

**PROMPT WO-061**

Create a Social Media Strategy

Purpose

Use this prompt to create a structured social media strategy that defines goals, target audiences, content themes, platforms, posting approach, and measurement methods. It helps businesses and creators build a clear plan instead of posting randomly.

DIFFICULTY
 **Intermediate**

TIME SAVED
 **45–90 min**

BEST FOR
Social Media



Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Social Media Strategist.

Create a professional social media strategy using the information below.

Business or Brand Name:
[Insert name]

Industry:
[Insert industry]

Target Audience:
[Describe your ideal audience]

Main Goals:
[Brand awareness, leads, sales, community building, engagement, etc.]

Current Platforms:



[List platforms]

Preferred Platforms:

[List platforms to focus on]

Products or Services:

[List products/services]

Brand Voice:

[Professional, friendly, educational, inspirational, etc.]

Competitors:

[List competitors if known]

Available Resources:

[Time, budget, team members, tools]

Timeline:

[3 months, 6 months, 12 months]

Please:

- Create a complete social media strategy.
- Define the target audience.
- Recommend the best platforms and explain why.
- Create content pillars.
- Recommend posting frequency.
- Suggest content types.
- Create engagement strategies.
- Recommend growth methods.
- Define key performance indicators (KPIs).
- Create a measurement and review process.

Return only the completed social media strategy.



Example

INPUT

Business: Small AI education business

Audience: Small business owners wanting to learn AI.

Goals: Build awareness and attract customers.

Platforms: TikTok, Instagram, LinkedIn



Brand Voice: Friendly and practical.

EXPECTED OUTPUT

Social Media Strategy

Business Objective

Build awareness, establish authority, and attract an audience interested in practical AI education.

Target Audience

Primary audience: Small business owners and professionals who want to save time and improve productivity using AI.

Key challenges:

- Unsure where to start with AI.
- Feel overwhelmed by technology.
- Want simple, practical solutions.

RECOMMENDED PLATFORMS — TIKTOK

Purpose: Reach new audiences through educational short-form content.

Content examples:

- AI tips.
- Time-saving hacks.
- Beginner tutorials.

RECOMMENDED PLATFORMS — LINKEDIN

Purpose: Build professional credibility.

Content examples:

- Business insights.
- Case studies.
- Workplace AI examples.

RECOMMENDED PLATFORMS — INSTAGRAM

Purpose: Build community and visual engagement.

Content examples:

- Carousels.
- Behind-the-scenes content.
- Short videos.



CONTENT PILLARS

1. Education — Teach people practical skills.

Examples: How-to guides, tutorials, tips.

2. Inspiration — Share stories and progress.

Examples: Success journeys, lessons learned.

3. Trust Building — Show expertise.

Examples: Case studies, behind-the-scenes.

4. Community — Encourage interaction.

Examples: Questions, polls, discussions.

POSTING PLAN

Daily:

- Short-form content
- Community engagement

Weekly:

- Educational post
- Long-form content
- Audience interaction

Monthly:

- Review performance data
- Adjust strategy

KEY METRICS

Track:

- Followers gained
- Engagement rate
- Website visits
- Leads generated
- Content performance

 **Builder's Tip:** *A successful social media strategy is not about being everywhere. It is about choosing the right platforms, understanding your audience, and consistently providing value.*

Related Prompts

- WO-062 – Generate Social Media Post Ideas
- WO-063 – Write Social Media Captions
- WO-064 – Create a Content Calendar



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- WO-069 – Build a Marketing Plan

Tags

SOCIAL MEDIA

MARKETING

STRATEGY

BRANDING

CONTENT
PLANNING