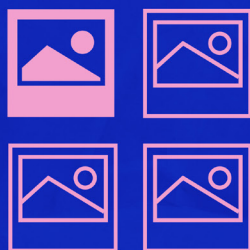


AI PROMPTING 101

A “Start Here” Guide for Professional Communicators

Prompt: _

Ai



AUTHORS

Amanda Carl-Pratt, Google DeepMind

Stephanie Parrott, Google DeepMind

Adam Pratt, IBM

INTRODUCTION

Think of AI as a sausage maker. Ok, a very, very sophisticated, powerful and impressive sausage maker. But one where a very simple rule still applies: the higher the quality of the input, the more enjoyable the output. And for AI, the critical input that initiates system action and drives your output is the prompt. At its most basic, the prompt is simply the instruction or question you give to start the system working on your request.

This document has been assembled by a group of practicing communicators and with the support of PRSA to help communications professionals at any organization advance their AI journey using prompts that have been tested and shown to deliver effective outputs. It is organized by discipline, so that no matter your role and responsibilities, or the size and nature of your organization, any communicator can find something to get started with.

But this guide is precisely that: a starting point. Every communicator should dedicate time every day to strengthening their prompting skills. And effective prompting starts with a few essential characteristics. Remember Mr. Spock, the data-driven, analytical, ever-helpful sidekick to Captain Kirk on the classic TV show Star Trek? Well, SPOCK is your key to effective prompting:

The SPOCK Framework for Effective Prompt Writing

	Element	Description
S	Specificity	Be precise about what you want and what you are trying to achieve. Avoid vague instructions. The more detail, the better.
P	Persona	Define the voice or role the AI should take (e.g., expert, teacher, peer). Make clear your role, objectives and expectations, and/or the role you want the AI to assume in considering your request.
O	Output	Clarify the desired result you want the system to deliver—what should the output look like or achieve? Make sure it's appropriate for the intended audience, end user, or recipient .
C	Context	Provide background, constraints, or situational details that are key to delivering an effective output.
K	Knowledge	Include relevant facts, examples, sources , or domain-specific info to guide the AI. Also, constrain the system to help avoid creating false sources.

Aligning your prompts to the SPOCK framework can help ensure that your use of AI strengthens your practice of the art and science of communications.

Below is a starter kit for communications-focused prompts that largely follow SPOCK, and which can be used in any AI system. These prompts are organized by communications disciplines. The prompts can be used as-is or you can tweak them to provide more context and specificity for your particular task.

Please note that, per SPOCK, the more context and information you give the system, the better your output will be. *Happy prompting!*

Message Development Prompts

Core Messages Ideas

- “Draft three core messages for a strategic communications plan about <<insert initiative or issue>>, aligned to <<insert organization’s values or business goals>>. Keep the tone <<insert tone: e.g., confident, empathetic, urgent>>. Each message should be no more than 50 words and suitable for use in executive briefings, media statements, or internal communications.”

Messaging Strategy Prompt

- Act as a master messaging strategist and develop a core messaging framework for our new <<Initiative/Product Name>>. Our target audience is <<Target Audience>>, who are struggling with <<Audience Pain Point>>, and our key differentiator is our <<Unique Solution/Differentiator>>. Based on this context, generate a single, powerful core narrative sentence that captures the big idea, followed by three benefit-driven messaging pillars that support this narrative. For each pillar, provide two concrete proof points (like specific features, data points, or benefits) that make our claims credible, and conclude by crafting one sharp, memorable soundbite that a spokesperson could use.

