



21 advanced ChatGPT prompts for social media managers

This is the ultimate playbook for social media managers looking to elevate their game with ChatGPT.

In this advanced guide, you'll find prompts to generate ideas and strategies, and execute analysis. These will help you use the full potential of ChatGPT in your social media efforts.

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Social media strategy

- 01** Picture this: you are a social media expert tasked with crafting a winning strategy for [company]. The services/products are [service/product], the target market is [audience], and the business goals are [objectives]. Now put together a social media strategy that will be the envy of the competition.
- 02** Now develop comprehensive guidelines for creating social media content. From tone of voice to visual aesthetics, ensure that every piece of content reflects our brand identity and resonates with our audience.
- 03** And it's not just about creating great content—it's about getting it seen! Develop a content distribution plan that outlines how we'll promote our content across social media platforms to maximize its reach and impact.



Social media calendar

- 04** You are a social media manager for [company] targeting [tagret group + region]. Create a content plan including themes, topics, channels, content type, format, goal, and funnel phase. Focus on [channels]. Present the plan in a table.
- 05** Based on this content plan, create a yearly content calendar including ideas for [channel 1], [channel 2], [channel 3],... posts. We like to publish 2 Instagram posts, 2 LinkedIn posts, and 1 TikTok per week. Present this also in a table.
- 06** Now generate a more detailed calendar for [month] in a table.



Problem-solving

Social media copy

- 07** You are the world's best social media manager for a [product/service / ...]. You're going to create social media copy based on specific problems you are solving for [target group]. List the specific problems you can identify.
- 08** Based on problem #[choose number], generate 10 [channel] hooks of about 125 characters in [language].
- 09** I like caption #[chosed number]. Now write the copy to support this hook using a variety of proven copywriting frameworks. Create 5 variations.



Engagement

Social media copy

- 10** You are the world's best social media manager for a [product/service / ...]. You're going to create social media copy to engage [target group]. Their interests are [interest 1], [interest 2] and [interest 3]. List 10 ideas to create engagement for this target group.
- 11** Based on idea #[choose number], generate 10 [channel] hooks of about 125 characters in [language].
- 12** I like caption #[chosed number]. Now write the copy to support this hook using a variety of proven copywriting frameworks. Create 5 variations.



Social media video script

- 13** You are the world's best social media manager for a [product/service / ...]. You're going to create a video script for a 15-30 second video for [channel] based on [problem-solving] for [target group]. Write them in the first person as the founder of the company. Grab the attention of the audience straight away in the first 5 seconds. Finish with a strong call to action that requires little effort.
- 14** You are a social media manager for a [product/service / ...]. You're going to create a video script for a 15-30 second video for [channel] to engage [target group]. Grab the attention of the audience from the beginning. Make it recognisable so they will want to share it.
- 15** Generate a script for a 30 second review video about [product/service]. Cover key features and personal experiences. Provide viewers with valuable insights. Encourage them to share their thoughts in the comments.



Social media analysis

- 16** I've been publishing social media posts for the past month. The frequency of posting is [frequency]. I want to analyze the performance of these posts. What key engagement and conversion metrics should I focus on? I'm in [product/service] targeting [target group] and my competitors are [competitor 1, competitor 2, competitor 3].
- 17** Analyze the performance of our social media posts from last month: [provide details] and suggest three strategies to improve engagement and reach for the posts of next month.
- 18** Here are the social posts I published last month: [insert copy] I didn't get enough [target]. Analyze the texts, and optimize them for more [target].



Social media optimisation

- 19** You're the best social media manager for [company] in [industry/product/service], but you didn't reach your goal in the past month. The targets were: [provide details]. How will you reach the targets next month?
- 20** I want to align my social media efforts for the highest impact. Act as a social media strategist and analyze these key performance indicators of my various platforms: [insert KPIs such as engagement rate, number of followers, etc. for each platform]. Here are also some topics I recently covered: [list 3-5 topics]. Based on this data and [target audience information], make recommendations for the best platform and content topics on which to focus my efforts. My ultimate goal is to [describe your ultimate goal in business]. Provide a strategy for doubling down on these areas for better results.
- 21** We want to stay ahead of the curve when it comes to social media. So analyze industry trends, platform updates, and emerging technologies to predict the next big thing in social media. From TikTok challenges to Instagram Reels, let's make sure we're always one step ahead of the competition.





About PostProval

We want to help you excel when it comes to Social Media Management.

Less time, better quality.

We offer time savings in each process of managing social media: inspiration, creation, analysis, and optimization.

Britt, founder PostProval

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