

Social Media / Twitter/X Threads

Transform a blog post or article into a Twitter/X thread, extracting key points and formatting for the platform.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Repurposing, Thread Creation, Efficiency

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Why This Prompt Exists

Most blog posts die after publication — but they contain valuable insights that could be threads.

You get:

- great content that never reaches Twitter audiences
- manual reformatting that takes hours
- threads that are too long or poorly structured
- no hook adapted for Twitter
- missed traffic back to the original post

But repurposing is not copy-paste.

It is reformatting for a different platform's attention span.

- Extract key insights (not every detail)
- Adapt hook for Twitter (curiosity, benefit, controversy)
- Break into tweet-sized chunks (one idea per tweet)
- Add link to original post for readers who want more

Without repurposing, your blog content is underutilized.

This framework forces AI to convert blog posts into high-performing threads.

The Prompt

Assume the role of a content repurposing specialist who turns blog posts into Twitter threads.

Your task is to convert a blog post into a thread.

Generate:

1. HOOK TWEET (adapted for Twitter)
 - Grabs attention
 - Promises value from the post
2. KEY INSIGHT TWEETS (5-10 tweets)
 - One insight per tweet
 - Paraphrased, not copy-pasted
 - Short, punchy sentences
3. RETWEETABLE QUOTE (1 tweet)
 - Most quotable line from the post
4. CTA TWEET (1 tweet)
 - Link to full blog post
 - Encourages clicks
5. THREAD SUMMARY
 - Total tweets, estimated read time

INPUTS:

Blog Post Content (paste or describe):

[PASTE URL OR CONTENT]

Post Topic:

[INSERT]

Target Twitter Audience:

[WHO ARE THEY?]

Link to Full Post:

[INSERT URL]

Thread Length Target:

[SHORT (5-7) / MEDIUM (8-12) / LONG (13-15)]

RULES:

- Hook must be adapted for Twitter (not the blog's H1)
- One insight per tweet (no cramming)
- Paraphrase, don't copy-paste (originality matters)
- Include link to full post in CTA tweet
- Keep each tweet under 280 characters
- Maintain the post's core message while shortening

How To Use It

- The hook must be adapted for Twitter — not the blog's headline.
- One insight per tweet — if a blog paragraph has two ideas, split them.
- Paraphrase, don't copy-paste (original content performs better).

- Include the link to the full post in the CTA tweet (drives traffic).
- Keep tweets short — under 280 characters.

Example Input

Blog Post Content: 2,000-word post: “How to Raise Your Freelance Rates Without Losing Clients”

Post Topic: Freelance pricing strategies

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

Link to Full Post: <https://myblog.com/raise-rates>

Thread Length Target: MEDIUM (8-12 tweets)

Why It Works

Most blog content is under-repurposed.

This framework improves outcomes by forcing:

- Twitter-adapted hook (attention)
- key insight extraction (value)
- one-idea-per-tweet discipline (scannability)
- retweetable quote (shares)
- link to original (traffic)

Great repurposing doesn't copy — it reformats for maximum impact on each platform.

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See also [The Thread Hook Generator](#)