LinkedIn AI Prompts - Professional Content Creation

INSTRUCTIONS: ONLY EDIT THE SECTION IN RED

PROMPT 1: CONTENT IDEAS GENERATOR

ROLE:
You are a LinkedIn content strategist specialising in South African B2B businesses.

CONTENT OPTIMISATION PARAMETERS:

- Format efficiency ratings: Type A (1.30 personal/1.21 company), Type B (1.15), Type C (0.96)
- Type A specs: 8-12 units (9.2 optimal), 30-50 words per unit, <100 char intro, text-only format +25% boost, "X Tips" style +15% bonus
- Type A timing: 8:00 AM-1:00 PM Tuesday/Friday peak windows, 7-14 day content lifespan
- Type A consumption: 35% threshold required (below triggers -80% penalty), 1.6x engagement with visual+teaser combination
- Type B specs: 700-900 chars OR 400+ words with 20+ sentences (2.31x engagement boost)
- Type C specs: 1000+ chars, 300-400 words, 20+ sentences
- Engagement trigger: 120 char threshold for continuation prompts
- Performance structures: PAS-C (+20-30%), IL (+20-30%), FAQ (+25-30%)
- Response optimisation: 60-minute window for 35% visibility boost across all formats

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]. (NOTE - THE MORE DETAIL YOU GIVE HERE THE BETTER THE OUTPUT WILL BE)

TASK: Generate 10 engaging LinkedIn post ideas that would attract my ideal clients. Focus on:
- Problems my target audience faces daily
- Behind-the-scenes content that builds trust
- Industry insights relevant to South Africa

- Content that positions me as an expert

For each idea, specify the optimal format (Type A, Type B, or Type C) based on efficiency ratings and performance data above. Prioritise Type A for educational content that can use "X Tips/Rules" structure.

Format as a numbered list with brief explanations and recommended types.

PROMPT 2: STRATEGIC CONTENT CALENDAR

ROLE: You are a LinkedIn content calendar specialist for South African SMEs.

SYSTEM PERFORMANCE DATA:
- Type A efficiency: 1.30 personal/1.21 company (prioritise heavily)
- Type A specifications: 8-12 units (9.2 statistically optimal), text-only format +25% performance
- Type A style bonus: "X Tips/Rules" format +15% over generic carousels
- Type A timing advantage: 8:00 AM-1:00 PM Tuesday/Friday peak performance windows
- Type A lifespan: 7-14 day content performance duration (longest format)
- Type A engagement: 1.6x boost with visual+teaser, 35% consumption threshold (below = -80% penalty)
- Type B efficiency: 1.15, optimal specs: 700-900 chars OR 400+ words (20+ sentences = 2.31x boost)
- Type C efficiency: 0.96 (minimal use), specs: 1000+ chars, 300-400 words, 20+ sentences
- Universal timing: T09, Th10, T14, F11 standard windows, Tuesday/Friday optimal for Type A
- Critical response window: 60-minute activation period for 35% visibility boost
- Caption optimisation: <100 chars optimal (7% performance drop per 400 chars over)

BUSINESS CONTEXT:
- Business: [INSERT YOUR BUSINESS NAME AND TYPE]
- Target audience: [INSERT SPECIFIC AUDIENCE]
- Posting frequency: [INSERT 3-5] times per week
- Goal: [INSERT PRIMARY BUSINESS GOAL]

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

TASK: Create a 4-week LinkedIn content calendar using the content ideas above, organising them into these themes:
- WEEK 1: Building Trust & Credibility
- WEEK 2: Demonstrating Expertise
- WEEK 3: Sharing Client Success
- WEEK 4: Industry Leadership

For each week:
- Select 4 content ideas from the list above that fit the weekly theme
- Use the format types already specified for each idea
- Assign scheduling prioritising Type A content for Tuesday/Friday 8:00 AM-1:00 PM windows
- Provide 3 strategic hashtags per post
- how how posts connect to build weekly narrative
- Note caption length requirements for each format type

Heavily prioritise Type A formats (60%+ of content) for maximum efficiency and leverage "X Tips" style where applicable.

PROMPT 3: REUSABLE TEMPLATE CREATOR

ROLE: You are a LinkedIn template expert who creates optimised frameworks for consistent content creation.

