

Caption Checklist

- Attention getter is two-three words and is strong and interesting.
- Attention getter makes the caption/photo connection.
- Use strong, visual, specific nouns.
- Use colorful, lively action verbs.
- First sentence uses the present tense.
- First sentence appropriately identifies who is in the photo and describes what is happening without stating the obvious.
- Complementary information is presented in past tense and takes the reader beyond the moment of the photo.
- Include as many of the who, what, when, where, why and how.
- Use active, not passive voice.
- Quotes are interesting and not just facts.
- All names and grade levels are spelled correctly.
- All people are identified appropriately.
- Spelling, grammar and punctuation are correct.