

## Social Media Prompts

Generate a structured 30-day content plan designed to build authority, consistency, and audience trust across social media without relying on random posting or trending topics.

Difficulty: Advanced

Model: ChatGPT / Claude

Use Case: Personal Branding

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Why This Prompt Exists

Most personal brands fail not because of weak ideas, but because of inconsistency and lack of structure.

Posting randomly leads to burnout, repetition, and unclear positioning.

A strong personal brand is not built through isolated posts. It is built through repetition of themes, ideas, and perspectives over time.

This framework creates a structured system for thinking about content as a coordinated strategy rather than daily improvisation.

The Prompt

Assume the role of a senior personal brand strategist and content systems architect specializing in audience growth, positioning, and long-term brand development.

Your task is to generate a 30-day social media content calendar designed to build authority, trust, and audience engagement.

Before generating the calendar, analyze:

- target audience psychology
- creator positioning and expertise
- content pillars
- monetization or business goals
- emotional connection opportunities
- platform behavior patterns
- risks of content fatigue or repetition

Then generate a structured 30-day plan.

For each day include:

- Content Title / Theme
- Content Type (educational, story, opinion, behind-the-scenes, etc.)
- Hook idea
- Core message
- Suggested platform format (LinkedIn, X, Instagram, Threads, Video)
- CTA suggestion (if applicable)

Ensure variety across:

- educational content
- personal storytelling
- opinionated takes
- lessons learned
- audience engagement posts
- frameworks and systems
- controversial or thought-provoking ideas (when appropriate)

INPUTS:

Niche:

[INSERT NICHE]

Audience:

[INSERT AUDIENCE]

Primary Platform:

[LINKEDIN / X / INSTAGRAM]

Goal:

[AUTHORITY / LEADS / FOLLOWERS / SALES]

Tone:

[PROFESSIONAL / INSIGHTFUL / DIRECT / CASUAL]

RULES:

- Avoid repetitive content ideas
- Balance personality and authority
- Keep ideas realistic and executable
- Prioritize consistency over virality
- Ensure content supports long-term positioning

How To Use It

- Start with clear positioning before generating your calendar.
- If outputs feel too broad, refine your niche further.
- Reuse themes weekly instead of constantly changing direction.
- Focus on execution, not just planning.
- Use the calendar as a guide, not a rigid rulebook.

Example Input

**Niche:** AI tools and productivity systems for entrepreneurs

**Audience:** small business owners and solo founders

**Primary Platform:** LinkedIn

**Goal:** authority and lead generation

**Tone:** professional and insightful

Why It Works

Most creators treat content as individual posts instead of a system.

This framework improves performance by enforcing:

- structured content planning over time
- clear thematic consistency
- balanced content distribution
- intentional audience positioning

A strong personal brand is built through repetition with purpose, not randomness.

## **Build Better AI Systems**

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Carefully engineered prompts for people doing real work.

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