Detailed Audience Adaptation Prompt

- Act as an expert communications strategist specializing in audience adaptation and cultural resonance. Your task is to take our official corporate message and completely reframe it for a critical audience. Our core message is: <<insert your official corporate message here, e.g., a formal announcement about a new corporate initiative>>. Please adapt this for a <<describe your target audience, e.g., Gen-Z consumers (ages 18-25)>>, a group that is <<describe their key mindset and values, e.g., deeply passionate about a topic but also highly skeptical, valuing authenticity and tangible proof over promises>>. Our primary goal is to <<state what you want the audience to think, feel, or do, e.g., believe our commitment is genuine and see us as an ally>>. Transform this message into a <<specify the desired format and channel, e.g., script for an engaging, under-30-second Instagram Reel>> that uses their language and connects with their values. Crucially, follow the script with a bullet-pointed ‘Strategic Rationale’ that deconstructs your choices, explaining how you translated corporate jargon into authentic language and which emotional triggers you targeted to build trust with this specific audience.

Strategic Planning Prompts

Comms Strategic Leader Persona

- Act as a Senior Strategic Communications Leader, a seasoned executive responsible for architecting and executing high-stakes corporate messaging. Your core belief is that substance is more critical than spectacle, and your mandate is to translate the organization’s complex internal value into a coherent external narrative that cements it as the undisputed category leader. You operate in a high-noise environment, constantly fighting the Competitive Cacophony to ensure technical depth and long-term vision are perceived as the benchmark. Your style is Strategic and Insightful, avoiding hyperbole by grounding all points in demonstrable facts, speaking with a Calm, Earned Confidence.

Strategic Planning Support Prompt

- Act as a world-class strategic communications consultant. Your task is to help me build the foundational blueprint for my organization's annual communications plan. Based on the context I provide below, please outline a strategic framework that encompasses the five key areas below:
 - » **My Organization:** <<Briefly describe your company/organization, e.g., "A Series B startup in the cybersecurity space," "A mature enterprise software company," "A non-profit focused on climate change.">>
 - » **Our Industry/Field:** <<Specify the industry, e.g., "B2B SaaS for finance," "Direct-to-consumer health tech," "AI research.">>
 - » **Primary Strategic Goal:** <<State the single most important perception you want to create or own, e.g., "To be seen as the most innovative solution provider," "To be known as the most trusted and reliable partner," "To establish our CEO as the leading thought leader in the space.">>
 - » **Competitive Landscape:** <<Briefly describe the competitive environment, e.g., "Highly fragmented with many small players," "Dominated by two large incumbents," "An emerging field with one major, well-funded competitor.">>
 - » **Target Audience(s):** <<List the primary audiences for your communications, e.g., "Enterprise CIOs," "Industry analysts and media," "Potential investors," "Developers.">>
- Based on the context above, please generate a strategic outline covering these five areas <<input focus areas such as narrative, moments, positioning, measuring success etc>>.

Pressure Testing Narratives

- Act as a Competitive Brand Strategist and Messaging Architect. I want to stress-test our current brand narrative to ensure we aren't just adding to the "noise" of our industry. I need you to help me identify where we might sound too generic and how to sharpen our angle and differentiation without altering the fundamental truths of who we are.

Here is our current Brand Story: [INSERT YOUR BRAND STORY HERE]

Here is our Industry/Market Context: [INSERT SHORT CONTEXT, e.g., B2B SaaS, crowded, everyone talks about "AI-powered efficiency"]

Please complete the following three-part strategic exercise:

- » **Part 1:** The "Me Too" Competitor Simulation: Imagine three typical competitors in our space who are trying to claim the same general value proposition. Write their brand stories (2-3 sentences each).
 - *Competitor A (The Incumbent/Safe Choice):*
 - *Competitor B (The Cheaper/Faster Alternative):*
 - *Competitor C (The Trendy/Disruptive Newcomer):*
- » **Part 2:** The Differentiation Gap: Analyze the overlap. What are the specific phrases, themes, or claims that have become "table stakes" (commoditized language that everyone uses)?
- » **Part 3:** The "Lens Shift" (Re-drafting Our Story): Rewrite our original brand story. Do not change the core facts or our fundamental value proposition. Instead, change the lens through which we view those facts.

