

Social Media / TikTok Scripts

Create platform-native CTAs (“Follow for part 2,” “Save this,” “Comment [word]”) that drive engagement.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: TikTok CTAs, Engagement, Algorithm Boost

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Why This Prompt Exists

Most TikTok videos end with no CTA — or a generic “like and subscribe” that gets ignored.

You get:

- videos that don’t ask for engagement (no comments, no saves)
- generic CTAs (“like and subscribe”) that don’t work on TikTok
- no reason to follow (they scroll away)
- no comment prompts (algorithm misses engagement signal)
- missed opportunities to boost reach

But a TikTok CTA is not YouTube’s “like and subscribe.”

It is platform-native and action-oriented.

- Follow CTA: “Follow for part 2” (promises future value)
- Save CTA: “Save this for later” (utility)
- Comment CTA: “Comment [word] for the template” (engagement + lead gen)
- Share CTA: “Share this with a freelancer who needs to hear it” (social proof)
- Duet/Stitch CTA: “Stitch this with your biggest rate increase” (collaboration)

Without a strong CTA, your video doesn’t convert views into engagement.

This framework forces AI to generate platform-native CTAs that drive action.

The Prompt

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

Your task is to generate TikTok CTAs.

Generate:

1. FOLLOW CTA OPTIONS (3)
 - Promises future value
 - "Follow for part 2" style
2. SAVE CTA OPTIONS (3)
 - Emphasizes utility
 - "Save this for when you need it"
3. COMMENT CTA OPTIONS (3)
 - Specific word or emoji
 - Drives engagement signal
4. SHARE CTA OPTIONS (3)
 - Encourages sharing with specific audience
 - "Share this with someone who needs to hear it"
5. DUET/STITCH CTA OPTIONS (2)
 - Encourages collaboration

- "Stitch this with your experience"

6. TOP 3 CTAs (ranked)

- For this specific video

INPUTS:

Video Topic:

[WHAT IS THE VIDEO ABOUT?]

Video Goal:

[GROWTH / ENGAGEMENT / TRAFFIC / LEAD GEN]

Target Audience:

[WHO ARE THEY?]

Lead Gen Offer (if comment CTA):

[E.G., "Comment 'TEMPLATE' for the script"]

Brand Voice:

[FRIENDLY / ENCOURAGING / DIRECT / WITTY]

RULES:

- Follow CTA: promise future value ("Follow for part 2")
- Save CTA: emphasize utility ("Save this for later")
- Comment CTA: specific word or emoji ("Comment 'RATES' for the script")
- Share CTA: specific audience ("Share with a freelancer who needs this")

- Duet/Stitch CTA: encourage collaboration
- One CTA per video (don't confuse with multiple asks)
- CTA at the end (after delivering value)

How To Use It

- Follow CTA: promise future value — “Follow for part 2” not just “follow me.”
- Save CTA: emphasize utility — “Save this for when you’re ready to raise rates.”
- Comment CTA: specific word or emoji — drives engagement signal and can capture leads.
- Share CTA: specific audience — “Share this with a freelancer who needs to hear it.”
- Duet/Stitch CTA: encourage collaboration — “Stitch this with your biggest rate increase.”
- One CTA per video — multiple asks confuse viewers.
- CTA at the end — after you’ve delivered value.

Example Input

Video Topic: How to raise freelance rates without losing clients

Video Goal: LEAD GEN (capture emails for rate increase script)

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

Lead Gen Offer: Free rate increase script PDF

Brand Voice: ENCOURAGING

Why It Works

Most TikTok videos have weak CTAs.

This framework improves outcomes by forcing:

- follow CTAs (growth)
- save CTAs (utility)
- comment CTAs (engagement)
- share CTAs (reach)
- duet/stitch CTAs (collaboration)

Great TikTok CTAs don't beg — they promise future value or offer immediate utility.

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See also [The TikTok Hook Generator](#)