Example Prompts & Workflows for Social Content

(Gemini = research, Perplexity = people/company briefs, ChatGPT = writing in your voice, Canva = visuals)

Quick Setup (run once in ChatGPT)

Voice primer (paste 3–5 of your posts after this):

"Learn my voice: bold, direct, funny, no fluff. Short sentences. Clear CTAs. Avoid emoji unless I ask. Confirm my tone in 3 bullets, then wait for tasks."

What's Trending Today

Gemini (research):

"Give me the top 5 marketing/small-business stories **today** in the U.S. Include a one-sentence 'why it matters' for local businesses and a source link for each."

Angle choices:

- What this means for [your audience]

- 3 steps to act on it this week

- Contrarian take: "Here's what NOT to do"

ChatGPT (draft):

"Using my voice, write a Facebook + LinkedIn post on **[trend]**. Format: Hook → Why it matters → 3 action steps → CTA to comment. Keep it tight and human."

Canva visual: Headline card: "Today's Trend → Your Move (3 steps)"

National Day Of (easy engagement)

Gemini:

"List today's and the next 7 days' 'National Day of' items. Suggest 3 brand-relevant angles for **[your niche]**, with playful hooks."

ChatGPT:

"Write an IG caption + FB post tying **National [X] Day** to **[offer/audience]**. Add one quick tip and a fun call-to-action question."

Canva visual: Bold headline + themed icon. Example: "National Coffee Day → 3 ways to post smarter before your latte cools."

Interesting Facts (authority/snackable carousels)

Gemini:

"Give me 10 **recent** (since 2024) facts/stats about **[industry/topic]** with links. Keep each ≤20 words."

ChatGPT (carousel copy):

"Turn these facts into a 6-slide IG carousel: Slide 1 hook, Slides 2–5 facts + 1-line takeaway each, Slide 6 CTA. My voice."

Canva visual: Numbered facts; your colors; big numerals.

Strange News (light, brand-safe)

Gemini:

"Share 5 brand-safe, quirky business/tech stories from the last 30 days with links (no tragedies/crime). Add a one-line tie-in for small business."

ChatGPT:

"Write a playful FB/IG post: Hook the quirky story → 1 lesson for **[your audience]** → CTA to share their weirdest business win."

Canva visual: "Wait… this happened." + one bold sentence from the story.

Recipes (actual or "marketing recipe")

Actual recipe (cafés, food brands)

Gemini: "Find 3 trending **[drink/food]** recipes this month with ingredients and steps."

ChatGPT: "Write a short Reel script: hook + ingredients + 3 steps + CTA to try it."

Marketing 'recipe' (any niche)

ChatGPT: "Create a 'Recipe for **[result]**' post: Ingredients (bulleted), Steps (3), Pro tip, CTA. Keep it punchy."

Canva visual: Recipe card layout.

Fun Facts About Your Business (brand story series)

ChatGPT (brainstorm):

"Ask me 15 rapid-fire prompts to uncover fun facts about my business, origin, quirks, fails, wins, and why we're different. Then summarize my answers into 10 post ideas."

ChatGPT (post pack):

"Turn those 10 ideas into 10 short posts (mix IG/FB/LI). Each: hook, 2-3 lines story, 1 line lesson, CTA."

Canva visual: "Did you know?" series template you can reuse.

Celebrity Tie-Ins (pattern recognition, keep it factual)

Gemini (idea list):

"List celebrities known for **[coffee/fitness/books/etc.]** habits that relate to **[your product/service]**. Give 1 factual note + link per person."

Perplexity (verify one person):

"Create a brief on **[Celebrity]**: relevant habit, recent mention, source link."

ChatGPT (fun post):

"Write a playful post connecting **[celebrity habit]** to **[your offering]** without implying endorsement. Add a cheeky CTA."

Examples:

- "Paris Hilton's favorite coffee style → here's our version."

- "Celebrities turning 65 this month → 3 retirement-proof marketing moves."

Canva visual: "If it's good enough for ___… here's our twist."

People/Prospect Prep (for comments + DMs)

Perplexity:

"Give me a verified 1-pager on **[Name/Company]**: role, 3 recent projects, 3 topics they care about, top links, 5 smart questions. Include citations."

ChatGPT (DM):

"Draft a 3-line DM to **[Name]** referencing **[their topic/post]**, offer a tiny resource, and suggest an easy next step—no pitch."

Story & Reel Converters (fast repurpose)

ChatGPT:

"From **[this post]**, create:

• 15-sec story with 3 frames (hook, value, CTA)

• 30-sec Reel script with on-screen captions

• 5 comment prompts to boost replies"

Guardrails (so you don't get burned)

- Verify any stat/celebrity claim before posting.

- Keep "celebrity tie-ins" observational—no endorsements implied.

- Stay kind on "strange news"; avoid crises/tragedies.

- Screenshot sources in case you're asked.

Copy-Paste Prompt Pack (quick use)

Trends today (Gemini):

"Top 5 small-business/marketing stories **today** with a one-line 'why it matters' and links."

National Day (Gemini):

"Today + next 7 days of National Day items. 3 angles for **[your niche]**, 2 fun hooks each."

Interesting facts (Gemini):

"10 recent (since 2024) stats about **[topic]** with links, ≤20 words each."

Strange news (Gemini):

"5 quirky, brand-safe business/tech stories (last 30 days), each with a one-line small-biz takeaway, links."

Celebs (Gemini):

"Celebrities associated with **[habit/product]** relevant to **[your offer]**, 1 factual note + link each."

Prospect brief (Perplexity):

"Verified brief on **[Name]**: role, recent projects, themes, links, 5 questions. Cite sources."

Post drafting (ChatGPT):

"Using my voice and **[research]**, write a **[platform]** post: Hook → Insight → 3 steps → CTA. Keep sentences tight, no fluff."