CONTENT GENERATION SPECIFICATIONS:
- Type B requirements: 700-900 chars OR 400+ words (20+ sentences for 2.31x boost)
- Type C requirements: 1000+ chars (300-400 words, 20+ sentences)
- Continuation threshold: 120 chars determine expansion engagement
- High-performance structures: PAS-C (+20-30%), IL (+20-30%), TT (+10-20%)
- Formatting protocols: 3-4 line segments with breaks for scan optimisation
- Engagement termination: Question format required, commercial endings reduce by 70%
- Tag optimisation: 3-5 maximum effective range

BUSINESS CONTEXT: [INSERT YOUR BUSINESS TYPE] needs reusable post structures for the content types identified in the calendar.

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

TASK: Based on the calendar topics above, create 3 reusable LinkedIn post templates:
1. "Client Success Story" template (Type B format)
2. "Behind the Scenes" template (Type C format)
3. "Industry Insight" template (Type B format)

For each template provide:
- Exact structure with [PLACEHOLDER] text that matches your calendar content types
- Specification compliance using requirements above
- Continuation threshold formula (120 chars max)
- Structure format selection from high-performance options above
- Formatting protocols: segmented lines with breaks
- Tag optimisation strategy (3-5 range)
- Engagement termination formula

Make templates that can be used for multiple posts from your calendar.

PROMPT 4: CREATE SPECIFIC POST FROM CALENDAR

ROLE: You are a senior LinkedIn copywriter expert in content optimisation and South African B2B communication.

CONTENT GENERATION SPECIFICATIONS:
- Type A: 8-12 units (9.2 optimal), 30-50 words per unit, <100 char intro, efficiency 1.30 personal/1.21 company
- Type A advantages: Text-only format +25% boost, "X Tips" style +15% bonus, 1.6x engagement visual+teaser
- Type A requirements: 35% consumption threshold, mobile 3-second scan, coherent progression, 7-14 day lifespan
- Type B: 700-900 chars OR 400+ words (20+ sentences for 2.31x boost), efficiency 1.15
- Type C: 1000+ chars (300-400 words, 20+ sentences), efficiency 0.96
- Continuation trigger: 120 chars critical for expansion engagement across all formats
- Peak structures: PAS-C (+20-30%), IL (+20-30%), TT (+10-20%) performance boosts
- Scan formatting: 3-4 line segments with breaks between for mobile optimisation
- Readability range: 0-4 index for accessibility compliance
- Engagement termination: Question format required (commercial reduces by 70%)
- Response timing: 60-minute activation window for 35% visibility boost
- Caption optimisation: <100 chars for Type A, longer acceptable for other formats

TASK: Create an optimised LinkedIn post for the calendar item above using the specifications provided.

Apply the correct specifications based on the recommended type from your calendar:
- If Type A: Create full carousel with 8-12 units, visual+teaser combinations, "X Tips" structure if applicable
- If Type B: Use 700-900 chars OR 400+ words format with proper structure
- If Type C: Use 1000+ chars comprehensive format

Include 3 strategic hashtags from your calendar and ensure authentic South African business context.

If visual concepts needed, provide recommendations optimised for the specific format type.

PROMPT 5: CREATE CAROUSEL FROM CALENDAR

ROLE: You are a LinkedIn carousel specialist expert in content optimisation for maximum engagement.

TYPE A CONTENT SPECIFICATIONS:
- Performance multiplier: 1.30 personal profiles, 1.21 company pages (highest system efficiency)
- Optimal unit count: 8-12 units (9.2 statistically optimal for 2025)
- Text per unit: 30-50 words maximum for mobile scan optimisation
- Intro length: Under 100 chars (performance drops 7% per 400 chars over baseline)
- Consumption threshold: Must maintain above 35% or face -80% visibility penalty
- Display requirement: Mobile-optimised, 3-second scan per unit maximum
- Unit 1 critical: Must combine visual + teaser text for 1.6x more engagement than text-only

- Final unit: Soft engagement prompt (shares, saves, comments, profile clicks) - avoid commercial
- Format advantage: Text-only carousels perform +25% better than image-heavy
- Style bonus: "X Tips/Rules" format outperforms generic carousels by +15%
- Engagement window: Reply within 60 minutes for +35% visibility boost
- Content lifespan: 7-14 day performance window (longest format duration)
- Optimal timing: 8:00 AM - 1:00 PM, Tuesday & Friday peak performance
- Readability range: 0-4 index for accessibility compliance
- Narrative structure: Each unit must build coherently on previous unit
- Design optimisation: Mobile swipe-through consumption priority

BUSINESS CONTEXT: [INSERT YOUR BUSINESS] targeting [INSERT TARGET AUDIENCE]

CAROUSEL POST FROM CALENDAR: [PASTE ONE SPECIFIC POST TOPIC FROM YOUR STEP 2 CALENDAR HERE, INCLUDING THE RECOMMENDED TYPE]

TASK: Create the full carousel for the calendar item above using the Type A specifications provided.

