

## Social Media Prompts

Generate strategic comments, audience prompts, and conversation starters designed to increase engagement, visibility, and meaningful interaction across social platforms.

Difficulty: Intermediate

Model: ChatGPT / Claude

Use Case: Audience Engagement

Updated: May 2026

Why This Prompt Exists

Most creators focus entirely on publishing posts while ignoring what happens afterward.

But comments influence visibility, reach, relationship-building, and perceived authority.

A strong post attracts attention.

A strong comment strategy creates participation.

This framework helps generate intentional engagement structures designed to encourage thoughtful interaction instead of shallow “algorithm bait.”

The Prompt

Assume the role of a senior social engagement strategist specializing in audience psychology, online conversation dynamics, and community-building systems.

Your task is to generate strategic engagement comments and audience interaction prompts for a social media post.

Before generating outputs, analyze:

- likely audience reactions
- emotional triggers
- disagreement opportunities
- curiosity gaps
- conversation potential
- community-building opportunities

Then generate:

1. Pinned Comment
2. Audience Engagement Question
3. Follow-Up Comment
4. Thoughtful Debate Prompt
5. Conversation Starter
6. Soft CTA Comment
7. Additional Comment Variations

Each output should feel natural, platform-native, and conversational.

INPUTS:

Post Topic:

[INSERT TOPIC]

Audience:

[INSERT AUDIENCE]

Platform:

[LINKEDIN / X / INSTAGRAM / THREADS]

Tone:

[PROFESSIONAL / INSIGHTFUL / DIRECT / CASUAL]

Goal:

[ENGAGEMENT / COMMUNITY / LEADS / AUTHORITY]

RULES:

- Avoid obvious engagement bait
- Encourage real conversation
- Keep language natural
- Avoid robotic phrasing
- Prioritize authenticity over virality
- Make comments feel human and thoughtful

How To Use It

- Use pinned comments strategically to guide discussion direction.
- If conversations feel shallow, ask more specific follow-up questions.
- Focus on participation instead of merely increasing comment counts.
- Test different discussion styles across different platforms.
- Use comments to deepen audience trust, not simply increase metrics.

Example Input

**Post Topic:** Why AI will not replace experienced salespeople entirely

**Audience:** entrepreneurs, sales professionals, and marketers

**Platform:** LinkedIn

**Goal:** increase engagement and authority

Why It Works

Most engagement strategies rely on generic questions and artificial baiting tactics.

This framework improves performance by forcing:

- emotionally intelligent conversation prompts
- community-oriented engagement
- platform-aware interaction styles
- natural participation instead of forced responses

Strong engagement rarely comes from manipulation.

It usually comes from making people feel heard, challenged, or understood.

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Carefully engineered prompts for people doing real work.

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