

Guide
001

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Social Media Captions

for up & coming motorcycle racers



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Don't read this all
in one go.

Use the sections to find
your way to the caption
you're looking for!

Why captions are important

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Who are you?

Captions show who you are as a person, not a rider. They help people to become more invested in your career no matter what.

Communication

Being able to describe how your day was in a caption: the good, the bad, and the ugly, helps you talk more effectively with your team & become a faster rider.

'Marketing'

Sponsors like a person, not a little one-line robot to advertise them and their products. If your captions have a human side, you're more appealing.

Why
Captions
Are Important

The Basics

Follow these principles for great captions. If you need more specifics, read the rest of the guide...

Your goal is simple: provide **context** to the photo or video, add **personality**, **educate** your followers and **inspire** them to follow your journey.



The first sentence is the most important part, it's the first thing people see on their feed and it must be as interesting as possible - this is **NOT** a result/day/session.

Aim for a caption that's 3-4 sentences long.



- NO **links** in captions
- Don't use more than **four** hashtags
- Don't **disrespect** your team, sponsors or insult riders or organisers

The Basics

How To Start

These are the three most important questions to ask yourself when creating social media content and captions.

Where am I?

Set the scene, location, day, session, the weather.

What happened?

Describe what you're doing/what you did today - the good, the bad, the ugly.

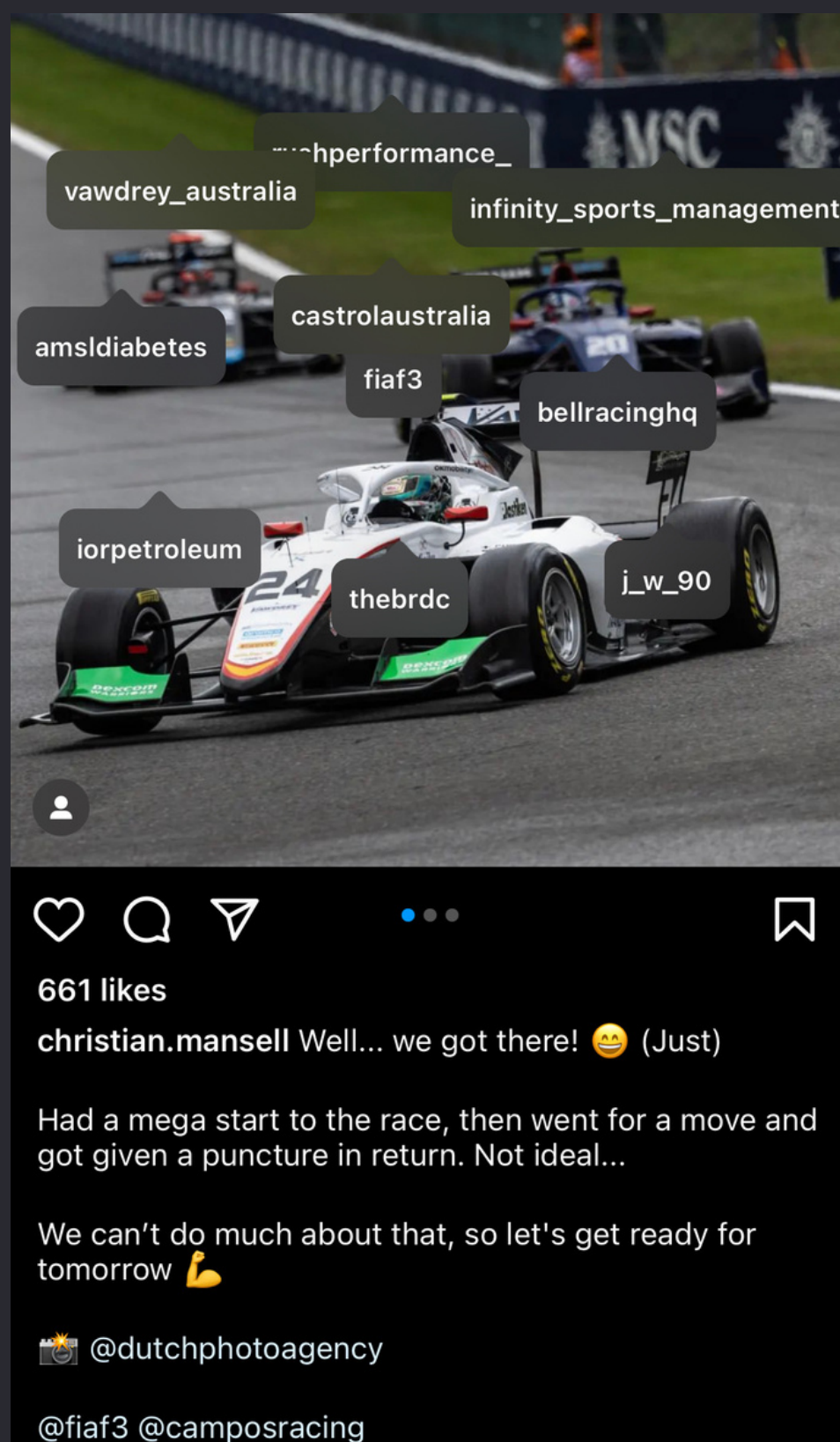
How do I feel about it?

