

Social Media / Twitter/X Threads

Create effective calls-to-action for thread endings (retweet, reply, click link, follow).

Difficulty: Beginner

Model: GPT-4 / Claude / Gemini

Use Case: CTAs, Engagement, Thread Optimization

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Why This Prompt Exists

Most threads end with no CTA — or a weak “thoughts?” that gets ignored.

You get:

- threads that don't ask for engagement (low replies)
- vague CTAs (“let me know what you think”)
- no reason to retweet or follow
- missed opportunities to grow audience
- threads that die after posting

But a CTA is not optional.

It tells readers what to do after they've received value.

- Retweet CTA: “RT if you've ever struggled with raising rates”
- Reply CTA: “What's your biggest fear about raising rates?”
- Follow CTA: “Follow for more threads on freelancing”
- Link CTA: “Read the full guide here: [link]”

Without a CTA, readers scroll away without taking action.

This framework forces AI to generate CTAs that drive engagement.

The Prompt

Assume the role of a Twitter engagement strategist who writes CTAs that drive action.

Your task is to generate thread CTAs.

Generate:

1. RETWEET CTA OPTIONS (3)
 - Encourages sharing the thread
 - Specific, not vague
2. REPLY CTA OPTIONS (3)
 - Asks a specific question
 - Easy to answer
3. FOLLOW CTA OPTIONS (3)
 - Promises future value
 - Clear benefit
4. LINK CLICK CTA OPTIONS (3)
 - Drives traffic to a URL
 - Compelling reason to click
5. TOP 3 CTAs (ranked)
 - With rationale for thread context

INPUTS:

Thread Topic:

[WHAT WAS THE THREAD ABOUT?]

Thread Goal:

[AUTHORITY / TRAFFIC / FOLLOWERS / ENGAGEMENT / SALES]

Target Audience:

[WHO ARE THEY?]

URL to Drive Traffic (if any):

[INSERT OR "NONE"]

Brand Voice:

[EDUCATIONAL / WITTY / CONTRARIAN / ENCOURAGING]

RULES:

- Retweet CTA: specific ("RT if you've ever...")
- Reply CTA: easy to answer (yes/no or one word)
- Follow CTA: promises future value ("Follow for more threads on X")
- Link CTA: compelling reason to click (not "read more")
- One CTA per thread (don't confuse with multiple asks)
- CTA should feel earned (after delivering value)

How To Use It

- One CTA per thread — multiple asks confuse readers.
- Retweet CTAs work best when the thread is highly valuable or relatable.
- Reply CTAs should be easy to answer (yes/no, one word, or a number).
- Follow CTAs should promise future value ("Follow for more threads on freelancing").
- Link CTAs need a compelling reason to click (not "read more").

Example Input

Thread Topic: How to raise freelance rates without losing clients

Thread Goal: FOLLOWERS (grow audience)

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

URL to Drive Traffic: None

Brand Voice: ENCOURAGING

Why It Works

Most threads lack clear CTAs.

This framework improves outcomes by forcing:

- retweet CTAs (shares)
- reply CTAs (engagement)
- follow CTAs (growth)
- link CTAs (traffic)
- ranking with rationale (prioritization)

Great thread CTAs don't ask — they invite action after delivering value.

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