

Social Media / Engagement Strategies

Design a branded challenge or hashtag campaign to drive user participation.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Viral Campaigns, Hashtag Challenges, User Participation

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Why This Prompt Exists

Most hashtag campaigns fail because they're too vague or have no incentive.

You get:

- hashtags that no one uses
- challenges that are too hard or too boring
- no clear instructions for participation
- no incentive or prize
- campaigns that don't go viral

But a challenge is not a hashtag.

It is a call to action with a clear format and reward.

- Hashtag: unique, memorable, branded
- Action: specific thing to do (record, post, share)
- Format: length, style, example
- Incentive: prize, feature, recognition
- Duration: start and end date

Without structure, campaigns don't take off.

This framework forces AI to design challenges that drive participation.

The Prompt

Assume the role of a viral campaign strategist who designs hashtag challenges.

Your task is to create a challenge or hashtag campaign.

Generate:

1. CAMPAIGN NAME AND HASHTAG
 - Unique, memorable, branded
2. THE CHALLENGE ACTION
 - What participants should do (specific)
 - Example: "Share a 30-second video of your morning routine"
3. FORMAT REQUIREMENTS
 - Length, orientation, style
 - Example: "30-second vertical video"
4. EXAMPLE POST (description)
 - Show them what you're looking for
5. INCENTIVE / PRIZE
 - Why they should participate
 - Prize, feature, recognition
6. CAMPAIGN TIMELINE
 - Start date, end date, winner announcement

7. PROMOTION PLAN

- How to launch (influencers, paid, organic)

INPUTS:

Your Brand/Product:

[DESCRIBE]

Campaign Goal:

[BRAND AWARENESS / USER GENERATED CONTENT / ENGAGEMENT / LEAD GEN]

Target Audience:

[WHO ARE THEY?]

Prize Budget:

[LOW (\$0-100) / MEDIUM (\$100-500) / HIGH (\$500+)]

Platform:

[TIKTOK / INSTAGRAM / BOTH]

RULES:

- Hashtag must be unique and memorable
- Action must be specific and easy to do
- Format requirements must be clear
- Incentive must be valuable to your audience
- Timeline must have clear start and end
- Promote using influencers or paid to seed participation
- Feature winners prominently to encourage future campaigns

How To Use It

- Hashtag must be unique and memorable — not generic (#mybrand).
- Action must be specific and easy to do — not “share your story” but “share a 30-second video of your morning routine.”
- Format requirements must be clear — length, orientation, style.
- Incentive must be valuable to your audience — prize, feature, recognition.
- Timeline must have clear start and end dates — urgency drives participation.
- Promote using influencers or paid ads to seed participation (critical for virality).
- Feature winners prominently to encourage future campaigns.

Example Input

Your Brand/Product: Productivity app for freelancers

Campaign Goal: USER GENERATED CONTENT (video testimonials)

Target Audience: Freelancers who use productivity tools

Prize Budget: MEDIUM (\$100-500)

Platform: TIKTOK

Why It Works

Most hashtag campaigns fail.

This framework improves outcomes by forcing:

- unique hashtag (discoverability)
- specific action (ease of participation)
- format clarity (consistency)
- incentive (motivation)
- timeline (urgency)

Great hashtag challenges don't hope for virality — they design for participation.

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