Be honest with your followers and tell them how you're feeling about what happened.

The Basics Sponsor Tags

Instagram recommends using no more than **FOUR hashtags** or more than **FIVE @ tags** in a caption.

Below is the **cleanest way** to give your sponsors enough space.



If you have **more than EIGHT tags**, post a second or third slide as a gallery or carousel.



Step 1

What scenario are you writing a caption about?

Step 2

Questions to ask yourself...

Step 3

Some examples you can use as a base for your own captions - DO NOT COPY AND PASTE 😊

How To Use This Guide

We've formatted this as simply as possible: detailing almost every scenario you may face on a race week so that whatever happens, you have inspiration for an end-of-day post.



01

Pre-Race

- a. "It's Race Week!"
- b. Practice
- c. Qualifying

"It's Race Week!"

01.a

Don't just leave it at that.

Tell your followers where you're going, whether you like the track, area or country. Maybe you've never been there before or it's even your first time racing outside of your home country.

Perhaps it's a track you've had poor results at but you're looking to turn things around this time. Add a personal touch!

Questions to answer:

- Have you ever been to this circuit before?
- Are you excited about going?
- What memories do you have of this track? From your previous races or maybe watching on TV...
- Is this a significant race for you? E.g. first race of the season, you are leading the championship, home race for you or your team...?

Examples

Short captions -

'To the land of pizza and pasta... my first race in Italy coming up this week. See you soon, Misano! 🙌🙌'

'Ciao Italia! 🍕🇮🇹 gearing up for a big weekend ahead! One of the best rounds of the year 😊'

Long Captions -

'It's race week at my favourite circuit of the year, Mugello! 🇮🇹

Back to the place where I got my first pole position and first podium, let's hope we can carry on that positive streak this weekend.'

'Heading to the Algarve this week and hopefully heading to a change of fortune 🙏'

Portimao has definitely not been kind to me in the past as it's where I broke my ankle last year but I'm hoping to put that behind me and take some good memories away this time round.'

Practice & Quali

01.b

Give detail about your day's work!

Describe what your plan was for the day, why you did or didn't improve over the sessions.

Own and take responsibility over things you did or didn't do well - whether you made big improvements on carrying corner speed or if you made a mistake on a flying lap.

If you must, you can put 'session- *result*' AFTER some information about the day.

Questions to answer:

- How do you feel about today?
- Did you have a better practice/qualifying than your previous time here/in your last race weekend?
- Are you happy with how you rode/worked?
- Did you struggle with anything today?
Circuit, bike set up, yourself...

Examples - FP

01.b

Short captions -

'Damn the times are tight out there today😓 just 0.3s off top but somehow I'm 13th?!'

'Awesome day today!😁 Didn't think I'd feel so comfortable in the flowing turns here in Mugello but it's been super smooth so far. Aiming for better than 12th in quali!👊'

Long captions -

'First time at this iconic circuit did not disappoint!😎'

We spent FP1 getting used to the circuit and working on corner entry as I've struggled a bit lately, but I felt a lot more comfortable for FP2, improving from 22nd to 18th and knocking 1second off my best time 😁'

'Getting closer each time 🤞'

An early crash in FP1 meant minimal track time in the morning but my team fixed the bike up super-fast and we were able to get some much-needed laps in for FP2 to finish the day in 10th'

Examples - QP

01.b

Short captions -

'Best qualifying of the year today in P6!
Nailed timing with the group and felt
awesome throughout the session, well happy
with that 🏆 roll on the race!!!'

'😞 Agggghh.... couldn't put it together today.
Feel gutted to be this far down the grid (18th)
but just got to get the elbows out tomorrow.'

