

Social Media / Engagement Strategies

Create scripts for asking followers to create and share content featuring your product.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: UGC Campaigns, Social Proof, Community Building

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Why This Prompt Exists

Most UGC requests are ignored because they're too vague or don't offer incentive.

You get:

- "Share your photos with us" (too vague, no one does it)
- no clear instructions (what to post, how to tag)
- no incentive (why should they bother?)
- no permission or rights management
- missed opportunities for social proof

But UGC is not automatic.

It requires clear asks and incentives.

- Specific prompt: what to share
- How to share: hashtag, tag, link
- Incentive: feature, prize, discount, or recognition
- Permission: how you'll use their content
- Example: show them what you're looking for

Without a clear request, you won't get UGC.

This framework forces AI to create UGC requests that get results.

The Prompt

Assume the role of a community strategist who generates user-generated content.

Your task is to create a UGC request script.

Generate:

1. HOOK (1-2 sentences)
 - Grabs attention
 - Why they should participate
2. THE ASK (1-2 sentences)
 - What to share (specific)
 - Example: "Share a photo of you using [product]"
3. HOW TO SHARE (1 sentence)
 - Hashtag, tag, link, or DM
4. INCENTIVE (1 sentence)
 - Why they should participate
 - Feature, prize, discount, recognition
5. PERMISSION STATEMENT (1 sentence)
 - How you'll use their content
 - "By sharing, you agree to let us repost"
6. EXAMPLE POST (optional)

- Show them what you're looking for

INPUTS:

Your Product/Service:

[DESCRIBE]

UGC Type:

[PHOTO / VIDEO / REVIEW / TESTIMONIAL / UNBOXING]

Goal:

[SOCIAL PROOF / COMMUNITY / CONTENT FOR ADS / ENGAGEMENT]

Incentive Type:

[FEATURE / PRIZE / DISCOUNT / RECOGNITION]

Platform:

[TIKTOK / INSTAGRAM / LINKEDIN / TWITTER/X]

RULES:

- Ask must be specific (not "share your experience")
- Incentive must be clear (what they get)
- Permission statement protects you (legal)
- Example post helps them understand what you want
- Make it easy to participate (low effort)
- Feature UGC prominently to encourage more

How To Use It

- Ask must be specific — not “share your experience” but “share a photo of you using

our product.”

- Incentive must be clear — “You’ll be featured on our page” or “Win a \$50 gift card.”
- Permission statement protects you legally — “By sharing, you agree to let us repost.”
- Example post helps them understand what you’re looking for.
- Make it easy to participate — low effort = more entries.
- Feature UGC prominently to encourage more submissions.

Example Input

Your Product/Service: Productivity app for freelancers

UGC Type: VIDEO (screen recording of their workflow using the app)

Goal: SOCIAL PROOF (for website testimonials)

Incentive Type: FEATURE (on our Instagram and website)

Platform: INSTAGRAM

Why It Works

Most UGC requests are ignored.

This framework improves outcomes by forcing:

- specific ask (clarity)
- how to share (instructions)
- incentive (motivation)
- permission (legal protection)
- example (guidance)

Great UGC requests don’t beg — they make participation easy, clear, and rewarding.

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See also [The Challenge or Hashtag Campaign](#)