



# Instagram 2025 AI Prompts - Content Creation & Optimisation

INSTRUCTIONS: ONLY EDIT THE SECTIONS IN RED

---

## PROMPT 1: INSTAGRAM CONTENT IDEAS GENERATOR

**ROLE:** You are an Instagram content strategist specialising in B2C adaptation and 2025 algorithm optimisation.

**CONTENT OPTIMISATION PARAMETERS:** • **Reels dominance:** 2.25x more reach than single images, 4.8% average engagement (15-30 second sweet spot) • **Carousel effectiveness:** 0.55% engagement rate, 12% more interactions than Reels, 3-5 slides optimal (5.4% vs 3.1% single images) • **Format hierarchy:** 40% Reels (discovery), 35% carousels (engagement/saves), 20% Stories (community), 5% static posts • **Algorithm signals:** Shares = #1 ranking factor, watch time critical, saves heavily weighted • **Timing optimisation:** 5 AM universal best time, 10 AM-3 PM weekday peak, 2-5 PM optimal engagement window • **Engagement window:** First hour critical for reach multiplication, 27% boost for trending audio usage • **Caption optimisation:** Under 30 words = highest engagement, 400-500 chars for meaningful comments • **Hashtag strategy:** 20 hashtags = highest average reach, 30 hashtags = maximum engagement (20% broad, 60% medium volume, 20% niche)

**BUSINESS CONTEXT:** I run a [INSERT YOUR BUSINESS TYPE] in [INSERT YOUR CITY] that serves [INSERT TARGET AUDIENCE]. Our main services include [INSERT 2-3 KEY SERVICES]. We want to adapt our B2B approach to attract B2C Instagram audiences OR We are a B2C business looking to optimise our native Instagram content strategy. (NOTE - THE MORE DETAIL YOU GIVE HERE THE BETTER THE OUTPUT WILL BE)

**TASK:** Generate 10 engaging Instagram post ideas that would attract ideal clients through B2C storytelling OR optimised B2C content strategy. Focus on: • Visual-first content that tells stories without jargon (B2B adaptation) OR authentic lifestyle content (native B2C) • Behind-the-scenes authenticity that builds human connection

• Educational content simplified for scroll-heavy behaviour OR entertaining content that drives engagement • Lifestyle integration of your services • User-generated content opportunities (690% higher engagement)



For each idea, specify optimal format (Reels/Carousel/Stories) and estimated engagement potential based on 2025 algorithm data.

---

## PROMPT 2: INSTAGRAM STRATEGIC CONTENT CALENDAR

**ROLE:** You are an Instagram content calendar specialist focused on 2025 algorithm optimisation and B2C conversion.

**SYSTEM PERFORMANCE DATA:** • **Reels specifications:** 7-15 seconds (72% completion rate), 1080x1920 pixels, H.264 compression, 30+ FPS • **Reels optimisation:** First 3 seconds critical (35% retention boost), trending audio (+27% engagement), text overlays (+38% retention) • **Carousel specs:** 4:5 aspect ratio (1080x1350), 3-5 slides optimal, 20 slide maximum available • **Stories performance:** 35% reach boost for <10K accounts, 6-13 frame sweet spot, 87% completion rates • **Universal timing:** 5 AM global optimal, industry-specific windows (Fashion: 12-2 PM, B2B adapted: 11 AM-1 PM) • **Format distribution:** Diversified posting (+27% algorithmic boost), video stories outperform image stories • **Engagement triggers:** Interactive elements (+20% story retention), poll stickers (cost reduction), question stickers (80%+ engagement) • **Content lifespan:** 48-hour visibility window, recency prioritised over evergreen value

**BUSINESS CONTEXT:** • Business: **[INSERT YOUR BUSINESS NAME AND TYPE]** • Target audience: **[INSERT SPECIFIC B2C AUDIENCE]** • Posting frequency: **[INSERT 3-7]** times per week • Primary goal: **[INSERT: BRAND AWARENESS/LEAD GENERATION/SALES/COMMUNITY BUILDING]** • B2B services to adapt: **[INSERT MAIN SERVICES TO TRANSLATE TO B2C APPEAL]** OR B2C products/services: **[INSERT MAIN B2C OFFERINGS]**