Long captions -

'Second row on the grid and best qualifying
to date! 🙌🙌'

I didn't have the feeling on the bike this
morning and really struggled going into the
corners, but the team made a few changes to
the bike and it made a massive difference 😊'

'A silly mistake cost us a good position but
tomorrow is when it counts. Got a bit
overambitious at turn eight and had a little
tip-off during qualifying so I couldn't improve
on 12th place. Such a shame as we had the
pace but I'll give it my all tomorrow 🙏'



02

Good Race Results

- a. A personal best/points
- b. Wins
- c. Podiums

PB/Good points

02.a

You've got to celebrate what little 'victories' you get along the way - even when they aren't wins or podiums.

You first point is a 'win', so is your first top 20/15/10/5. Tell people how awesome that is and what a big moment that is for you.

Or it's more subtle, you didn't have a great weekend in practice or quali, but you got a solid bunch of points rather than making a mistake and crashing.

Questions to answer:

- Why was today a good race result? E.g. first points, top 10, closest gap to the winner, fastest lap of the race...
- What have you and your team been working on that has helped you get this result?
- Do you remember any significant or favourite moments from the race?
Overtake, big save...

Examples

Short captions -

'More crucial points in the bag! 😊 I couldn't stick with the leading pack but it's great to bring home some solid points'

'Would have been really easy to make a silly mistake today in that kind of race so I'll happily take P9 😊💧'

Long captions -

'That wasn't an easy one 😊💧'

A crash in Qualifying put us out of a decent starting place but we fought back to bring home some tidy points. Thank you to my team for all your hard work this weekend, especially for getting the bike fixed so quickly ❤️'

'COME ON! Best ever result in Rookies 🙌'

Was wondering when those first points would come but was targeting here in Austria as it's my favourite track. Looking to carry the momentum to Misano! Thanks for all the support, it means the world!'

Show some bloody emotion!!!

Each win is the next best moment of your career. Channel how it felt to cross that line and stand on top of that podium into your caption, help your followers understand what it means.

And remember - this is a team sport, you may ride the bike but you didn't get here alone.

Questions to answer:

- How do you feel?
- What number win is this in your career/in this specific championship?
- What makes this win special? E.g. did you win a last lap battle, win by three seconds, start back of the grid...?
- Who do you need to thank for helping you achieve this? Team, sponsor, friend or family... be specific

02.b

Examples

Short captions -

'Victory!!! 🏆🥇'

'Back on the top step, let's gooooo!!! 🏆'

'This one means a lot 😊'

'No better way to end the weekend 🏆'

'Fought hard for that one but it was so worth it 😭 P1!!!!'

Long caption -

'Where do I start? 🏆'

Wasn't sure I was going to make it through that final corner I was pushing the front so much 😊 incredible feeling to be back on the top step!!

Been a long time without a winner's trophy but I kept my head down and kept the faith. Thank you to everyone around me, firstly my family and my team. They help me every step of the way. Here's hoping the next one isn't as far away!

Podiums

02.c

Show us some emotion!!

If it's your first podium, that's the biggest achievement of your career so far, so show that to your followers... even if you're disappointed it's not a win.

If you're a regular podium finisher, good for you! But there was a time when a podium felt like a distant dream - always remember that.

And thank your team, every time.

Questions to answer:

- How do you feel? E.g. disappointed it's not a win? Amazing that it's your first or second podium?
- How did you finish on the podium today? Last lap battle, 'lonely' finish?
- How close were you to winning?
- What have you been working on that has helped you get here
- Who do you need to thank...

Examples

Short captions -

'Hard work pays off! 🙌💪'

'Awesome to be back on the box 🙌🙌 not sure how we all made it round that last lap. What a battle 😊'

- 'Another podium in the bag – narrowly missed out on the top step but super happy to bring some silverware home 🏆2'

Long caption -

'This one's special. 🏆2'

I won't lie, I really wanted the win today but at this stage in the championship I can't come away with second and be too disappointed.

Last year when I really needed points, I threw some away too easily with mistakes and getting too excited. So this second place represents all the work me and my team have put in to be a real championship contender this year. Thanks for all the comments! 🙌🙌'



03

Bad Race Results

- a. Poor result
- b. Crashes
- c. DNS/Penalties
- d. Injuries

Poor Result

Explain what went wrong.

We all have off days, sometimes it's our fault and sometimes it's not. Either way, talk about it.

These aren't 'excuses', it's helping followers understand that racing isn't easy. Tell them what you're doing to improve in the future (e.g. your corner entry/exit, position on the bike) – you want people to be part of your journey, so they become invested in your career.

Questions to answer:

- How do you feel about your result today?
- Was it a problem with you, the bike, conditions, caught up in another rider's problem or crash?
- What do you need to work on to stop this from happening again? Practice in wet conditions, work on fitness, better qualifying position, be more aggressive on the final lap?

