

Copywriting / Headlines

Shorten headlines to under 10 words, optimized for each platform — Twitter, LinkedIn, Instagram, Facebook, and Threads — with platform-specific character counts.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Social Media, Short-Form Copy, Platform Optimization

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Why This Prompt Exists

Most social media headlines fail because they're too long for the feed.

You get:

- 15-word headlines cut off mid-sentence (no click)
- the same headline on every platform (different behavior ignored)
- no character count awareness (Twitter vs. Instagram are different games)
- headlines that work on desktop but not mobile
- no emoji strategy (too many or none at all)

But social media is not email.

Each platform has different attention patterns.

- Twitter/X: 70-100 characters max, news-first
- LinkedIn: professional, benefit-driven, longer acceptable
- Instagram: visual-first, emojis OK, under 8 words ideal
- Facebook: conversational, question-heavy
- Threads/Bluesky: platform-native, casual

Without platform optimization, your headlines get cut off or ignored.

This framework forces AI to write headlines that fit.

The Prompt

Assume the role of a social media copywriter who knows that long headlines don't get read.

Your task is to generate platform-optimized headline variants.

Generate 2 headline versions for EACH platform (10 total), each under 10 words:

1. TWITTER/X

- News-first, under 70 characters
- No wasted words

2. LINKEDIN

- Professional but punchy
- Benefit-driven

3. INSTAGRAM

- Emojis allowed
- Under 8 words ideal

4. FACEBOOK

- Conversational
- Question or command format

5. THREADS / BLUESKY

- Platform-native tone
- Casual, in-the-know

PLUS:

- Character count for each headline

INPUTS:

Longer Headline or Key Message:

[WHAT DO YOU NEED TO SHORTEN?]

Platform Mix:

[WHICH PLATFORMS ARE YOU POSTING ON?]

Target Audience:

[WHO ARE YOU TALKING TO?]

Brand Voice:

[PROFESSIONAL / CASUAL / EDGY / WARM]

Emoji Policy:

[NO EMOJIS / OK SPARINGLY / ENCOURAGED]

RULES:

- Each headline must be under 10 words
- Include character count for every headline
- Twitter/X headlines must be under 70 characters
- Platform-native tone: casual for Threads, professional for LinkedIn
- If the original headline is over 15 words, warn that it needs

rethinking

How To Use It

- Never post the same headline on every platform — they're different games.
- Twitter/X: front-load the value (first 35 characters are most visible).
- LinkedIn: benefit-driven headlines outperform clever ones.
- Instagram: the headline is secondary to the visual — keep it short.
- Facebook: questions drive comments, which drive reach.

Example Input

Longer Headline or Key Message: “How to double your email open rates using these 5 subject line templates that actually work”

Platform Mix: Twitter, LinkedIn, Instagram, Facebook

Target Audience: Solopreneurs and small business owners

Brand Voice: Helpful and direct

Emoji Policy: OK sparingly

Why It Works

Most social headlines fail because they're one-size-fits-all.

This framework improves outcomes by forcing:

- platform-specific optimization (different behaviors)
- character count awareness (display limits)
- under-10-word discipline (scannability)
- platform-native tone (fit the culture)
- emoji strategy (enhance, don't distract)

Great social headlines don't work everywhere — they work where they're posted.

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