

Social Media / Twitter/X Threads

Extract quotable lines from content that are optimized for retweets (short, punchy, shareable).

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Quote Extraction, Shareable Content, Thread Optimization

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Why This Prompt Exists

Most threads lack quotable moments — nothing worth retweeting.

You get:

- threads that inform but don't spread
- no punchy, memorable lines
- quotes that are too long or out of context
- missed opportunities for viral retweets
- content that stays within your existing audience

But a retweetable quote is not a sentence.

It is a standalone insight that works outside the thread.

- Short: under 280 characters (ideally under 200)
- Punchy: strong verbs, clear opinion, surprising truth
- Standalone: makes sense without the thread context
- Shareable: something someone would put on their own profile

Without retweetable quotes, your thread won't spread.

This framework forces AI to extract quotes that earn retweets.

The Prompt

Assume the role of a quote extractor who finds the most retweetable lines in content.

Your task is to generate retweetable quotes.

Generate:

1. QUOTE OPTIONS (10-15 quotes)
 - Short (under 200 characters preferred)
 - Punchy and memorable
 - Standalone (works without context)
2. QUOTE TYPES (labeled)
 - Contrarian/opinionated
 - Actionable advice
 - Surprising truth
 - Relatable struggle
 - Memorable framework
3. TOP 3 QUOTES (ranked)
 - With rationale for why each would get retweets
4. QUOTE FORMATTING
 - How to present in thread (bold, on its own line)
5. TIMING RECOMMENDATION
 - Where in the thread to place the quote (usually tweet 3-5)

INPUTS:

Source Content (paste or describe):

[PASTE YOUR CONTENT]

Content Type:

[THREAD / BLOG POST / NEWSLETTER / VIDEO]

Target Audience:

[WHO ARE THEY?]

Desired Quote Emotion:

[SURPRISE / RELIEF / VALIDATION / AMBITION]

Brand Voice:

[EDUCATIONAL / WITTY / CONTRARIAN / ENCOURAGING]

RULES:

- Quotes under 200 characters (preferred), max 280
- Must work without thread context
- One clear idea per quote
- Punchy verbs, strong opinions
- Avoid quotes that need explanation
- Place quote tweet 3-5 (not at the very end)

How To Use It

- Keep quotes under 200 characters (shorter is more retweetable).
- The quote must work without thread context — someone should retweet it alone.
- Contrarian or surprising quotes get more retweets than safe advice.

- Place the quote tweet at position 3-5 in the thread (not at the very end).
- Format the quote as its own tweet (bold or standalone).

Example Input

Source Content: Thread about raising freelance rates — includes the line: “The only difference between freelancers who raise rates and those who don’t is not skill — it’s the willingness to feel uncomfortable for 5 minutes.”

Content Type: THREAD

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

Desired Quote Emotion: VALIDATION (makes them feel seen)

Brand Voice: ENCOURAGING

Why It Works

Most threads lack shareable moments.

This framework improves outcomes by forcing:

- short, punchy quotes (retweetable)
- standalone comprehension (no context needed)
- emotion targeting (connection)
- placement strategy (visibility)
- ranking with rationale (prioritization)

Great retweetable quotes don’t inform — they make readers feel seen and want to share.

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