Examples

Short captions -

'It wasn't our weekend, but that's how racing goes sometimes. Awesome being back in Portimao though, nowhere else like it! 🏁'

'Difficult weekend after a mechanical issue in qualifying put us on the back foot for the race but we gave it everything, P16 is all we had.'

'Pretty difficult weekend from start to finish. I struggled with the brand-new track and couldn't find the pace to stick with the group'

Long caption -

'Difficult one this weekend, a number of reasons why... 🙄'

Firstly though I want to thank my team for all their continued effort, no matter the results on track. We didn't come here for P19 this weekend but that's how racing goes sometimes. I know I have some things to work on in carrying more corner speed & being more aggressive in those early laps.

Glad there's plenty racing left this year! 🏁

Crashes

03.b

Crashes happen and you need to take ownership of that.

If it was your mistake, apologise to your team and any other riders involved. If you were taken out, say what happened but don't get too aggressive online with the other rider.

Explain why you crashed - from getting too 'throttle happy', selecting neutral, braking too late... fans always want to understand 'why'.

Questions to answer:

- What happened & where? Corner and session...
- Was it a mistake, mechanical fault, or another rider's crash?
- Are you injured? - How long is recovery?
- What's the story from the rest of the weekend? Did practice and quali go well but you crashed on the opening lap of the race?

Examples

Short captions -

'Not how we wanted the day to go but I'm OK. Sorry to my team for the extra work today, it was my mistake, but we'll be back in Barcelona.'

'It was a good day until it wasn't 😊 losing the front into turn 5 is one of the faster places to go down in Rookies Cup, sorry to @xxxx for taking us both down. Glad you're OK!'

Long caption -

'Argh, not the way we wanted the weekend to end 😞'

Contact with another rider at turn four put me in the gravel. Luckily, I'm OK and we showed good pace up until then. Happy to have ran inside the top 10 consistently throughout practice and qualifying... need to work on doing the same in races now and staying out of trouble! 😊

Time to focus on Misano, one of my favourite circuits on the calendar.'

Not racing can be for a large number of reasons, from the annoying to heartbreaking.

So tell your followers which it is and why it's happened. Show some emotion, we know every race is important to you, explain why that is.

Same with penalties: they can be annoying or heartbreaking... but they are always your own fault. You need to at least acknowledge that or maybe even make an apology.

Questions to answer:

- Why didn't you start the race?
- How do you feel about it?
- Do you need time to recover (if it's a physical issue...)
- Why did you get a penalty?
- Have you apologised to the other rider? (if you caused a crash or similar)
- How do you intend on making sure you don't receive a penalty again?

Examples DNS

Short captions -

'Mechanical issue on the grid meant no racing for us today. Gutted is an understatement but this is part of racing...'

'Crashed on the warm-up lap... something you never want to do but cold tyres caught me out. Won't happen again.'

Long captions -

'I was really looking forward to this weekend but an old injury to my arm made it impossible for me to ride safely 🙄.'

Thank you to my team for all your support, now it's time to rest up and recovery so I can do you justice in Assen 🇳🇱.'

'This one really hurts! 🙄'

A mechanical issue with the bike on the sighting lap ended our hard work before the race even began. Such a shame. I'll need a few days to get a smile back after that one as was really up for the fight today. Thanks for all the support, means a lot at times like this'

Examples

Penalties

Short captions -

'Difficult day with the track limits penalty pushing me from 4th to 12th but these things happen.'

'We had the pace for the top 10 but contact with another rider meant a long lap trip.'

Sorry to @XXX for ruining both of our races, thanks for understanding 🤝'

Long caption -

'Jumpstart wasn't my smartest move but I was just too keen to go 😅'

Solid recovery though after the double long-lap to finish just outside the points.

I'll be honest, couldn't get my head in the right state after the long-laps but that's something I can work on.

We go again tomorrow...and hopefully at the start time as everyone else 😊😅 sorry team...'

Injuries

03.d

Your followers are interested in your health and ability to race, so give them some details.

Too many riders simply say they just 'injured their arm'. Is something broken? A pulled ligament? Arm pump? Why is this a problem when you're riding?

Many fans are interested in the medical side of recovery, so explain how you're having to fix the problem and when they can expect to see you back training and racing!

Questions to answer:

- How did you get injured?
- What is the injury?
- Do you need surgery/treatment/rest?
- When are you receiving surgery?
- What's the recovery time?
- When will you next be on a bike?
- When will you next race?

