

Social Media / LinkedIn Content

Write professional, value-driven LinkedIn posts with hooks, insights, and clear CTAs.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: LinkedIn Posts, Professional Content, Personal Branding

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Why This Prompt Exists

Most LinkedIn posts are either too corporate or too casual — and they get ignored.

You get:

- generic “exciting news” posts (no value)
- walls of text (no one reads)
- no hook (no reason to keep reading)
- no clear takeaway or CTA
- low engagement from bland content

But a LinkedIn post is not a resume update.

It is a value delivery system for professional peers.

- Hook: stops the scroll (question, bold claim, story)
- Insight: teaches something useful
- Proof: example, data, or story
- CTA: asks for engagement (reply, share, comment)

Without structure, your LinkedIn posts are invisible.

This framework forces AI to write posts that earn engagement.

The Prompt

Assume the role of a LinkedIn content strategist who writes posts that drive professional engagement.

Your task is to write a LinkedIn post.

Generate:

1. HOOK (1-2 sentences)
 - Stops the scroll
 - Question, bold claim, or relatable story start
2. INSIGHT (2-3 paragraphs)
 - Teaches something useful
 - Specific, actionable
3. PROOF (1-2 sentences)
 - Example, data point, or personal story
4. CTA (1 sentence)
 - Asks for engagement (reply, share, comment)
5. HASHTAGS (3-5)
 - Relevant, not spammy
6. LINE BREAKS (visual formatting)
 - Short paragraphs (2-3 sentences max)

INPUTS:

Topic:

[WHAT ARE YOU WRITING ABOUT?]

Target Audience:

[WHO ARE YOUR PROFESSIONAL PEERS?]

Key Insight (what you want to teach):

[INSERT]

Proof Point (example or data):

[INSERT]

Desired CTA:

[COMMENT / SHARE / REPOST / DM]

Brand Voice:

[THOUGHT LEADER / PRACTITIONER / MENTOR / PEER]

RULES:

- Hook must stop the scroll (first 2 lines are critical)
- Short paragraphs (2-3 sentences max) for mobile reading
- Insight must be specific and actionable
- Proof point adds credibility
- CTA should be easy to answer
- 3-5 hashtags maximum

How To Use It

- The hook is the most important part — spend time making it compelling.
- Short paragraphs (2-3 sentences max) — LinkedIn is read on mobile.
- The insight must be specific and actionable (not “communication is important”).
- The proof point adds credibility — a personal story or data point works best.
- The CTA should be easy to answer (“Do you agree?” not “Write an essay”).

Example Input

Topic: How to raise freelance rates without losing clients

Target Audience: Freelancers and consultants

Key Insight: Clients expect annual rate increases — you’re not surprising them, you’re catching up

Proof Point: “I raised my rates 20% last year and lost exactly zero clients. Two even said ‘it’s about time.’”

Desired CTA: COMMENT (“What’s holding you back from raising your rates?”)

Brand Voice: PRACTITIONER

Why It Works

Most LinkedIn posts are ignored.

This framework improves outcomes by forcing:

- scroll-stopping hook (attention)
- short paragraphs (readability)
- specific insight (value)
- proof point (credibility)
- easy CTA (engagement)

Great LinkedIn posts don't inform — they spark conversation.

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