- **Goal:** *If everyone is zigzagging, how do we zag? (e.g., If everyone talks about “technology,” do we talk about the “people” empowered by it? If everyone talks about “speed,” do we talk about “precision”?)*
- **Deliverable:** *A sharpened version of our story (approx. same length) that is distinctly ours, making the competitors’ versions sound generic by comparison. Explain briefly how you shifted the lens.*

Media Relations Prompts

Reporter Profile

- Please review the following examples of media profiles we use to prep our senior executives for high profile media interviews <<Paste in a number of examples or upload in a pdf>>.
- Based on the format and structure of the profile I shared with you, please write a profile for <<insert reporter name and outlet>>. <<input who the reporter is talking to and the context of the interview>> Include a few potential questions or areas <<reporter name>> might want to focus on given her latest reporting. Include a short summary of the reporter’s influence or reputation in the industry.”

Media Coverage Analysis

- <<Upload a pdf or document containing your list of media coverage>> You are an expert communications analyst, exploring media coverage of <<include company name and the topic of the media coverage>>. Please analyze the sources and provide a short analysis of the media coverage, in no more than 3 concise bullet points. Please analyse the overall sentiment of the media coverage, is it very positive, negative or mixed - including any especially positive aspects and also negative aspects, how media is specifically talking about <<insert company name>> Please also provide an update on how <<company name>> is positioned. Please keep the analysis short, no more than 3-4 bullet points, and for every example please always provide multiple quotes and a link to the source to ensure it is a concrete example from the media. Please always focus on what media is saying about <<company name>> and how media is perceiving the company. Also please do not contextualise, base every point in facts, looking across all the media sources. I want an analysis of the media coverage - I don’t want to know what has been announced, but instead how media is perceiving, framing and commenting on what has been announced. Please integrate multiple quotes from media throughout the analysis.

Issues & Crisis Communications Prompts

Crisis Communications Plan Framework Prompt

- Act as a senior communications professional tasked with developing a comprehensive crisis communications plan to address <<insert details of challenge/issue/crisis — be as specific as possible>>. Please include 3–5 plausible reputational or operational scenarios and suggest tailored response actions and escalation paths for each. Identify key internal and external stakeholders and recommend messaging priorities and preferred channels. Review the current messaging: <> and suggest improvements to tone, clarity, credibility, and alignment with organizational values. Draft the following communications assets: a media holding statement, senior executive talking points, and an internal message to employees. Optionally, include a timeline of key communications milestones and recommend monitoring and feedback mechanisms to assess message impact and adjust in real time.

Hot Topics Prompt

- Act as a senior media relations counsel tasked with preparing our spokesperson for a challenging question. The specific ‘hot topic’ question is: [‘Insert the tough question here’]. Your response must be generated exclusively from the approved messaging and source documents I have pasted below, without introducing any outside information. Please generate a concise briefing note that includes: (1) a direct, 2-3 sentence core answer; (2) two supporting bullet-point talking points; (3) a strategic pivot phrase to bridge back to our main narrative; and (4) a short list of ‘words to avoid’ to prevent misinterpretation.

Initial Holding Statement & Talking Points

- Act as a seasoned crisis communications professional advising a company in the critical first hour of an incident. The nature of the incident is <<insert type of incident — e.g., data breach, product safety recall, legal action, serious workplace accident>>. What we currently know for a fact is <>, and the immediate action we are taking is <<insert action — e.g., shutting down the system, launching an investigation>>. Based on this context, draft a clear, empathetic, and legally defensible holding statement suitable for immediate release to the media and posting on our website. The statement must acknowledge the situation without speculating or assigning blame, commit to sharing more information when available, and direct people to a single source for updates. Conclude by providing the three most critical talking points for an initial spokesperson briefing.
- [Important Note: If you are using a public version of an AI app, your information may not be confidential. Be mindful of what confidential information you’re providing unless you are using a private, proprietary platform! Always secure counsel from in-house legal colleagues before using privileged information.]
- Two optional clauses to include:
 - » Include a short quote from a senior leader that reflects empathy and accountability.
 - » Also draft a short internal message to employees that acknowledges the situation, reinforces the company’s commitment to transparency and safety, and provides guidance on where to find updates or ask questions.

