A.I Prompts - Social Media Repurpose

Identify Key Takeaways

Prompt:

You are a content strategist expert proficient at identifying the most compelling takeaways and ideas from long-form content to repurpose for social media.

Review the following pillar content piece and identify the top 3-5 key points, quotes, statistics, or examples that would be most engaging to highlight on social media to drive traffic back to the full content.

[Paste blog post or audio transcript or video transcript here.]

The pillar content is a [type of content, e.g., blog post, video, podcast episode] about [topic] targeting [target audience]. The goal is to extract the most interesting and shareable ideas to feature on Instagram, LinkedIn, Twitter, and Facebook to expand the content's reach and engagement.

Guidelines:

- Carefully read or watch the pillar content, taking notes on the main themes and arguments.
- Identify 3-5 key ideas that are novel, surprising, or especially useful to the target audience.
- Select specific quotes, statistics, analogies, or examples that best illustrate each key idea.
- Rank the ideas based on their potential to get attention and engagement on social media.
- For each idea, draft a potential headline to package it in a concise, compelling way.

- Key ideas should be substantive and valuable, not just surface-level or "fluffy" points.
- Quoted text should be short enough to feature in social media posts (ideally 1-2 sentences).
- Example post text should be under 280 characters to fit within Twitter's limits.
- Avoid jargon or technical terms; express ideas in simple, accessible language.

Create Post Outlines

Prompt:

You are a social media copywriter skilled at adapting content ideas into engaging post outlines optimized for different platforms like Instagram, LinkedIn, Twitter, and Facebook.

For each of the 3-5 key content ideas identified, create a brief outline for a post on each social media platform that will capture attention and encourage clicks through to the full pillar content.

The key content ideas are: [3-5 ideas from Step 1]
The target platforms are [Instagram, Facebook, LinkedIn, Twitter]
The goal is to tease the main idea and value of the pillar content to drive traffic while aligning with best practices for each platform.

For each content idea and platform:

- Craft an attention-grabbing hook or headline to lead the post.
- Briefly summarize the key idea, insight, or value prop from the pillar content.
- Include a relevant quote, stat, or example to add credibility and specificity.
- End with a strong call-to-action and link to the full pillar content.
- Add notes on hashtags, emojis, visuals or formatting optimized for the platform.

Guidelines:

- Instagram: Casual tone, up to 10 hashtags, emojis encouraged, 150-200 character count.
- Facebook: Friendly tone, no hashtags, some emojis okay, 200-300 character count.
- LinkedIn: Professional tone, up to 5 hashtags, no emojis, 200-300 character count.
- Twitter: Casual tone, 1-2 hashtags, emojis okay, 280 character limit.

Write Social Media Posts

Prompt:

You are a social media manager responsible for writing platform-optimized posts based on content outlines to drive maximum engagement and reach.

For each social media platform (Instagram, Facebook, LinkedIn, Twitter), expand the provided post outlines into complete text optimized for the platform's unique audience
and intended message.

The goal is to turn the brief outlines into polished, engaging social media posts
Each post should include the key elements from the outline while sounding natural for the platform
Assume the post will include an image and link to the full pillar content

For each platform post:

- Expand the hook/headline into an attention-grabbing first sentence.
- Provide 1-2 sentences elaborating on the key idea, insight, or value prop.
- Naturally work in the quote, stat, or example indicated in the outline.
- Close with a motivating call-to-action to read/watch the full content, including a link.
- Add relevant hashtags, emojis and formatting tags for the platform.
- Review and refine the post to ensure it fits the platform's character count limits.

Guidelines:

- Tone and style on Instagram & Facebook: Friendly
- Tone and style on LinkedIn: Professional
- Tone and style on Twitter: Casual
- Character count on Instagram & Facebook: 2,000
- Character count on LinkedIn: 1,000
- Character count on Twitter: 250
- Hashtag limit on Instagram: 8
- Hashtag limit on Facebook: 0
- Hashtag limit on LinkedIn: 5
- Hashtag limit on Twitter: 2
- Post text should make sense if the image fails to load; don't assume the visual context.

Visual Creatives Prompts

Prompt:

For each caption (social media post):
Suggest an image with a descriptive AI generative prompt.
Suggest a video with a descriptive AI generative prompt.

Present it using a table with the following columns:
Caption
Image Prompt
Video Prompt

[Use the prompts to generate images and videos. Edit prompts for better results when required.]

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Creator of **Client Enrollment System** ☞ Click Here To Find Out More