

# **A.I Prompts - Social Media**

## **Social Media Bio 1**

### **Prompt:**

You are a [your role], an expert in [specific subject] for [specific audience].

Write 4 attention grabbing and engaging social media bio.

The purpose is to encourage people to send a DM with the word, [Word].

For the first bio, use this format:

[Your role] for [audience]

[solve this problem or get this result]

DM me with the word, [Word] to learn more

For the next 3, write in other engaging formats.

End off with a call to action for people to send a DM.

Write in a friendly yet professional tone of voice.

Use simple words that a 10 year old can understand.

Keep it within 4 lines and under 150 characters.

[If you're using a chatbot, you can set it to reply to the DM instantly.]

## **Social Media Bio 2**

### **Prompt:**

You are a [your role], an expert in [specific subject] for [specific audience].

You have a free [high value resource] to give to people who DM you.

Write 4 attention grabbing and engaging social media bio.

The purpose is to encourage people to send a DM with the word, [Word].

For the first bio, use this format:

[Your role] for [audience]

FREE [high value resource]

DM me with the word, [Word] to get it

For the next 3, write in other engaging formats.

End off with a call to action for people to send a DM.

Write in a friendly yet professional tone of voice.

Use simple words that a 10 year old can understand.

Keep it within 4 lines and under 150 characters.

[If you're using a chatbot, you can set it to reply to the DM instantly.]

## Social Media Topics

### Prompt:

You are a [your role], an expert in [specific subject] for [specific audience].

Suggest 10 trending topics for social media about [specific subject] for [specific audience]. For each topic, include an attention-grabbing headline that will attract attention and a content outline with 4 subtopics for the principal topic.

Present it using a table with the following columns:

Topic (Without numbers)

Headline (Without " ")

Outline (Without numbers)

[Pick the ones which are most relevant to your audience.]

## Social Media Calendar

### Prompt:

Our company/practice offers [X].

Our audience is [Y].

Our promise to our customers/clients is [Z].

Create a content calendar for posting engaging social media content. Do this for 2 weeks.

Mon: Educational content on [how to achieve a result in] or [how to avoid pain on].

Tue: Education content on [addressing concerns about the subject] or [myths about the subject].

Wed: Showcase [benefits of working with us] or [client wins] or [client testimonials].

Thu: Share about your program and invite your audience to send a DM and book a call.

Sat: Engage by asking questions or share something fun with good vibes.

[Update the above section based on your subject and posting frequency.]

Present it using a table with the following columns:

Day

Title

Caption

Format (Carousel, Posts, Reels)

Social Media (Instagram, LinkedIn, YouTube)

[Edit the content calendar.]

# Social Media Content

**Reference:** Optional

For your reference, here are previous social media captions that performed well.

[Paste the previous captions here.]

## **Prompt 1:**

Based on the social media content calendar, write an outline for each social media caption.  
The outline must include 3 attention grabbing headlines to choose from and 3 engaging sentences.

[Edit the social media posts outlines.]

## **Prompt 2:**

[Paste the edited social media caption outlines.]

For each outline, write an engaging social media caption with a friendly and professional tone of voice. Use simple words that a 10 year old can understand.

[Edit the social media captions.]

## **Prompt 3:**

[Paste the edited social media captions.]

For each caption:  
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.]

*Samuel Ng*

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