**CONTENT IDEAS TO ORGANIZE:** **[PASTE THE 10 CONTENT IDEAS FROM STEP 1 HERE]**

**TASK:** Create a 4-week Instagram content calendar using the content ideas above, organising them into these themes: • **WEEK 1:** Humanising Your Brand • **WEEK 2:** Educational Value (Simplified)

• **WEEK 3:** Community & User Stories • **WEEK 4:** Behind-the-Scenes Authority

For each week: • Select 4-7 content ideas that fit the weekly theme • Prioritise Reels for discovery (40% of content minimum) • Schedule carousels for high-engagement days (Tuesday/Friday optimal) • Use Stories for daily community building • Provide 20 strategic



hashtags per post (mixed volume strategy) • Show content flow for algorithm consistency • Include call-to-action strategy for each format type

---

## PROMPT 3: INSTAGRAM REUSABLE TEMPLATE CREATOR

**ROLE:** You are an Instagram template expert specialising in high-performing content structures for 2025 algorithm optimisation.

**CONTENT GENERATION SPECIFICATIONS:** • **Reels template requirements:** Hook within 3 seconds, 7-15 second optimal length, loop-worthy structure, trending audio integration • **Carousel template specs:** Visual + text combination (1.6x engagement), educational progression, save-worthy final slide • **Stories template structure:** Interactive elements mandatory, 6-13 frame sequences, completion optimisation • **Hook formulas:** Pattern interrupts, emotional triggers, explicit shareability, surprise/nostalgia elements • **Visual consistency:** Hyper-bright gradients, high-contrast combinations, chunky playful fonts, mobile-first optimisation • **CTA optimisation:** Soft engagement prompts (shares/saves preferred), avoid commercial endings (-70% performance) • **Format advantages:** Educational Reels (9.5% engagement), series content (appointment viewing), UGC integration

**BUSINESS CONTEXT:** **[INSERT YOUR BUSINESS TYPE]** needs reusable post structures for Instagram content that converts B2B expertise into B2C engagement OR **[INSERT YOUR B2C BUSINESS TYPE]** needs reusable post structures for native Instagram content that maximises B2C audience engagement..

**CALENDAR REFERENCE:** **[PASTE 2-3 POST TOPICS FROM YOUR STEP 2 CALENDAR HERE]**

**TASK:** Create 4 reusable Instagram templates:

1. **"Educational Reel"** template (7-15 seconds)
2. **"Behind-the-Scenes Carousel"** template (3-5 slides)
3. **"Customer Transformation"** template (Reels or Carousel)
4. **"Interactive Stories Sequence"** template (6-13 frames)

For each template provide: • Exact structure with **[PLACEHOLDER]** text matching your content types • Technical specifications (dimensions, timing, file requirements) • Hook formulas for first 3 seconds (Reels) or opening slide (Carousels) • Visual style guidelines for brand consistency



- Hashtag placement strategy (caption vs. first comment) • Engagement optimisation tactics • Platform-specific adaptation notes (Stories vs. Feed vs. Reels)
- 

## PROMPT 4: CREATE SPECIFIC INSTAGRAM POST FROM CALENDAR

**ROLE:** You are a senior Instagram content creator expert in 2025 algorithm optimisation and B2C storytelling.

**CONTENT GENERATION SPECIFICATIONS:** • **Reels optimisation:** 1080x1920 pixels, 7-15 seconds optimal, H.264 compression, trending audio essential • **Reels performance:** Hook in first 3 seconds (+35% retention), text overlays (+38% retention), completion rate priority over views • **Carousel optimisation:** 1080x1350 pixels (4:5), 3-5 slides (5.4% engagement), second chance algorithm for different slides • **Stories specifications:** 1080x1920 with 250px safe zones, interactive elements mandatory, video outperforms images • **Visual requirements:** Mobile-first design, high contrast for thumb-stopping power, consistent brand colours • **Caption strategy:** Under 30 words peak engagement, emotional storytelling over corporate speak • **Hashtag implementation:** 20 hashtags optimal reach, 10K-200K post volume sweet spot per tag • **Timing critical:** First hour determines reach multiplication, 5 AM universal optimal, industry-specific peaks • **Algorithm signals:** Shares > saves > comments > likes, watch time ranks #1 for reach

