: TRAFFIC

- Click the link in bio to [shop]
- Tap the link in profile to [learn more]
- See more at xx.com (link in bio)
- Get the latest from xx.com (link in bio)
- Download the free [resource] in bio
- Head to the link in bio to get your copy of [free resource]
- Hurry to link in bio! Offer ends [xx date]
- Tap the link in bio to get [xx offer]
- Try it for free by tapping the link in profile
- Click the link in bio to get started
- Take a look → xx.com (link in bio)
- Order by clicking the link in our bio!