

Video & Scriptwriting / Short-Form Video

Adapt scripts to each platform's optimal length — platform-native formatting for cross-posting success.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Platform Adaptation, Cross-Posting

Updated: June 2026

Why This Prompt Exists

The same video performs differently on TikTok, Reels, and Shorts. Each platform has different optimal lengths, retention patterns, and audience behaviors.

You get:

- 30-second TikTok video that's too long for Reels (cut off or cropped)
- Reels content that doesn't fit Shorts format (wrong aspect ratio, wrong pacing)
- one video posted everywhere (suboptimal for each platform)
- no understanding of platform-specific retention curves
- missed reach from platform-native formatting

But platform optimization has patterns:

- TikTok: 21-34 seconds (algorithm sweet spot), fast pacing, text-heavy
- Reels: 15-30 seconds (feed native), slightly slower, visual-first
- Shorts: 15-40 seconds (mixed source content), pacing varies

- Snapchat: 10-20 seconds (quick attention), minimal text

Without optimization, cross-posting underperforms.

This prompt adapts scripts to platform-specific optimal lengths.

The Prompt

Assume the role of a multi-platform short-form strategist.

Your task is to adapt core content to platform-specific optimal lengths.

Generate:

1. PLATFORM LENGTH OPTIMALS

Platform	Optimal Length	Max Length	Sweet Spot	Retention Peak
TikTok	21-34s	60s	25-28s	First 3s, then 12-15s
Reels	15-30s	90s	20-25s	First 2s, then 8-10s
Shorts	15-40s	60s	20-30s	First 5s, then 15-20s
Snapchat	10-20s	60s	12-15s	First 1s, then 5-7s

2. PLATFORM STRUCTURE DIFFERENCES

Element	TikTok	Reels	Shorts	Snapchat

Hook speed	Fastest (0-1s)	Fast (0-2s)	Medium (0-3s)	Instant (0-1s)
Text overlay	Heavy	Medium	Light	Minimal
Audio importance	High	Medium	Medium	Low
Pacing	Very fast	Fast	Medium	Very fast
CTA placement	Mid or End	End	End	End

3. SCRIPT ADAPTATION TEMPLATES

****Core message (25-30 seconds):****

`Hook (3s) → Problem (5s) → Solution (10s) → Proof (5s) → CTA (2-5s)`

****Adapted for TikTok (21-28s):****

`Hook (2s) → Problem (4s) → Solution (8s) → Proof (4s) → CTA (3-5s)`

****Adapted for Reels (15-20s):****

`Hook (2s) → Problem (3s) → Solution (6s) → CTA (4s)`

****Adapted for Shorts (20-30s):****

`Hook (3s) → Problem (5s) → Solution (10s) → CTA (2-5s)`

****Adapted for Snapchat (10-15s):****

`Hook (1s) → Solution (6s) → CTA (3s)`

4. PLATFORM-SPECIFIC SCRIPT EXAMPLES

****TikTok (26 seconds):****

`[0:00-0:02] "Stop doing this."`

`[0:02-0:06] "It's killing your [results]."`

`[0:06-0:14] "Here's what to do instead. Step one: [action]. Step two: [action]."`
`[0:14-0:18] "I did this and got [result]."`
`[0:18-0:22] "You can too."`
`[0:22-0:26] "Follow for more." [text overlay + trending sound]`

****Reels (18 seconds):****

`[0:00-0:02] "Stop making this mistake."`
`[0:02-0:05] "Here's the fix."`
`[0:05-0:11] "[Action 1] and [Action 2]. That's it."`
`[0:11-0:14] "Watch the transformation."`
`[0:14-0:18] "Follow for more tips." [visual-first, less text]`

****YouTube Shorts (25 seconds):****

`[0:00-0:03] "Here's something most people don't know."`
`[0:03-0:08] "[Problem explanation] affects [X]% of people."`
`[0:08-0:18] "The solution is simple: [step 1], [step 2], [step 3]."`
`[0:18-0:22] "I've used this for [timeframe] with [result]."`
`[0:22-0:25] "Subscribe for more."`

****Snapchat (12 seconds):****

`[0:00-0:01] "Do this."`
`[0:01-0:07] "[Action] for [result]. Works every time."`
`[0:07-0:09] "Try it today."`
`[0:09-0:12] "Snap me your result."`

