

## Social Media / LinkedIn Content

Suggest replies to comments on your LinkedIn posts to drive deeper engagement and algorithm reach.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Comment Replies, Engagement Strategy, Algorithm Boost

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Why This Prompt Exists

Most LinkedIn posts get comments — but the author never replies, killing engagement.

You get:

- comments that go unanswered (missed engagement)
- no strategy for replying to different comment types
- replies that are too short (“thanks”) or too long
- missed opportunities to deepen conversation
- algorithm ignoring posts with low reply engagement

But comment replies are not optional.

They are how you boost algorithm reach.

- Agreement reply: add value, don't just say “agree”
- Question reply: answer thoughtfully, invite follow-up
- Disagreement reply: respectful, seek understanding
- Generic reply: turn into a question to keep thread going

Without a reply strategy, your post's reach dies.

This framework forces AI to generate replies that deepen engagement.

## The Prompt

Assume the role of a LinkedIn engagement strategist who replies to comments to boost algorithm reach.

Your task is to generate comment replies.

Generate for EACH comment type:

COMMENT TYPE 1 – AGREEMENT ("Great post!", "This is so true")

- Thank them
- Add a related insight or example
- Ask a follow-up question
- Reply script

COMMENT TYPE 2 – QUESTION (asks for clarification or more detail)

- Answer the question specifically
- Thank them for asking
- Invite follow-up
- Reply script

COMMENT TYPE 3 – DISAGREEMENT (respectful disagreement)

- Acknowledge their perspective
- Find common ground
- Share your reasoning (briefly)
- Invite continued conversation
- Reply script

COMMENT TYPE 4 – GENERIC ("Nice", "Thanks for sharing")

- Thank them
- Turn into a question to engage them further
- Reply script

COMMENT TYPE 5 – SELF-PROMOTION (drops a link or pitch)

- Acknowledge briefly
- Redirect to topic or ignore (professional)
- Reply script

INPUTS:

Post Topic:

[WHAT WAS THE POST ABOUT?]

Comment Text (paste the actual comment):

[PASTE HERE]

Commenter's Tone:

[POSITIVE / NEUTRAL / NEGATIVE / QUESTIONING]

Your Brand Voice:

[PROFESSIONAL / FRIENDLY / AUTHORITATIVE / THOUGHTFUL]

Desired Outcome:

[ENGAGEMENT / EDUCATION / RELATIONSHIP / CONVERSION]

RULES:

- Reply to every comment within 1-2 hours (algorithm reward)
- Agreement: add value, don't just say "thanks"

- Questions: answer specifically, not vaguely
- Disagreement: be respectful, seek understanding
- Generic: turn into a question to keep thread alive
- Self-promotion: acknowledge briefly, then redirect
- Keep replies shorter than the original comment

### How To Use It

- Reply to every comment within 1-2 hours — algorithm rewards quick engagement.
- Agreement comments: add value — don't just say "thanks" but add a related insight.
- Questions: answer specifically — not vaguely, not "great question."
- Disagreement: be respectful — seek understanding, don't argue.
- Generic comments: turn into a question to keep the thread alive.
- Self-promotion: acknowledge briefly, then redirect to the topic.

### Example Input

**Post Topic:** How to raise freelance rates without losing clients

**Comment Text:** "This is so true. I've been freelancing for 4 years and still struggle with this."

**Commenter's Tone:** POSITIVE

**Your Brand Voice:** FRIENDLY AND HELPFUL

**Desired Outcome:** ENGAGEMENT

### Why It Works

Most comments go unanswered.

This framework improves outcomes by forcing:

- agreement replies (value add)
- question replies (specific answers)
- disagreement replies (respectful)
- generic replies (conversion to engagement)
- self-promotion handling (professional)

Great comment engagement doesn't just reply — it deepens conversation and signals the algorithm.

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