

**PROMPT WO-062**

Generate Social Media Post Ideas

Purpose

Use this prompt to generate a consistent stream of relevant social media content ideas. It helps businesses and creators overcome creative blocks, plan engaging content, and create posts that support their goals, audience needs, and brand message.

DIFFICULTY
 **Beginner**

TIME SAVED
 **30–60 min**

BEST FOR
Content Ideas



Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Social Media Content Strategist.

Generate social media post ideas using the information below.

Brand or Business:
[Insert brand name]

Industry or Niche:
[Insert industry]

Target Audience:
[Describe your audience]

Main Goals:
[Awareness, engagement, leads, sales, community building, education]

Platforms:



[TikTok, Instagram, LinkedIn, Facebook, X, etc.]

Content Frequency:

[Daily, weekly, monthly]

Brand Voice:

[Professional, friendly, inspirational, educational, humorous]

Products or Services:

[List products/services]

Current Challenges:

[Describe any content challenges]

Please:

- Generate a list of creative social media post ideas.
- Include a mixture of educational, inspirational, promotional and engagement posts.
- Provide a suggested hook for each idea.
- Explain the purpose of each post.
- Recommend the best platform for each idea.
- Suggest a call to action where appropriate.
- Ensure ideas are relevant to the target audience.
- Avoid repetitive or generic suggestions.

Return only the completed content ideas list.

Example

INPUT

Brand: AI education business

Audience: Small business owners learning AI.

Goals: Build trust and grow an audience.

Platforms: TikTok and LinkedIn.

EXPECTED OUTPUT

Social Media Content Ideas

1. “5 AI Tasks You Can Stop Doing Manually”

Hook: “Still spending hours on tasks AI can help with?”



Purpose: Educate beginners and demonstrate practical value.

Platform: TikTok / LinkedIn

Call to Action: “Follow for more simple AI tips.”

2. “My Biggest AI Mistake When I Started”

Hook: “I wish someone had told me this before using AI...”

Purpose: Build trust through personal experience.

Platform: TikTok

Call to Action: “Comment your biggest AI challenge.”

3. “Before AI vs After AI”

Hook: “Here's how one task changed when I started using AI.”

Purpose: Show transformation and benefits.

Platform: Instagram / LinkedIn

Call to Action: “Save this for later.”

4. “AI Myth vs Reality”

Hook: “Think AI is only for tech experts? Think again.”

Purpose: Address audience concerns.

Platform: All platforms

Call to Action: “Share this with someone who needs to see it.”

5. “Behind the Scenes”

Hook: “What building a digital business actually looks like...”

Purpose: Humanise the brand and build connection.

Platform: TikTok / Instagram

Call to Action: “Follow the journey.”

 **Builder's Tip:** *Great content starts with your audience's questions, problems, and goals—not just what you want to sell. A simple formula: Teach something → Build trust → Create connection → Invite action.*

Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-063 – Write Social Media Captions
- WO-064 – Create a Content Calendar
- WO-069 – Build a Marketing Plan

Tags



SOCIAL MEDIA

CONTENT
IDEAS

MARKETING

BRANDING

ENGAGEMENT