

Social Media Prompts

Generate powerful opening hooks engineered to interrupt scrolling behavior and dramatically improve engagement across social platforms.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Social Media Hooks

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Why This Prompt Exists

Most social posts fail immediately because the opening line feels predictable.

People do not read social media linearly. They scan, filter, and move on in seconds.

The hook determines whether the rest of the post even gets a chance.

This framework generates multiple hook styles built around curiosity, tension, surprise, relatability, and interruption psychology instead of generic “attention-grabbing” tricks.

The Prompt

Assume the role of a senior social media strategist specializing in audience psychology, attention engineering, and engagement optimization.

Your task is to generate 15 high-performing social media hooks for a post.

Before writing hooks, analyze:

- audience frustrations
- emotional triggers

- industry clichés
- common assumptions
- curiosity gaps
- surprising insights
- controversial observations

Generate hooks using multiple styles:

- contrarian
- curiosity-driven
- personal confession
- hard truth
- mini-story
- bold statement
- relatable frustration
- unexpected insight
- prediction
- misconception

INPUTS:

Topic:

[INSERT TOPIC]

Audience:

[INSERT AUDIENCE]

Platform:

[X / LINKEDIN / INSTAGRAM / THREADS]

Tone:

[PROFESSIONAL / DIRECT / INSIGHTFUL / CASUAL]

RULES:

- Keep hooks concise
- Avoid clickbait
- Avoid generic motivational language
- Make every hook distinct
- Prioritize specificity over vagueness
- Optimize for stopping power, not explanation

How To Use It

- Start with a narrow topic instead of a broad industry category.
- If outputs feel repetitive, add:
“Ensure each hook uses a completely different psychological trigger.”
- Test different hook styles on the same post concept.
- Use the best-performing hooks as templates for future content.
- Track which emotional angles consistently outperform others.

Example Input

Topic: Why most small businesses fail at content marketing consistency

Audience: entrepreneurs and service-based business owners

Platform: LinkedIn

Tone: direct and insightful

Why It Works

Most creators think in terms of topics.

Strong social media creators think in terms of framing.

This framework improves performance by forcing:

- multiple emotional entry points for the same idea
- attention-first writing instead of explanation-first writing
- variation in psychological triggers
- platform-aware hook construction

A strong post usually wins or loses within the first sentence.

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