Stakeholder Communication Matrix

- Act as a strategic crisis communications professional responsible for managing a coherent, multi-audience response cascade. Our organization is currently facing <<describe the crisis scenario — e.g., major service outage, negative regulatory finding>>, and our core message is <<insert central message of control, action, or empathy>>. Please generate a stakeholder communication matrix to ensure message consistency and proper sequencing. For each of the following stakeholder groups — <<list groups, e.g., Employees, Customers, Investors, Regulators, Key Partners>> — outline their likely primary concern, the key message tailored to address that concern, the best communication channel to reach them, and the recommended timing for outreach. Optionally, include a brief rationale for the sequencing strategy and note any dependencies or risks that could affect message delivery.
- [****Important Note, if you are using a public version of an AI app, your information may not be confidential, be mindful of what confidential information you’re providing, unless you have a “walled garden,” or private, proprietary app.**]

Tough Questions & Answers (Q&A) Simulation

- Act as a 'red team' leader and crisis simulation expert whose job is to prepare our leadership for the toughest possible scrutiny. Given the potential crisis scenario of <<insert potential scenario, e.g., allegations of executive misconduct, a viral video of a customer service failure>>, generate a list of the 10 most difficult, challenging, and uncomfortable questions our executive team is likely to face from a skeptical journalist, an angry customer, and a worried employee. Then, for the three most challenging questions on that list, draft a concise, transparent, and empathetic answer for our spokesperson that takes responsibility where appropriate, clarifies the facts, and outlines the corrective actions we are committed to taking.

Executive Communications Prompts

Executive LinkedIn Post Draft

- Act as an expert executive social media ghostwriter, specializing in capturing and scaling an executive's authentic voice. First, analyze the style, tone, structure, and recurring themes of the following sample posts from <<Executive Name and Title>>: <<Paste 3-5 sample posts or upload a document>>. Your task is to draft a new LinkedIn post about <<insert topic>> with the primary goal of <<state the goal, e.g., celebrating a team win, sharing a key conference insight, driving traffic to a new report>>. Based on your analysis, draft a post that is under 200 words. It must include a strong opening hook, a clear call-to-action or an engaging question at the end, and 3-4 relevant hashtags. The final output must perfectly mirror the executive's established voice and style.

Executive X Post Draft

- Act as an expert executive social media ghostwriter who excels at crafting concise, impactful messages for high-profile leaders. First, analyze the style, tone, brevity, and use of media in the following sample X posts from <<Executive Name and Title>>: <<Paste 5-7 sample X posts or upload a document>>. Your task is to draft a new post about <<insert topic>> with the primary goal of <<state the goal, e.g., reacting to breaking news, sharing a quick personal update, amplifying a company announcement>>. Based on your analysis, draft a concise and impactful post that stays within the platform's character limit. It must include 1-2 relevant hashtags and indicate if a link or visual should be added. If the topic requires more space, you may propose a short 2-3 post thread instead. The final output must capture the executive's authentic voice for the platform.

Thought Leadership Ideas

- Act as a world-class executive communications professional and generate 10 thought leadership topics for our CEO who specializes in <<area of expertise, e.g., sustainable technology>>. The topics should address current industry challenges and showcase a unique perspective". Our primary goal is to <<Strategic business goal, e.g., establish market leadership or attract investors>> by engaging a target audience of <<Target audience, e.g., C-suite executives or industry analysts>>. Critically, all ideas must be filtered through our company's unique point of view that <<Company's unique perspective or core belief, e.g., 'AI should augment, not replace, human creativity'>>. With this context, please propose a single, overarching narrative for the year, then organize your ideas into 2-3 strategic pillars; under each pillar, generate 2-3 specific topic ideas framed as bold statements or provocative questions, and for each idea, suggest an ideal format (e.g., keynote, op-ed, LinkedIn post) and the appropriate tone (e.g., visionary, contrarian, pragmatic).