### BUSINESS CONTEXT:

- Company: **[INSERT YOUR BUSINESS NAME AND TYPE]**
- Target audience: **[INSERT SPECIFIC B2C AUDIENCE]**
- Main customer problem: **[INSERT THEIR BIGGEST WORRY/CHALLENGE]**
- Unique value: **[INSERT WHAT MAKES YOU DIFFERENT]**
- Location: **[INSERT YOUR CITY/AREA]**
- B2B expertise to adapt: **[INSERT PROFESSIONAL KNOWLEDGE TO HUMANISE]** OR B2C brand personality: **[INSERT BRAND CHARACTERISTICS/STYLE]**

**CALENDAR POST TO CREATE:** **[PASTE ONE SPECIFIC POST TOPIC FROM YOUR STEP 2 CALENDAR HERE, INCLUDING THE RECOMMENDED FORMAT]**

**TASK:** Create an optimised Instagram post for the calendar item above using 2025 algorithm specifications.



Apply format-specific optimisation:

- **If Reels:** Create complete script with hook, visual cues, trending audio suggestion, text overlay placement
- **If Carousel:** Design 3-5 slide progression with visual + text combinations, save-worthy conclusion
- **If Stories:** Plan 6-13 frame sequence with interactive elements, engagement prompts

Include: 20 strategic hashtags (mixed volume), optimal posting time, visual concept description, and authentic B2C storytelling that removes industry jargon OR authentic B2C content that showcases brand personality.

---

## PROMPT 5: CREATE INSTAGRAM REELS FROM CALENDAR

**ROLE:** You are an Instagram Reels specialist expert in viral content creation and 2025 algorithm optimisation.

### REELS CONTENT SPECIFICATIONS:

- **Performance metrics:** 2.25x more reach than images, 4.8% average engagement rate, priority for discovery
- **Optimal length:** 7-15 seconds (72% completion rate), 15-30 second storytelling sweet spot
- **Technical specs:** 1080x1920 pixels (9:16), H.264 compression, minimum 30 FPS, under 90 seconds for non-follower recommendations
- **Hook optimisation:** First 3 seconds critical (35% retention boost), pattern interrupts essential
- **Audio strategy:** Trending audio (+27% engagement), 80% viewed with sound, early viral cycle advantage
- **Visual elements:** Text overlays (+38% retention), high contrast mobile optimisation, loop-worthy structure
- **Algorithm priority:** Completion rate > view count, educational content (9.5% engagement rate)
- **Content structure:** Hook → value delivery → loop back to beginning, explicit shareability



**BUSINESS CONTEXT:** [INSERT YOUR BUSINESS] creating Reels to reach [INSERT B2C TARGET AUDIENCE] through entertaining education.

**REELS POST FROM CALENDAR:** [PASTE ONE SPECIFIC REELS TOPIC FROM YOUR STEP 2 CALENDAR HERE]

**TASK:** Create a complete Reels production plan for the calendar item above using optimal specifications.

**Content Requirements:**

- **Hook (0-3 seconds):** Pattern interrupt with visual + audio grab
- **Value delivery (4-12 seconds):** Core message with text overlays and visual storytelling
- **Loop structure (13-15 seconds):** Callback to opening for rewatches
- **Educational focus:** Simplify B2B knowledge for mass appeal, remove jargon OR showcase B2C product benefits and lifestyle integration
- **Visual transitions:** Quick cuts, trending effects, mobile-optimised text

**Provide:** Complete script with timing, visual direction, trending audio suggestions, text overlay content, hashtag strategy (20 tags), and optimal posting time from algorithm data.

---

## PROMPT 6: CREATE INSTAGRAM STORIES SEQUENCE FROM CALENDAR

**ROLE:** You are an Instagram Stories expert specialising in community building and interactive engagement optimisation.

**STORIES OPTIMISATION SPECIFICATIONS:**

- **Performance advantage:** 35% reach boost for accounts under 10K followers, 87% average completion rate
- **Optimal sequence:** 6-13 frames (peak reach at frame 13), video outperforms images consistently
- **Interactive requirements:** Poll stickers (+20% retention), question stickers (80%+ engagement), quiz stickers for relevant topics
- **Technical specs:** 1080x1920 pixels, 250px safe zones top/bottom, 15-second maximum per frame
- **Posting frequency:** 10K-50K accounts = 35 stories monthly, over 50K = 50+ monthly optimal



- **Engagement timing:** First 3 stories critical (25% viewer drop-off zone), completion optimisation priority
- **Community building:** Relationship focus over reach metrics, authentic behind-the-scenes content
- **Content lifespan:** 24-hour visibility, highlight-worthy content for evergreen value

**BUSINESS CONTEXT:** [INSERT YOUR BUSINESS] building community with [INSERT TARGET AUDIENCE] through authentic storytelling.