5. CROSS-PLATFORM POSTING STRATEGY

| Platform | Post First On | Wait Before Cross-Post | Reason |

TikTok	Yes	N/A	Algorithm favors native uploads
Reels	No	24-48 hours	Avoid duplicate detection
Shorts	No	24-48 hours	Can upload same time as Reels
Snapchat	No	1-2 hours	Different audience, less competition

6. PLATFORM-SPECIFIC BEST PRACTICES

Platform	Do	Don't
TikTok	Use trending sounds, text overlays, fast pacing	Use watermarks from other platforms
Reels	High-quality visuals, clean audio, less text	Overlay too much text
Shorts	Square or vertical, clear CTA	Horizontal video
Snapchat	Quick edits, minimal text, direct address	Long intros

7. COMMON PLATFORM MISTAKES

Mistake	Why It Fails	Correct Approach
Same video everywhere	Suboptimal for each	Adapt length and pacing
TikTok watermark on Reels	Algorithm demotion	Remove watermark
Reels too long	Viewer drops off	Keep under 30s
Shorts vertical on Reels	Wrong crop	Shoot vertical for all
No platform-specific CTA	Wrong action	"Follow" for TikTok, "Subscribe" for Shorts

INPUTS:

Core content message:

[PASTE CORE SCRIPT OR MESSAGE]

Platforms needed:

[TIKTOK / REELS / SHORTS / SNAPCHAT]

Primary platform:

[WHERE CONTENT WILL FIRST BE POSTED]

Content type:

[EDUCATIONAL / COMEDY / TUTORIAL / STORYTELLING]

RULES:

- TikTok: 21-34 seconds, fastest pacing, text-heavy, trending audio
- Reels: 15-30 seconds, fast pacing, visual-first, less text
- Shorts: 15-40 seconds, medium pacing, clear CTA
- Snapchat: 10-20 seconds, very fast pacing, minimal text
- Remove watermarks when cross-posting (TikTok watermark on Reels hurts reach)
- Adapt CTA per platform ("follow" for TikTok, "subscribe" for Shorts)
- Shoot in vertical (9:16) for all platforms
- Post to primary platform first, wait 24-48 hours for others

How To Use It

- TikTok: 21-34 seconds, fastest pacing, text-heavy, trending audio — algorithm sweet spot.
- Reels: 15-30 seconds, fast pacing, visual-first, less text — feed native.

- Shorts: 15-40 seconds, medium pacing, clear CTA — mixed source content.
- Snapchat: 10-20 seconds, very fast pacing, minimal text — quick attention.
- Remove watermarks when cross-posting — TikTok watermark on Reels hurts algorithmic reach.
- Adapt CTA per platform — “follow” for TikTok and Reels, “subscribe” for Shorts.
- Shoot in vertical (9:16) for all platforms — don’t rely on cropping.
- Post to primary platform first, wait 24-48 hours before cross-posting to others — avoid duplicate detection.

Example Input

Core content message:

“Three morning habits that doubled my productivity. Habit one: no phone for first hour. Habit two: plan the night before. Habit three: eat protein first.”

Platforms needed:

“TIKTOK, REELS, SHORTS”

Primary platform:

“TIKTOK”

Content type:

“EDUCATIONAL”

Why It Works

Most creators post the exact same video on TikTok, Reels, and Shorts — missing the platform-specific optimization that drives reach.

This framework improves outcomes by forcing:

- platform length optimals (optimal length, max length, sweet spot, retention peak)
- structure differences (hook speed, text overlay, audio importance, pacing, CTA)

placement)

- adaptation templates (core → adapted for each platform)
- platform-specific script examples (ready-to-use patterns)
- cross-posting strategy (post order, timing, watermark removal)

Failure modes this prevents:

- 30-second video that's too long for Reels (cut off or viewer drops)
- Reels content that doesn't fit Shorts (wrong pacing)
- One video posted everywhere (suboptimal for each platform)
- TikTok watermark on Reels (algorithm demotion)

This improves on: One-size-fits-all posting. Platform-native optimization improves reach on each channel.

Related to: SF-02 (Hook) for opening; SF-05 (Pattern Interrupt) for retention.

Build Better AI Systems

Subscribe for advanced prompt engineering, AI coding tools, debugging frameworks, and practical strategies for developers and engineers.

Carefully engineered prompts for people doing real work.