

Unleash AI: Creating Captivating Social Posts

Are you new to AI and wondering how to harness its power for content creation? Dive into our guide to start crafting impactful social media posts effortlessly.

Best Practices for Impactful AI Social Media Prompts:

- **Gather Audience Insights:** Before drafting marketing copy, collect detailed information about your target audience and campaign objectives. Ask specific questions to gain a deeper understanding of their needs and preferences, which will help you create content that resonates and is highly effective.
- **Leverage Top-Performing Content:** Share the copy from your best-performing blogs or articles with AI. AI can work with this information as a starting point to expand on if you're unsure where to start.
- **Define Clear Objectives and Provide Specific Details:** When crafting prompts, ensure they have clear objectives and are detailed. For instance, rather than a vague prompt, aim for something precise with specific details to get more accurate responses from Chat GPT.
- **Create Targeted Prompts:** Develop prompts that align with your marketing and communication goals. Tailor your questions to extract the most relevant and actionable insights for your campaigns.
- **Always Check the Copy for Accuracy and Flow:** AI sometimes makes mistakes or may not get the tone or flow perfectly. We encourage editing! Review of AI-generated content is essential to ensure quality and accuracy. Pay close attention to statistics and facts and ensure they are sourced and checked.

Templated Scripts for AI Social Media Prompts

Fill in the placeholder information within the brackets, edit the prompt as needed, and paste it into your AI query.

Social Media Content Creation Request

I am a financial professional specializing in [niche], offering [services]. My specialties include [short description of specialties]. Using the copy I am sharing at the bottom of this request, create [# of social posts] for a social media drip series. Make these social posts engaging and timely. I plan to run them during the following timeframe: [month/year - month/year]. Write them for the following platforms: [social media platform(s)] targeting [audience]. Consider the lengths and formats based on the social media platform I noted.

The purpose of these social posts is to capture the attention of prospective clients, demonstrate my thought leadership and credibility, and direct them to [CTA—e.g., my website [add URL] or appointment booking page [add URL]].

Each post should highlight key topics specific to [topic(s)] relevant to [audience] who may need financial guidance to address [detail needs]. It should also address common issues investors face regarding [topic] and how a financial professional like me can help. Write each post in long-form copy so that it is more educational.

I will rely on you to ensure you are writing with optimization in mind, in addition to writing based on these best practices I have for Answer Engine Optimization positioning.

- Either start the social post with a direct answer (50-60 words) or start it using question-based headings for voice search. (You can mix up these formats so I have variety in my posts.)
- Include bulleted lists and numbered steps.
- Use conversational language.
- Maintain a cohesive, educational tone throughout.

Also, share recommendations on visuals that would work with these posts.

I'd like to come across as [add in any notes on tone: professional, authentic, conversational, genuine, helpful]. [Include brand messaging or notes for personalization.]

Below is the content for your posts. Use it as a foundation, adding details or tips. Ensure each post connects back to the theme, forming a cohesive, educational series for the audience. [Insert content here, such as FAQs, an article, or a blog for segmentation. You may also want to tee up other pieces of content you want to share, like a white paper or video.]

Market Research to Gather Audience Insights

Do some research for me. Act as an expert [e.g., financial advisor] in [add industry niche or topic focus].

- Please ask me the most researched questions investors in this niche search online for related to [details, e.g., this problem: expand, this topic: expand]
- Tell me ten frustrations, ten desires, and ten fears that people in [niche industry or age bracket] experience when financial planning.
- Write me a list of the 20 most common Google searches in [location] specific to [add a topic you specialize in] so as a financial advisor, I can repurpose these on my website as AEO copy.



[Download these AI Prompts for Easy Editing](#)

FMG Mobile App Offers 'Write For Me' Feature

If you use our mobile app, you can also find that within Curator, we offer an AI feature that makes adding custom social media captions a breeze!

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Need help using your marketing tools?

Contact FMG's customer support team at 858-251-2420.