**STORIES POST FROM CALENDAR:** [PASTE ONE SPECIFIC STORIES TOPIC FROM YOUR STEP 2 CALENDAR HERE]

**TASK:** Create a complete Stories sequence for the calendar item above using community-building optimisation.

**Sequence Requirements:**

- **Frame 1-3:** Hook with question sticker or poll to boost early engagement
- **Middle frames:** Behind-the-scenes value with authentic business moments
- **Final frames:** Community engagement with multiple interaction options
- **Interactive elements:** Minimum 2-3 interactive stickers throughout sequence
- **Visual consistency:** Brand colours with authentic, unpolished aesthetic
- **Call-to-action:** Drive to highlights, profile engagement, or DM conversations

**Provide:** Frame-by-frame breakdown with visual concepts, interactive element placement, engagement strategy, and highlight category recommendation.

---

## PROMPT 7: INSTAGRAM CONTENT PERFORMANCE TRACKER

**TASK:** Create a comprehensive Excel tracking system for all Instagram content including:

**Content Planning Columns:**

- Post ID, Date, Format Type, Topic, Week Theme, Target Audience
- Hook/Opening Line, Main Message, Call-to-Action, Hashtags Used
- Visual Concept, Audio/Music Choice, Posting Time

**Performance Tracking Columns:**



- Reach, Impressions, Engagement Rate, Saves, Shares, Comments
- Story Completion Rate, Profile Visits, Link Clicks, DM Responses
- Hashtag Performance, Best Performing Content Type, Algorithm Signals

#### Optimisation Notes:

- What worked/didn't work, Audience feedback patterns, Content adaptation needed
  - B2C conversion insights OR B2C engagement patterns, Community building progress, Brand awareness metrics
- 

## TECHNICAL REFERENCE GUIDE

#### ALGORITHM PRIORITY RANKING:

1. **Shares** (top ranking signal)
2. **Watch time/Completion rate**
3. **Saves** (especially for carousels)
4. **Comments** (meaningful engagement)
5. **Likes** (lowest priority)

**FORMAT PERFORMANCE HIERARCHY:** • **Reels:** 2.25x reach advantage, 4.8% engagement • **Carousels:** 5.4% engagement (3-5 slides), 12% more interactions than Reels • **Stories:** 87% completion rate, 35% reach boost <10K accounts • **Static posts:** 2% reach vs 12% for feed posts

**OPTIMAL CONTENT MIX:** • 40% Reels (discovery and reach) • 35% Carousels (engagement and saves) • 20% Stories (community building) • 5% Static posts (brand consistency)

**HASHTAG STRATEGY 2025:** • **Volume:** 20 hashtags = highest reach, 30 hashtags = maximum engagement • **Mix:** 20% broad reach, 60% medium volume (10K-100K), 20% niche • **Placement:** <5K followers = caption placement (+36% reach), >100K = first comment (+15.9% reach)

**TIMING OPTIMISATION:** • **Universal best:** 5 AM global • **Weekday peaks:** 10 AM-3 PM • **Optimal engagement:** 2-5 PM • **Critical window:** First hour determines reach multiplication

**VISUAL SPECIFICATIONS:** • **Feed posts:** 1080x1350 (4:5 aspect ratio) • **Reels:** 1080x1920 (9:16 aspect ratio)





• **Stories:** 1080x1920 with 250px safe zones • **Compression:** H.264, minimum 30 FPS for video • **Design trends:** Hyper-bright gradients, high contrast, chunky fonts

**WORKFLOW:**

1. Generate 10 B2C content ideas with format recommendations (Prompt 1)
2. Organise into 4-week strategic calendar (Prompt 2)
3. Create reusable templates for consistency (Prompt 3)
4. Develop specific posts from calendar (Prompts 4-6)
5. Track performance and optimise (Prompt 7)