

U S O C I A L . N Z

B U S I N E S S D E V E L O P M E N T

Calendar Template + AI Prompts

Date	Platform	Content Type	Post Details	AI Prompts
1 Jan 2026	Instagram	Product Spotlight	Highlight our new eco-friendly product.	Create 5 engaging Instagram post ideas
2 Jan 2026	Twitter	Industry News	Share news about sustainability in our	Write a tweet summarizing the latest
3 Jan 2026	Facebook	Testimonial	Post a customer review about our service.	Generate a list of 10 FAQs about our service.
4 Jan 2026	LinkedIn	Article Promotion	Share a link to our latest blog post.	Write a LinkedIn post that highlights the key
5 Jan 2026	Instagram	User-Generated	Share a customer photo featuring our product.	Suggest 5 calls-to-action for user-
6 Jan 2026	Twitter	Customer Engagement	Host a poll about customer preferences.	Generate creative ways to engage users in
7 Jan 2026	Instagram	Behind-the-Scenes	Show behind-the-scenes footage of our team	Give me 5 creative ways to show behind-
8 Jan 2026	Facebook	Product Launch	Announce a new product release.	Give me 5 creative ways to announce a
9 Jan 2026	LinkedIn	Industry Insights	Post about trends in our industry.	Write a LinkedIn post that addresses an
10 Jan 2026	Instagram	Seasonal Post	Post a fall-themed image with a seasonal offer.	Generate 5 ideas for seasonal social media

DAY 1-5

Product spotlight with customer testimonial
 Behind-the-scenes of your workspace
 Share a useful tip or life hack related to your industry
 A motivational quote (customized with AI)
 User-generated content showcase

DAY 6-10

Blog post summary with link
 A fun fact about your industry
 Poll or survey for audience engagement
 A day-in-the-life post
 Seasonal post related to holidays or events

DAY 11-15

Announce a limited-time offer
 AI-generated Q&A about your service
 Showcase your team members
 Highlight a recent success or milestone
 Share your brand's values and mission

AI Prompts

COPY & PASTE THE BELOW INTO AI APP

AI Prompts for Content Creation:

"Create 5 engaging Instagram post ideas about [your industry/product]."

"Write a tweet summarizing [industry news/trend]."

"Generate a list of 10 FAQs about [your product/service]."

"Suggest 5 calls-to-action for a [type of post]."

"Give me 5 creative ways to announce a new product launch."

"Write a LinkedIn post that addresses [industry pain point]."

When creating prompts for AI, **clarity and specificity** are key. The more specific you are, the more likely the AI will understand and provide relevant responses. Vague or broad prompts often lead to generic answers. For example, instead of asking, "Tell me about social media," try a more specific prompt like, "How can small businesses use Instagram to increase their reach in 2023?" This helps the AI focus on a narrower scope, producing more valuable insights. Including additional details, like the target audience or the purpose of the content, can further improve the response.

To get the best results, **break complex tasks into smaller prompts**. Rather than asking the AI to complete an entire project in one go, divide the task into manageable steps. For instance, if you need help creating a social media campaign, start by asking, "What are the best practices for launching a product on Instagram?" Then, break it down into smaller prompts, such as, "Generate 5 engaging Instagram captions for a product launch" or "Suggest 3 creative ways to announce a new product on Facebook." This method helps the AI focus on one aspect at a time, providing more refined and useful content.

Another effective strategy is to **use clear instructions and action words**. When you frame your prompt, make sure to use direct action verbs like "generate," "explain," "compare," or "create." These words clearly communicate what you're expecting from the AI. For example, instead of saying, "Write a blog post," you could say, "Generate a 500-word blog post explaining the benefits of SEO for small businesses." Action words direct the AI's attention to the specific task at hand, making the output more aligned with your needs.

Finally, providing **context and setting parameters** in your prompts is essential. Telling the AI about your goals or desired outcomes will guide it in crafting the perfect response. For example, if you need a product description, specifying the tone (e.g., professional or casual), target audience, and key features of the product can make a huge difference. A prompt like, "Write a friendly product description for a vegan skincare line targeting young adults" will help the AI provide content that's tailored to your exact requirements.