

Social Media Prompts

Turn any topic into multiple high-performing social media post angles designed to increase engagement, shares, and emotional resonance across platforms like X, LinkedIn, and Instagram.

Difficulty: Beginner

Model: ChatGPT / Claude

Use Case: Social Media Growth

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Why This Prompt Exists

Most social media posts don't fail because of bad ideas.

They fail because the idea is framed in a flat way.

The same topic can perform completely differently depending on the angle: curiosity, controversy, story, contrarian take, lesson, or emotional hook.

This prompt forces you to stop thinking in "content ideas" and start thinking in "attention angles."

That shift is often the difference between silence and distribution.

The Prompt

Assume the role of a senior social media strategist and viral content analyst specializing in audience psychology, engagement mechanics, and high-performing content structures across X (Twitter), LinkedIn, and Instagram.

Your task is to take a single topic and generate multiple viral-ready

post angles designed for high engagement and shareability.

Before generating angles, analyze the topic carefully.

Identify:

- emotional tension inside the topic
- potential controversy or disagreement points
- surprising insights or counterintuitive truths
- relatable experiences tied to the topic
- aspirational outcomes
- common misconceptions

Then generate 8 distinct social media post angles.

Each angle should represent a different framing strategy:

1. Contrarian Take (challenge common belief)
2. Curiosity Hook (open loop, incomplete idea)
3. Personal Story (relatable experience)
4. Data/Insight Angle (pattern or observation)
5. Mistake/Lesson Angle (failure or learning)
6. Opinionated Statement (strong stance)
7. Relatable Pain Point (shared frustration)
8. Transformation Angle (before vs after shift)

For each angle provide:

- Angle name
- Suggested post hook (first 1–2 lines)
- Brief explanation of why it works

- Best platform fit (X, LinkedIn, Instagram)

RULES:

- Avoid generic motivational language
- Do not repeat similar framing across angles
- Prioritize specificity over vagueness
- Hooks must feel like real social media posts, not summaries
- Keep tone natural and human
- Focus on attention capture, not explanation

INPUT:

Topic:

[INSERT TOPIC]

Target Audience:

[INSERT AUDIENCE]

Goal:

[ENGAGEMENT / FOLLOWERS / LEADS / AUTHORITY]

How To Use It

- Start with a clear, narrow topic—not a broad industry.
- If outputs feel repetitive, add:
“Ensure each angle uses a completely different emotional trigger.”
- Pick 1-2 angles and expand them into full posts.
- Test different angles across platforms instead of reusing one style everywhere.
- Track which angle type performs best over time.

Example Input

Topic: Why most small businesses struggle with online marketing consistency

Audience: solo entrepreneurs and small business owners

Goal: increase engagement and attract consulting leads

Why It Works

Most creators mistake topics for content.

But social media platforms don't reward topics—they reward framing.

This system improves performance by enforcing:

- multiple psychological entry points for the same idea
- structured variation instead of random creativity
- platform-aware content positioning
- attention-first thinking instead of explanation-first writing

Good content doesn't start with what you say.

It starts with how you make someone stop scrolling.

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