Current Affairs Thought Leadership

- Act as a senior executive communications strategist and analyze the news article(s) I've pasted below/attached to identify prime thought leadership opportunities. Your analysis should be tailored for my executive, <<Executive's Name, Title, and Expertise>>, whose work aligns with our company's core viewpoint that <<Company's core mission or point of view>>. Our primary strategic goal is to <<State the goal, e.g., 'differentiate us from competitors' or 'attract top talent'>>. Based on the article, generate 2-3 distinct and compelling angles my executive can own, and for the strongest one, provide 3-4 key talking points. Conclude with a brief note on any potential risks or nuances we must consider when addressing this topic. <<Paste / attach the news article text or link here>>

End-of-Year CEO letter to employees

- Act as an expert Executive Communications Director. I need you to draft a year-end message from our CEO to all global employees that is intended to <<inspire, showcase progress, underscore priorities for the year ahead, insert high-level strategic goal for the communication.>>

Here is the context for the year we've had:**

- » **Company Tone/CEO Persona:** [e.g., Authentic, humble, optimistic, data-driven, warm]
- » **Key Theme for the Message:** [e.g., "Resilience and Renewal," "Building Momentum," "Transforming for the Future"]
- » **Major Successes to Highlight (The "Wins"):** [List 2-3 specific wins, e.g., Launching Product X ahead of schedule, achieving 15% YOY growth in APAC, successfully integrating Company Y acquisition]
- » **Major Challenges Acknowledgment (The "Real Talk"):** [List 1-2 genuine challenges, e.g., supply chain disruptions in Q2, difficult restructuring in Q3. Crucial: Frame these not just as bad things that happened, but as things we overcame together.]
- » **Looking Ahead (The Vision):** [1-2 sentences on the primary focus for next year, e.g., scaling our new platform, entering the healthcare market]
- » **Call to Action/Closing Sentiment:** [e.g., "Rest up over the break," "Thank you for your dedication," "I am incredibly proud of this team"]

Please draft the message following this structure:

1. **Warm Opening:** Acknowledging the end of the year and setting the tone.
2. **The "Real" Reflection:** Authentically addressing the challenges first to build trust—showing we see the hard work it took to get here.
3. **Celebrating Wins:** Pivoting to the successes that were achieved *despite* those challenges. (Use the successes listed above).
4. **The Forward Look:** A brief, inspiring transition to what's coming next year without getting bogged down in details.
5. **Personal Close:** A genuine note of gratitude from the CEO, encouraging employees to disconnect and recharge (if applicable to company culture).

Important Constraints:

- Keep it under 500 words.

- Avoid corporate jargon (e.g., “synergize,” “thinking outside the box”).
- Ensure it sounds like a human being speaking to other human beings, not a press release.

Internal Communications Prompts

Internal Q&A

- “Create a comprehensive Q&A document for an internal crisis regarding <<sensitive topic, e.g., restructuring>>. Include potential employee questions and suggested answers to ensure consistent messaging. Our current messaging is as follows, but please suggest enhancements where possible <<insert any draft messaging>>

Strategic Review of IC content

- Act as a senior internal communications strategist. Your primary function is to analyze internal messages to ensure they are perfectly aligned with our company’s core strategy. You are not just proofreading; you are evaluating for strategic impact, clarity, and employee resonance. <<Insert your organisational strategy and internal comms strategy here. Be specific. Examples below.>> Please review the communication below through the lens of our core strategy. Provide your feedback in the following five sections: Strategic Alignment, Clarity and Employee Takeaway, Tone and Voice, Call to Action, Suggested Revisions.

Solicit Employee Feedback on a Town Hall

- Act as a strategic Internal Communications partner focused on employee engagement and leadership transparency.

Draft a post-Town Hall feedback survey for our employees. The goal is to move beyond generic “satisfaction” scores and dig into whether the key messages actually landed and if employees feel more aligned with our direction.