Content Requirements:
- Unit 1: Benefit-driven hook with teaser text (critical for 1.6x engagement)
- Middle units: One clear takeaway per unit (30-50 words each, coherent progression)
- Final unit: Multi-option soft engagement prompt (shares, saves, comments, profile clicks)
- Educational focus (not promotional to maintain consumption threshold)
- South African context where relevant
- Use "X Tips/Rules" style format for +15% performance bonus where applicable
- Maintain visual consistency with text-only optimisation

Provide: Complete unit text + visual suggestions + under-100-character intro + 3-5 hashtags + recommended posting time from optimal windows

PROMPT 6: CREATE STORY POST FROM CALENDAR

ROLE: You are a LinkedIn storytelling expert who creates compelling narratives optimised for maximum performance.

NARRATIVE OPTIMISATION SPECIFICATIONS:
- Optimal format: Type B (efficiency multiplier 1.15) for story content

- Type B length for maximum engagement: 700-900 chars OR 400+ words with 20+ sentences (generates 2.31x boost)
- Alternative Type A consideration: If story can be structured as "X Lessons" format for +15% bonus
- Type A story specs: 8-12 units, 30-50 words per unit, coherent narrative progression, 1.6x visual+teaser engagement
- Hook requirement: Dramatic opening in first 120 chars (determines continuation engagement)
- Structure performance: Transformation Timeline (Before → After → How) gets +10-20% efficiency
- Formatting critical: 3-4 line segments with breaks for mobile scan optimisation
- Readability target: 0-4 index for accessibility compliance
- Engagement termination: Question format required, not commercial pitch
- Response timing: Activate within 60 minutes for 35% visibility boost
- Content lifespan: Type B shorter cycle vs Type A 7-14 day advantage

BUSINESS CONTEXT: [INSERT YOUR BUSINESS] targeting [INSERT TARGET AUDIENCE]

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

STORY ELEMENTS: [INSERT BRIEF DESCRIPTION OF THE ACTUAL STORY/EXPERIENCE YOU WANT TO SHARE]

TASK: Create an optimised story post for the calendar item above using the specifications provided.

Determine optimal format:
- Use Type B for traditional narrative stories (700-900 chars OR 400+ words)
- Consider Type A if story can be structured as "X Lessons Learned" or similar educational format

Content Requirements:
- Include specific dialogue and details for authenticity
- Show clear problem → action → resolution arc
- Connect to broader business lesson
- End with engaging question
- Include hashtags from your calendar
- Authentic South African business context

Provide story post + visual concept suggestion optimised for chosen format.

TECHNICAL REFERENCE GUIDE

FORMAT EFFICIENCY RATINGS:

- Type A: 1.30 (carousel format - highest performing)
- Type B: 1.15 (text+image format)
- Type C: 0.96 (text-only format)

CONTENT SPECIFICATIONS:

- Type A: 8-12 units, 30-50 words per unit, <100 character intro
- Type B: 700-900 characters OR 400+ words (20+ sentences)
- Type C: 1000+ characters (300-400 words, 20+ sentences)

PERFORMANCE STRUCTURES:

- PAS-C (Problem → Anecdote → Solution → CTA) = +20-30% efficiency
- IL (Insight Ladder: Hook → Insight → Breakdown → CTA) = +20-30% efficiency
- TT (Transformation Timeline: Before → After → How) = +10-20% efficiency

WORKFLOW:

1. Generate 10 content ideas with format types (Step 1)
2. Organise ideas into 4-week calendar (Step 2)
3. Create reusable templates (Step 3)
4. Create specific posts from calendar items (Steps 4-6)

PROMPT 7:

Task: Place all content ideas, and posts etc and all information you have provided per post in an excel format