



Smart Pineapple

Make Your Instagram Posts Work Harder (With a Little AI Help)

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www.smartpineapple.ai

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Why This Cheat Sheet Exists

Instagram isn't just for followers anymore.

Starting July 10, 2025, Instagram posts—including reels, captions, alt text, and hashtags—can show up in Google search results. That means your content can now help future guests find you before they land on Airbnb or Expedia.

This cheat sheet gives you clear AI prompts you can copy, paste, and use to optimize your Instagram content—so your posts do more than just look good. They help you get found. And booked.

No fluff. No jargon. Just smart tools for smart hospitality pros.

Let's Get Started



Captions with SEO in Mind

What to Use AI For: Generate keyword-rich captions based on your location and property type.

Prompt Example: You're a vacation rental host in Akumal. Write 3 Instagram captions that include SEO-friendly keywords like "beachfront rental" and "Riviera Maya snorkeling." Keep it natural, guest-focused, and under 220 characters each.



Hashtags That Guests Actually Search

What to Use AI For: Find a mix of high-volume and niche hashtags aligned with what guests are searching.

Prompt Example: Give me 10 Instagram hashtags for a boutique hotel in Lisbon. Focus on guest search intent (e.g., #RooftopViewLisbon) and avoid spammy tags.

Alt Text That Boosts Visibility

What to Use AI For: Write descriptive alt text to improve SEO and accessibility.

Prompt Example: Describe this image for alt text: A guest sipping coffee on the balcony of a rainforest eco-lodge in Costa Rica at sunrise. Focus on mood, setting, and keywords.

Reels + Video Caption Tips

What to Use AI For: Turn your reels or short videos into searchable content with summaries or subtitles.

Prompt Example: Summarize this 30-second reel about a boutique hotel's farm-to-table breakfast. Include a hook, one unique feature, and a soft call to action. Make it SEO-friendly.

Post Audits Made Simple

What to Use AI For: Quickly scan your existing posts for missing keywords or off-brand messaging.

Prompt Example: Here's a list of 25 Instagram captions from my property. Identify which ones are missing location keywords or don't reflect a consistent brand tone. Suggest which 5 I should update.

Content Ideas from Instagram Posts

What to Use AI For: Expand your Instagram posts into blog topics, landing pages, or guest guides.

Prompt Example: Based on this post about stargazing at my desert glamping site, suggest 3 blog post titles and outline one short article I could link to from Instagram

Final Tip: Let AI Handle the Heavy Lifting

AI won't replace your voice—it just helps you get more done, faster. Use it for structure, polish, and SEO support so you can stay focused on what matters most: the guest experience.

Want more tools like this?

Subscribe on Substack: Get weekly tips, AI prompts, and real-world strategies for smarter hospitality marketing.

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Contact me:

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We are a woman-owned business that is passionate about building hospitality and tourism worldwide. We believe in local economies, education and professional development. Smart Pineapple, a brand of Pineapple Innovate Inc.

Disclaimer

The strategies, tools, and recommendations provided in this worksheet are intended to offer general guidance and inspiration for property owners, managers, and hoteliers. While we strive to provide accurate and up-to-date information, we cannot guarantee specific results or outcomes. We encourage you to tailor these strategies to your unique circumstances and to seek professional advice where necessary. By using this worksheet, you acknowledge that the implementation of any strategies or actions is at your own discretion.

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