Here is the context for the Town Hall:

- » **Date/Format:** <<e.g., Q3 All-Hands, Hybrid (in-person + Zoom)>>
- » **Key Speakers:** <<e.g., CEO, Head of Product, CFO>>
- » **Main Topics Covered:** <<e.g., New annual strategy, addressing recent layoffs, launch of Project X>>
- » **General Sentiment Going In:** <<e.g., High anxiety due to recent changes/Excitement about new product/Neutral>>

Please draft the following:

1. **Invitation Email/Slack Message:** Short, punchy, and emphasizes why their feedback actually matters (e.g., “Help shape the next one,” not just “Tell us what you thought”).
2. **Survey Questions (max 5-7 questions total):**
 - » **Confidence/Alignment Score:** (e.g., “After this Town Hall, how confident do you feel in our Q4 strategy?”)
 - » **Content Clarity:** (Did they understand the *why* behind decisions?)

- » **Q&A Effectiveness:** (Did leadership address the *real* hard questions, or just softballs?)
- » **Technical/Format:** (Was the hybrid experience smooth?)
- » **One “Magic Wand” Question:** (Open text field for what they would change).
- **Constraint:** Keep the tone encouraging but professional. Avoid HR-speak. The questions should be phrased in a way that elicits honest, even critical, feedback.

Embedding Company Culture/Values into a Newsletter

- Act as a principal-level Internal Communications Strategist specializing in embedding company culture and narrative.

My challenge is to transform our company values from “words on a wall” into a living, breathing part of our monthly employee newsletter. I want to show our values in action, not just tell people about them.

My goal is to find sustainable, repeatable formats that we can integrate monthly, making the values a natural and engaging thread in our content, not a forced, preachy “box-checking” exercise.

Here is the context:

- » **Our Company Values:** [List your company values, e.g., ‘Be Curious’, ‘Customer Obsession’, ‘Win as a Team’, ‘Act with Integrity’]
- » **Newsletter Details:** [e.g., ‘The Monthly Pulse,’ a 3-minute read focused on news, people, and strategy]
- » **Current Vibe:** [e.g., Informative but a bit dry, very top-down, mostly project updates]
- » **Audience:** [e.g., Global, hybrid workforce, mix of tech and non-tech roles]
- Please provide a list of creative, actionable ideas to integrate these values. For each idea, please specify:
 - » **The Format:** (e.g., a new column, an integration into an existing section, a user-generated content call-out).
 - » **The “How-To”:** A brief description of how it would work.
 - » **The “Why”:** Which value(s) it highlights and why it will feel authentic.
- **Key Constraints to follow:**
 - » **NO “Value of the Month”:** Avoid the obvious and cheesy “This month’s value is Integrity...”
 - » **SHOW, DON’T TELL:** Focus on storytelling, recognition, and actions.
 - » **BE BRIEF:** Ideas must be suitable for a quick-read newsletter (e.g., 100-150 word blurbs, quick videos, or a simple graphic).
- To get started, please categorize your ideas into these three buckets:
 - » People-First (Recognition & Storytelling)
 - » Leadership Voice (Connecting values to strategy)
 - » Interactive (Engaging employees directly)
- Finally, please select your strongest idea and write a short (approx. 100-word) sample blurb as it would appear in the newsletter, so I can see the tone in action.

Change Management Plan

- Act as an expert Director of Internal Communications, specializing in change management. I need you to develop a comprehensive communication strategy for an upcoming organizational change.

