Hooks & Captions for TikTok and Facebook

30 opening hooks, 20 captions and calls to action, and 50 hashtag ideas. Fill in the blanks for your niche.

How to use these

A hook is the first line people see or hear; a caption gives context and asks for action. Pick a hook, fill in the blank with your topic, film it in the first 3 seconds, then end with one clear call to action.

30 opening hooks

1. Nobody tells you this about ___.
2. I tried ___ for 7 days. Here is what happened.
3. Stop doing ___ if you want ___.
4. 3 mistakes I made when I started ___.
5. How I ___ with only KES ___.
6. This is your sign to start ___.
7. POV: you finally ___.
8. Things in Nairobi that just make sense: ___.
9. Rate this ___ from 1 to 10.
10. If you are a beginner at ___, watch this.
11. The cheapest way to ___.
12. Before vs after ___.
13. Day 1 of ___ until ___.
14. You are doing ___ wrong. Here is the fix.
15. What KES ___ gets you at ___.
16. Answering your questions about ___.
17. Wait for the end.
18. Small business owners, save this.
19. Students in Kenya need to know this.
20. The one ___ I use every day.
21. Unpopular opinion: ___.
22. I did not expect ___ to work this well.
23. Here is what nobody shows you about ___.
24. Try this before you buy ___.
25. Quick ___ recipe under KES ___.
26. Swipe if you agree.
27. Story time: the day ___.

28 This changed how I ___.

29 Watch me ___ in 30 seconds.

30 Tag someone who needs this.

20 captions and calls to action

1 Save this for later.

2 Which one would you pick? 1 or 2?

3 Tell me in the comments: ___?

4 Share with your squad.

5 Part 2? Comment "yes".

6 Follow for more ___ every week.

7 Order on WhatsApp: link in bio.

8 Limited stock — DM to reserve.

9 Delivery within ___. Pay on delivery available.

10 Made in Kenya with love.

11 Small business, big dreams. Thank you for the support!

12 Drop a comment if this helped.

13 Who else does this?

14 Rate it 1 to 10 below.

15 Tip of the day: ___.

16 Real results, no filters.

17 Ask me anything about ___.

18 Weekend offer: ___.

19 New stock just landed.

20 Try it and tell me what you think.

50 hashtag ideas (mix broad + local + niche)

Group	Ideas
Local	#kenya #nairobi #mombasa #kisumu #nakuru #eldoret #kenyantiktok #254 #madeinkenya #nairobikenya
Business	#smallbusinesskenya #nairobibusiness #onlineshopkenya #supportlocal #kenyanentrepreneur #sidehustle #mpesa #deliverykenya #shoplocal #businesstips
Creators	#contentcreator #creatorsearch #tiktoktips #reels #videoediting #capcut #behindthescenes #dayinmylife #storytime #pov
Food & life	#kenyanfood #nairobieats #budgetmeals #campuslife #studentlife #nairobilife #weekendvibes #familytime #recipes #foodie
Fashion & beauty	#kenyanfashion #nairobifashion #thriftkenya #mtumba #ootd #hairstyles #makeuptutorial #skincare #styletips #budgetfashion

Tip: use 3 to 6 relevant hashtags per post. Relevant beats many.