Examples

Short captions -

'I'm super disappointed to be sidelined this weekend after breaking my wrist in a training crash on Tuesday. Surgery yesterday went well though, so I'm hoping to be back fit and ready for Mugello in six weeks' time 💪'

'Not how I planned on spending my week off 🤕 been suffering from arm pump in recent races and the time finally came to have surgery to fix it. Hopefully see you all after the summer break💪'

Long caption -

'Well, that's me out of action for the foreseeable🙄

A highside out of turn three today left me with a broken collarbone - first time for me. Off to have a plate fitted next week and start recovery. Docs say it's a clean break so hopefully recovery is straight forward.

I'll be missing the next race in Le Mans but aim to be back for Assen. Thanks to everyone that's messaged me, means a lot💖'



04

Between Races

Between Races

This is your main opportunity to show fans who you really are away from racing.

Everyone does something between races, whether it's training or another hobby - so show people what you're doing so your entire personality isn't just a 'racer'.

Who you are off the bike is just as important as who you are on the track.

Questions to answer:

- What have you been doing and where?
- Were you with anyone else?
- How did you feel about it?
- Did anything interesting happen while you were doing it? E.g. you crashed your bicycle but you're OK/you stopped for coffee at your favourite cafe...
- What's the plan for the rest of the time before your next race?

Examples

Short captions -

'No racing? Go riding anyway 😎

Nothing more fun in my free time than getting sideways on the supermoto'

'Best thing after a tough race weekend is getting back to running the trails up the mountains here... 🧑🏻 🏃🏻 ⛺'

Long caption -

'Forever on two wheels whether it's got an engine or my legs are the motor 🚴

Awesome ride out today with my buddies from home. I don't see them too much with the intense racing schedule but always fun to spend time with them, even better when we're racing up hills.'

'First ever triathlon done 🏆

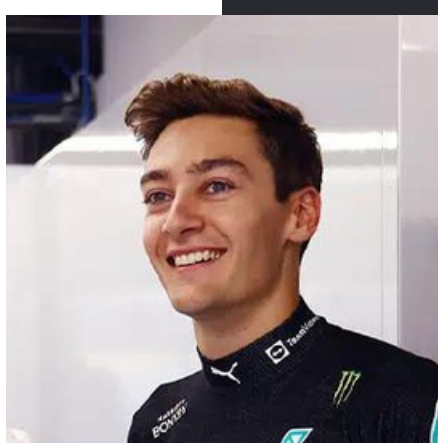
Been training for this over the last year having never done swimming much before, found it super helpful in training & keeping the competitive muscle working between race weekends!'



Rory Skinner

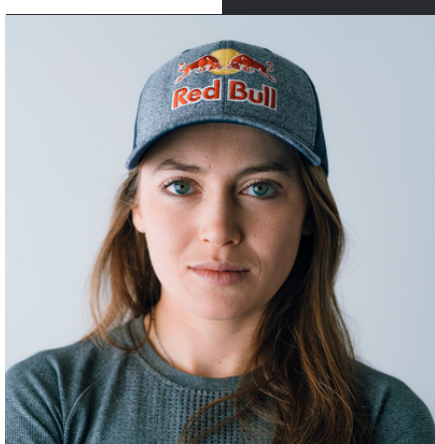


Cormac Buchanan

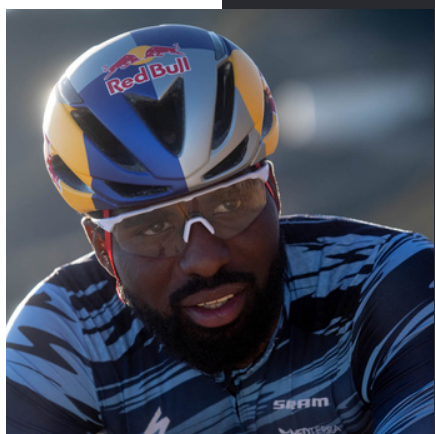


George Russell

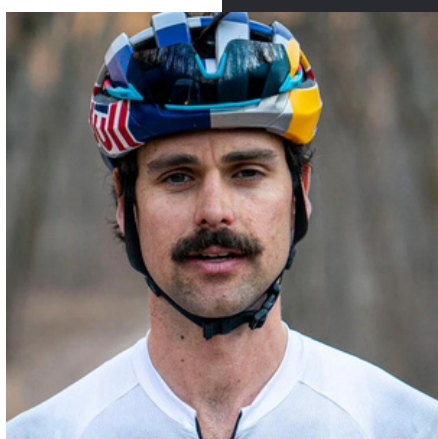
Inspiration



Kate Courtney



Justin Williams



Payson McElveen



NOW GO GET 'EM

**Any questions or extra tips, how to
balance honesty online with sponsors &
mean comments? Get in touch!**

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