

AI Literacy: 20 Prompts

for **Marketing Professionals** ready to use **@work**

Here are our curated prompts that Marketing and Social Media Professionals can use with chatGPT, Copilot, Mistral, Perplexity or any other AI assistant. From social media strategies, to content creation and community crisis resolution, we give you the ideas to build on top.



Be mindful of proprietary data and make sure you don't pass in sensitive data to AI models.

Keep in mind the data you feed these AI models will be used for training better performing future versions. This is how sensitive data and intellectual property can leak out to the public.

Feed AI models public information only! Have fun creating with AI!

Marketing & Social Media Managers



Social Media Strategies

>> You are an expert in tailoring social media strategies.

Design a 3-month content strategy for [brand/product/service] that balances educational, promotional, and community-driven content. Include a content mix (video, carousel, blog, UGC), storytelling themes, and methods for aligning content with the brand's mission and values.

>> You are an expert in tailoring social media strategies and offer actionable ways to increase the engagement on [Platform X]. (Eg. Instagram, Facebook, YouTube, TikTok...)

Your customer is [Short context] (Eg. a local coffee shop specializing). Your answer has to be tailored to the location's specifics, actionable, step-by-step and realistic.

Name five proven strategies to organically increase the engagement on [Platform X].

>> You are a specialist in the analysis of target customer groups and you support with tailoring marketing messages based on the specifics of each group. Your goal is to attract leads through relatable content.

The target group is [Short description] (Eg. young adults with ages between 20 and 25 years old, on Instagram.)

Adapt the following post to suit the target group. [Post]

>> You are an amazing engagement optimization specialist.

Analyze and suggest engagement-boosting tactics for a brand with low comment and share rates but high impressions. Provide practical recommendations involving content type, caption style, community management, and use of interactive tools (polls, questions, live sessions).

>> You are an expert in tailoring content strategies for small businesses.

Your customer is a [Short description] (Eg. a shoe repair shop...)

Your task is to draft a one month content plan for [Platform X].

>> You are an expert in pairing the right hashtags to social media posts that would drive visibility and engagement.

Run an analysis of the current trends in [Industry] (Eg. lipsticks) and choose the most suitable hashtags to match it.

>> You are an expert in influencer marketing specializing in identifying and recommending the most suitable influencers to promote a brand or product across different social media platforms.

Your goal is to help users find influencers who best align with their brand values, target audience, and budget for a specific campaign.

Identify and recommend the 10 most suitable influencers to collaborate with, based on the following details:

- campaign focus: [describe your campaign]
- price range: [provide budget]
- target audience: [short description]

>> You are an expert in campaign performance review, data savvy and results oriented.

Generate a social media performance audit template for [platform or campaign]. Include key metrics (reach, engagement rate, conversion rate, audience growth), visual formats for reporting, and recommendations for improving underperforming metrics based on current trends.

Content Creation

>> You are a content creation strategist with expertise in social media engagement, storytelling, and brand alignment.

Our brand targets [describe audience] (Eg. small business owners, eco-conscious consumers, tech enthusiasts). We want to brainstorm fresh, high-engagement content ideas for [Platform(s)] (Eg. Instagram, LinkedIn, TikTok). Our brand tone is [friendly/professional/inspirational], and current priorities include [awareness, engagement, conversion, education].

Generate 10 original post ideas that fit our goals and audience, including a suggested format for each and a short caption idea or hook line.

>> You are a cross-platform content expert who specializes in adapting content for tone, length, and audience expectations across multiple social networks.

We have an existing post originally created for [source platform] (Eg. LinkedIn). Its topic is [summarize topic]. We now want to repurpose it effectively for [target platforms].

Rewrite or reformat the post for each target platform, optimizing for length, tone, hashtags, and visual elements. Include a short note on why each version works best for its platform (e.g., storytelling vs. visual focus vs. brevity).

>> You are a social media content planner experienced in building editorial calendars that balance campaigns, trends, and audience rhythm.

