

## Social Media / Engagement Strategies

Write posts designed to drive comments (polls, questions, “this or that”).

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Engagement Posts, Comments, Polls, Algorithm Boost

Updated: May 2026

Why This Prompt Exists

Most posts don't ask questions — so they don't get comments.

You get:

- posts that inform but don't engage
- low comment counts (algorithm penalty)
- no community conversation
- missed opportunities to learn from audience
- posts that die quickly in the feed

But engagement is not automatic.

It is prompted by easy-to-answer questions.

- Yes/no questions: easiest to answer
- “This or that” questions: binary choice
- Fill in the blank: low effort
- Personal experience: relatable
- Opinion: sparks discussion

Without questions, your post won't get comments.

This framework forces AI to write posts designed for engagement.

## The Prompt

Assume the role of an engagement strategist who writes posts that get comments.

Your task is to create a question-based engagement post.

Generate:

1. HOOK (1-2 sentences)
  - Grabs attention
  - Relatable to audience
2. CONTEXT (1-2 sentences)
  - Sets up the question
  - Why it matters
3. THE QUESTION (1 sentence)
  - Easy to answer
  - Specific, not vague
4. COMMENT PROMPT (1 sentence)
  - "Comment your answer below"
5. POST TYPES (choose one)
  - Yes/No question
  - This or that
  - Fill in the blank
  - Personal experience

- Opinion

## 6. ENGAGEMENT TIPS

- Reply to every comment
- Pin best answer

### INPUTS:

Topic:

[WHAT ARE YOU ASKING ABOUT?]

Target Audience:

[WHO ARE THEY?]

Question Type:

[YES/NO / THIS OR THAT / FILL IN BLANK / PERSONAL EXPERIENCE /  
OPINION]

Platform:

[TIKTOK / INSTAGRAM / LINKEDIN / TWITTER/X]

Brand Voice:

[FRIENDLY / CURIOUS / PROFESSIONAL / WITTY]

### RULES:

- Question must be easy to answer (low effort)
- Yes/no questions get the most comments
- This or that is engaging and shareable
- Fill in the blank is low effort and fun

- Personal experience builds community
- Opinion sparks discussion (higher quality)
- Reply to every comment to boost algorithm

#### How To Use It

- Question must be easy to answer — low effort = more comments.
- Yes/no questions get the most comments (easiest to answer).
- This or that questions are engaging and shareable.
- Fill in the blank questions are low effort and fun.
- Personal experience questions build community.
- Opinion questions spark discussion (higher quality comments).
- Reply to every comment to boost algorithm reach.

#### Example Input

**Topic:** Raising freelance rates

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

**Question Type:** PERSONAL EXPERIENCE

**Platform:** INSTAGRAM

**Brand Voice:** CURIOUS AND RELATABLE

#### Why It Works

Most posts don't ask for engagement.

This framework improves outcomes by forcing:

- hook (attention)
- context (relevance)

- easy question (low friction)
- comment prompt (action)
- engagement tips (follow-through)

Great engagement posts don't inform — they ask, then listen.

## **Build Better AI Systems**

Subscribe for advanced prompt engineering, AI social media tools, engagement frameworks, and practical strategies for creators and marketers.

Carefully engineered prompts for people doing real work.

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See also [The User-Generated Content \(UGC\) Request](#)