

Content Creation / Editorial Planning

Coordinate blog posts, newsletters, podcasts, videos, and social media into a unified publishing strategy with connected themes.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Cross-Platform Strategy, Content Coordination, Omnichannel Planning

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Why This Prompt Exists

Most multi-platform content feels disconnected — blog says one thing, social says another.

You get:

- blog posts that don't relate to social content
- podcasts that never become blog posts
- newsletters that don't mention new videos
- no unified theme across platforms
- confused audiences (mixed messaging)

But multi-platform is not multi-message.

It is one message, adapted for each channel.

- Weekly theme: a single topic across all platforms
- Blog: deep dive, SEO, evergreen
- Newsletter: personal, insider, community
- Video: visual, engaging, retention
- Social: short-form, hook-driven, shareable

Without coordination, your content lacks coherence.

This framework forces AI to plan unified multi-platform campaigns.

The Prompt

Assume the role of an omnichannel content strategist who coordinates platforms around unified themes.

Your task is to create a multi-platform editorial plan.

Generate:

1. WEEKLY THEMES (4-6 themes)
 - One theme per week
 - Why this theme matters to your audience
2. PER PLATFORM BREAKDOWN (for each theme)
For each platform:
 - Topic angle
 - Format
 - Publish date
 - CTA
3. CONTENT REPURPOSING MAP
 - Which asset originates where
 - How it adapts to other platforms
4. CROSS-PROMOTION PLAN
 - How platforms promote each other

5. METRICS TO TRACK PER PLATFORM

INPUTS:

Your Platforms:

[BLOG / NEWSLETTER / PODCAST / YOUTUBE / LINKEDIN / TWITTER/X /
INSTAGRAM / TIKTOK]

Target Audience:

[WHO ARE YOU REACHING?]

Content Themes or Pillars (3-5):

[LIST]

Time Horizon:

[4 WEEKS / 12 WEEKS]

Primary Goal for Each Platform:

[E.G., "Blog: SEO traffic" / "Newsletter: list growth" / "YouTube:
watch time"]

Team Capacity:

[SOLO / SMALL TEAM / AGENCY]

RULES:

- Each week must have a unified theme across platforms
- Each platform must have a distinct angle on the theme
- Content repurposing map must show origin → adaptations
- Cross-promotion must be strategic (not "share on all platforms")

- Metrics must align with platform goals
- Include publishing cadence for each platform

How To Use It

- Start with your primary platform (blog or YouTube) as the origin.
- Adapt, don't copy-paste — each platform needs its own angle.
- Cross-promote using platform-native features (end screens, newsletter mentions).
- Track which platform drives the most conversions for each theme.
- Adjust platform mix based on performance data.

Example Input

Your Platforms: Blog, Newsletter, LinkedIn, Twitter/X, YouTube

Target Audience: Freelancers with inconsistent income

Content Themes or Pillars: Pricing & Rates, Client Acquisition, Time Management, Mindset

Time Horizon: 4 WEEKS

Primary Goal for Each Platform: Blog: SEO traffic, Newsletter: list growth, LinkedIn: authority, Twitter: engagement, YouTube: watch time

Team Capacity: SOLO

Why It Works

Most multi-platform content is disconnected.

This framework improves outcomes by forcing:

- weekly themes (coherence)
- platform-specific angles (fit)

- repurposing maps (efficiency)
- cross-promotion (synergy)
- platform metrics (accountability)

Great multi-platform planning turns scattered content into a unified campaign.

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