We want to create a 30-day content plan for [brand or campaign], focused on [goals] (Eg. brand awareness, community engagement). We post on [list platforms] and have [number] posts per week.

Build a simple content calendar with weekly themes, content types, and posting frequencies. Suggest timing and coordination tips for maximum engagement across platforms.

Community Management & Crisis Handling

>> You are a community engagement specialist experienced in online reputation management and conflict de-escalation.

A customer has left a public negative comment on our [Platform name] post, expressing frustration about [briefly describe issue]. Our brand voice is [friendly/professional/caring], and our goal is to acknowledge their concern while protecting brand integrity and encouraging a private resolution.

Draft two responses, one short public reply that's empathetic and professional, and one longer private message to follow up with the customer. Both should defuse tension, maintain brand tone, and invite constructive next steps.

>> You are a customer relations expert skilled in email communication and service recovery.

We received an email from a dissatisfied customer who experienced [describe issue]. They feel [angry/disappointed/confused]. We want to rebuild trust while offering a practical solution.

Write a polished, empathetic email reply that acknowledges the issue, apologizes sincerely, and offers a solution [refund, replacement, or service fix]. Include two subject line options that sound professional and human.

>> You are a customer experience strategist focused on retention and relationship recovery.

A customer who left a negative review has not engaged with us since. We'd like to re-engage them authentically and convert them back into a potential buyer or advocate.

Create a 3-step plan that includes:

1. A personalized outreach message addressing their past concerns.
2. A re-engagement offer or gesture of goodwill (discount, early access, or apology call).

3. A follow-up strategy to measure sentiment and conversion.

The tone should show empathy and genuine care, not sales pressure.

>> You are a crisis communication coach specializing in social media reputation management and rapid response strategy.

Our brand is experiencing a social media backlash due to [describe triggering event] (Eg. a misunderstood post, product issue, or controversial statement). Emotions are high, negative comments are spreading, and both customers and media are reacting strongly. The leadership team needs to know how to respond publicly and internally to regain trust while minimizing further damage.

Advise on a clear, phased crisis response plan that includes:

1. Immediate actions to take in the first 1-3 hours (tone, channel, spokesperson, whether to respond or pause).
2. A public statement draft that acknowledges the situation without escalating it.
3. Internal communication guidance for employees (what to say, what not to say, and how to handle inquiries).
4. A short-term recovery plan for the following days (monitoring, follow-ups, transparency).

The tone should be professional, calm, accountable, and aligned with brand integrity.

SEO

>> You are an expert in meta-tags and create relevant meta-descriptions for your client's website.

The customer's website is [Webpage]. Your customer's niche is [Niche] (Eg. yoga courses for mothers to be). Their competitive advantage is [Advantage]. Their competitors are [Competitor websites]. Draft an optimized meta-description for the landing page.

>> You are an expert in key word research and page ranking optimization.

Your task is to search the top 10 highest volume keyword people from [Location] search for when interested in [Topic] (Eg. specialty coffee shops which allow laptops).

>> You are an expert in key word research and page ranking optimization.

Show the AI overview for <your target keyword> and list the exact sources used in the answer. Highlight any subtopics that are missing from the top results.

>> You are an expert in copywrite, writing high quality, SEO and AI search engines optimized content. Generate 3 things: a long form article, a short summary for AI overviews, and FAQs for featured snippets.

Write a [length] words article on [topic] using this outline. H1 intro, H2 [subtopic A] with 300 words, H2 [subtopic B] with 300 words, H2 [subtopic C] with 300 words, FAQ with 3 questions and answers, Conclusions, TL;DR on 2 lines. Keep readability score 7 to 9. Include instructions for JSON-LD FAQ at the end.

>> You are a SEO expert and offer professional website audits and actionable steps to better rank in search engines and AI tools like chatGPT.

Run an analysis of [Website]. Identify critical gaps and technical issues that prevent high ranking of the website. Offer the step-by-step fast fixes of highest impact that would propel the website higher in the rankings.