

Instagram Comment Prompt List

Purpose: 40 ready-to-use questions and prompts to help you get more Instagram comments, grouped by type, with a note on when each works best. Swap the words in [brackets] for your own.

How to use this list

1. Pick one prompt for each post. One question only.
2. Put it in the first line of the caption, the last line, and on the image or in the last two seconds of a video.
3. Reply to every comment within the first hour, and add a question back.
4. After a month, note which type got the most replies and do more of it.

A. This or that (best for product, food, design, retail)

1. [Option A] or [Option B]? Tell us in one word.
2. Which one would you pick first: [product 1] or [product 2]?
3. Morning [activity] or evening [activity]?
4. [Colour 1] or [Colour 2] for our next [item]?
5. Team [thing] or team [other thing]? No fence-sitting.
6. Which of these two headlines would make you click: A or B?

B. Fill in the blank (best for personality and community)

7. The best part of [your industry] is ____.
8. My Monday would be better with ____.
9. If I could change one thing about [common frustration] it would be ____.
10. The one tool I couldn't work without is ____.
11. My go-to [coffee order / lunch / playlist] is ____.
12. The first thing I do when I [open the shop / start work] is ____.

C. Recommendations (best for local businesses)

13. We're adding one new [item / service] in [month]. What should it be?
14. Where's your favourite place for [a Sunday roast / a first date / a coffee] in [town]?
15. What's the best advice you've ever been given about [topic]?
16. Which [book / podcast / app] changed how you [do something]?
17. Local legends: who should we be following in [town]?
18. What's one small business you think deserves more love this week?

D. Opinion starters (best for experts and service businesses)

19. Unpopular opinion: [mild, friendly opinion]. Agree or disagree?
20. Is [common practice] a good idea or a waste of time? Be honest.
21. What is one piece of [industry] advice you think is overrated?
22. Hot take: [harmless preference]. Where do you stand?

23. What would you tell yourself on your first day in [role or business]?
24. Which myth about [your industry] do you wish would disappear?

E. Story endings (best after a behind-the-scenes post)

25. What was your first ever [job / customer / sale]?
26. Has anything gone wrong on you the way it did on us? Tell us.
27. What is the best thing a customer has ever said to you?
28. What is your proudest moment this year so far?
29. What would you have done in our shoes?
30. Who helped you most when you were starting out?

F. Help me decide (best for small decisions, when you really will act on the answer)

31. We're torn between [A] and [B] for the new [item]. Help us choose.
32. What should we post more of: [type 1], [type 2] or [type 3]?
33. Which day would suit you best for our next [event / workshop]?
34. What's the one question you'd like us to answer in our next post?
35. What would make [product / service] better for you?

G. Quick wins for Stories and Reels (best for low-effort replies)

36. Rate it out of 10. (Image of the thing)
37. Emoji only: how is your week going?
38. Guess the [price / weight / number] and we'll reveal the answer tomorrow.
39. Spot the difference. First correct answer gets a shout-out.
40. Comment [keyword] and we'll send you the free [checklist / guide]. (Only if you will really send it, and keep it genuine.)

Reply starters (copy and adapt)

- Thanks, [name]! Did you go for [option] or try something different?
- Great question. Short answer: [answer]. Want the longer version?
- That's a really good point, [name]. What made you think of that?
- Love that. Have you tried [relevant suggestion]?
- Sorry to hear that, [name]. Could you message us so we can put it right?

Rules to keep your account safe

- Never offer a prize, discount or favour in return for a positive comment about a product or service. Keep giveaways simple and read the platform's promotion rules first.
- Do not ask friends, staff or a "pod" to comment on a schedule. Real replies matter more than a high count.
- If a post is an advert (paid, gifted or affiliate), label it clearly at the start.

Monthly tracker (copy into a notebook or spreadsheet)

Columns: Date | Post topic | Prompt number used | Prompt type (A to G) | Reach | Comments | Replies we sent | Best comment | Keep, change or drop?

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.