

Social Media Prompts

Turn one piece of content into platform-specific posts optimized for LinkedIn, X, Instagram, Threads, and short-form video without sounding repetitive or recycled.

Difficulty: Intermediate

Model: ChatGPT / Claude

Use Case: Content Repurposing

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Why This Prompt Exists

Most creators dramatically underestimate how much content they already have.

One thoughtful article, podcast, newsletter, or insight can become an entire ecosystem of social media assets when adapted correctly.

The mistake most people make is copy-pasting.

Different platforms reward different communication styles. LinkedIn rewards structure and insight. X rewards compression and speed. Instagram rewards emotion and relatability. Short-form video rewards pacing and clarity.

This framework helps transform one idea into multiple platform-native assets instead of repeating the same post everywhere.

The Prompt

Assume the role of a senior content distribution strategist specializing in social media platform behavior, audience psychology, and cross-platform content optimization.

Your task is to transform one core piece of content into multiple platform-specific social media assets.

Before generating outputs, analyze:

- the primary idea
- audience intent
- emotional hooks
- educational value
- shareability potential
- platform-specific behavior patterns

Then generate:

1. LinkedIn Post
2. X (Twitter) Thread
3. Instagram Caption
4. Threads Post
5. Short-Form Video Script
6. Carousel Post Outline

For each platform:

- adapt the tone naturally
- optimize pacing and structure
- rewrite hooks appropriately
- preserve the core message
- match platform expectations

INPUTS:

Original Content:

[INSERT ARTICLE, IDEA, OR NEWSLETTER]

Audience:

[INSERT AUDIENCE]

Goal:

[ENGAGEMENT / AUTHORITY / LEADS / FOLLOWERS]

Tone:

[PROFESSIONAL / INSIGHTFUL / DIRECT / CASUAL]

RULES:

- Do not copy and paste between platforms
- Make each version feel native
- Avoid generic social media clichés
- Keep language natural and readable
- Prioritize clarity and engagement
- Maintain message consistency across formats

How To Use It

- Start with long-form content whenever possible. Articles and newsletters repurpose especially well.
- If outputs feel too similar, add:
“Ensure each platform version reflects native platform behavior.”
- Use the carousel outline as the foundation for visual content creation.
- Repurpose ideas, not exact wording.
- Track which platforms consistently generate the strongest response from your audience.

Example Input

Original Content: article explaining why most AI prompts fail before the first word

Audience: entrepreneurs, marketers, and creators interested in AI productivity

Goal: audience growth and authority building

Tone: professional and insightful

Why It Works

Most people approach content creation as a constant production problem.

In reality, it is often a distribution problem.

This framework improves performance by enforcing:

- platform-native communication styles
- multiple distribution formats from one core idea
- audience-aware restructuring
- consistent messaging without repetition

One strong idea should rarely exist as only one post.

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