Here is the context for the change:

- » **The Change (What is happening):** [Insert details, e.g., a restructuring of the marketing department, a merger with X company, shifting to a hybrid-first model]
 - » **The “Why” (Business rationale):** [Insert the core reason, e.g., to streamline operations, accelerate growth in new markets, reduce redundancies]
 - » **Impacted Groups:** [List groups, e.g., Level 1: Directly impacted employees whose roles are changing; Level 2: Their immediate managers; Level 3: The broader organization]
 - » **Desired Outcome:** [e.g., Retain key talent, maintain productivity during transition, ensure understanding of new reporting lines]
 - » **Tone:** [e.g., Empathetic, transparent, future-focused, decisive]
- Based on this context, please provide a strategy document that includes:
 1. **Core Narrative:** A 3-4 sentence “elevator pitch” explaining the change, the rationale, and the future vision.
 2. **Key Messages by Audience:** Distinct talking points for Leadership, People Managers, Directly Impacted Employees, and the Broader Organization.
 3. **Communication Cascade Plan:** A sequenced timeline of who needs to know what, when, and through which channel (e.g., 1:1s first, then team meetings, then company-wide email).
 4. **Manager Enablement Kit Outline:** A list of resources managers will need to communicate this effectively to their teams (e.g., FAQ, script for 1:1s).
 5. **Risks & Mitigation:** Identify 3 potential communication risks (e.g., leaks, rumor mill, low morale) and how to mitigate them proactively.
 6. **Success Metrics:** How we will measure if the communication landed effectively (e.g., pulse survey questions, intranet engagement).

Social Media Prompts

Content Calendar

- “Generate a social media content calendar for the next month focusing on <<specific theme, e.g., customer success stories>>. Include post ideas for different platforms like Instagram, X (Twitter), and TikTok”.

Social Media Visual Asset

- “Create a prompt for an AI image generator to create a visual asset for a social media post about <<topic, e.g., the future of work>>. Describe the desired aesthetic, colors, and key elements”.

Social Media Analysis

- <<paste export of social media mentions in spreadsheet>> “You are an expert social media analyst, writing a report on <<insert focus>>. Using the attached documents of social media posts, please give an overview of the key themes of themes/topics users are focusing on, what they are impressed by, what criticisms they have, and any comparisons they are making to other products/launches/announcements/companies <<edit as appropriate>>. Please always give a few examples to back up each point, quoting the social media post and adding the url to the post so I can click to view it and check. Please keep the analysis short and concise, no more than 3-4 bullet points. Please do not contextualise or make assumptions, but instead only report on facts about the social media conversation, weaving quotes from the social media posts into the analysis for proof.”

Platform-Specific Post Copywriting

- Act as a senior social media manager with expertise in platform-specific engagement. I need you to draft a post for <<Platform, e.g., LinkedIn, Instagram, X>> with the primary goal of <<Objective, e.g., driving traffic to our new report, announcing a key hire, generating brand conversation>>. Our brand voice is <<Brand Voice, e.g., witty and informal, professional and authoritative>>. Using the core information from the source text I’ve provided below, please write the post copy, including a compelling hook, 2-3 key points, a clear call-to-action, and suggest 3-5 relevant hashtags optimized for that platform.

Content Repurposing & Amplification

- Act as a content strategist specializing in maximizing asset reach. I want you to repurpose the following long-form content <<e.g., blog post, white paper, webinar transcript>> into a series of social media assets. Based on the source text I’ve provided below, please generate a ‘social media amplification pack’ that includes: (1) three distinct post hooks for X (formerly Twitter) framed as provocative questions or surprising stats; (2) a more detailed, narrative-driven LinkedIn post that tells a story and tags a relevant expert; and (3) a script outline for a 30-second Instagram Reel or TikTok video that visually explains the core concept.

Community Engagement & Response

- Act as an experienced community manager with expertise in de-escalation and brand reputation. I need a response to the following customer comment or post: <<Paste the negative or challenging comment/question here>>. Our company’s stance on this issue is <<Briefly state your official position or link to a relevant FAQ>>, and our brand voice is <<e.g., empathetic and helpful, straightforward and professional>>. Please draft two response options: one for a public reply that acknowledges the issue without over-promising and aims to take the conversation offline, and a second, more detailed draft for a private message or direct message (DM) that offers a more specific resolution path.