

## Content Creation / Repurposing Workflows

Rewrite the same core content differently for each platform's style, audience behavior, tone, and format requirements instead of simple copy-pasting.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Platform Optimization, Tone Adaptation, Cross-Platform Strategy

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Why This Prompt Exists

Most content fails on other platforms because it's copy-pasted without adaptation.

You get:

- LinkedIn post that reads like a tweet (too casual)
- Twitter thread that reads like a blog post (too long)
- Instagram caption that reads like LinkedIn (too formal)
- same content, same format, different logo (all underperform)
- platform norms ignored, engagement low

But adaptation is not translation.

It is reshaping for each platform's culture.

- LinkedIn: professional, insightful, line breaks, white space
- Twitter/X: conversational, punchy, thread structure, hooks
- Instagram: visual-first, short captions, emojis, questions
- Facebook: community-focused, engaging questions, shareable
- Email: personal, warm, direct address, clear CTA
- Blog: detailed, structured, SEO-optimized, scannable

Without adaptation, your content feels off on every platform but one.

This framework forces AI to adapt content for each platform's unique culture.

The Prompt

Assume the role of a platform adaptation specialist who rewrites content for each platform's unique culture.

Your task is to adapt core content for multiple platforms.

Generate for EACH platform:

PLATFORM 1 – LINKEDIN

- Professional, value-driven
- Hook in first line
- Line breaks, white space
- Engagement question

PLATFORM 2 – TWITTER/X

- Conversational, punchy
- Thread structure (8-12 tweets)
- Hook as first tweet
- Thread end CTA

PLATFORM 3 – INSTAGRAM

- Visual-first, short caption
- Emojis allowed
- Question or poll
- Hashtags (3-5)

#### PLATFORM 4 – FACEBOOK

- Community-focused
- Engaging question
- Shareable format
- Photo or video suggestion

#### PLATFORM 5 – EMAIL NEWSLETTER

- Personal, warm
- Subject line hook
- Direct address
- Clear CTA

#### PLATFORM 6 – BLOG

- Detailed, structured
- SEO-optimized
- Subheadings
- Scannable

#### INPUTS:

Core Content (paste or describe):

[PASTE OR DESCRIBE]

Core Message (one sentence):

[INSERT]

Target Audience (varies by platform):

[DESCRIBE]

Primary CTA:

[SUBSCRIBE / FOLLOW / COMMENT / SHARE / CLICK LINK]

Brand Voice (consistent):

[PROFESSIONAL / WITTY / WARM / EDGY / AUTHORITATIVE]

RULES:

- Core message must be consistent across all platforms
- Each platform version must follow that platform's norms
- LinkedIn: line breaks, professional tone
- Twitter/X: thread structure, hook first, scannable
- Instagram: short caption, emojis, visual focus
- Facebook: engaging question, community tone
- Email: personal salutation, warm closing
- Blog: subheadings, scannable, SEO meta

How To Use It

- Prioritize platforms where your audience is most active.
- Start with your longest-form version (blog or email) and adapt down.
- Maintain core message while adjusting tone and length.
- Save adaptations in a platform-specific library.
- Test which adaptation style drives the most engagement.

Example Input

**Core Content:** “The biggest mistake freelancers make is waiting for the perfect moment to raise their rates. You’ll never feel ready. Do it anyway.”

**Core Message:** Freelancers should raise their rates now, not when they feel ready.

**Target Audience:** Freelancers earning \$30-\$80/hour

**Primary CTA:** COMMENT “READY” for a rate increase script

**Brand Voice:** Direct and encouraging

Why It Works

Most platform adaptation is copy-paste.

This framework improves outcomes by forcing:

- platform-specific tone (fit)
- format adaptation (readability)
- length adjustment (attention span)
- CTA consistency (action)
- core message preservation (clarity)

Great platform adaptation doesn't change what you say — it changes how you say it for each audience.

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