ChatGPT prompt: Creating a Social Media Calendar

Introduction

Use the prompts below, adding in the relevant information that is specific to your business, to create a 6 month social media content calendar.

Copy and paste the copy in the boxes one after the other, populating anything in the [brackets] with your own information.

> **Note**
>
> This is a suggested prompt only. As with all ChatGPT generated content, it is important to proof read and validate all outputs and ensure you are meeting all necessary regulatory requirements in the content you create and share.

Hi, I'm going to give you lots of supporting information that will help you complete the task I want you to do for me.

Please do not interrupt me or respond until I type the words 'NOW GO'

I'm a mortgage broker in the south east region on Melbourne, Victoria, Australia. My business is called [X] and I do [X, Y and Z]. Here's the link to my website for more information [link].

I would describe myself as [X, Y and Z]. My tone of voice is [X, Y and Z].

I am the director or this business but I work with X amazing other qualified [brokers, loan writers, support staff] who …. and [short info on business partner].

Our values are [X, Y and Z]. This is important because [what we want to be known for].

We specialise in [X, Y and Z]. And tend to have a clientele [high level demographic e.g. blue chip, working class. Tip: quote the Helix Persona profiles you work with]

We do some [current marketing tactic #1] because [X] and [current marketing tactics #2] because [Y].

We help [who] do [X] by doing [Y] and [Z] [=mission statement].

 Our typical clients look like this.

[Client persona 1 = Forever home with more space] Go into as much detail as you can.

This is their professional / life circumstances. They want to buy in this postcode, a California bungalow, enough space for the 2 kids growing up, 4 bedrooms and a study because one of them is a solopreneur who works exclusively from home, with a pool, no to small renovations needed, at the 2.4mil mark. They have $X in savings, X in equity, their owner occupied home was recently valued at $1.6mil conservatively and they need to borrow $X to make it all happen. The problems or challenges these people typically face are:

1. They want to do a bridging loan and not sell their current house before they buy the new one which is risky for the bank

2. The husband's business is growing year on year but the financials of the business add complexity to the situation as there is more risks of mortgage default due to the unpredictability of the business performance…

3. Another challenge.

And what I find time and time again is that they do X and Y and that's where they trip up until they find me and I can help with Z and back to A.

[Client persona 2 repeat framework]

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[Client persona 3 repeat framework]

[Client persona 4 repeat framework]

[Client persona 5 repeat framework]

Now, with all that you know, act as my social media strategist and create a social media content calendar for the next 6 months. I want to put out an average of 3 posts a week through this IG/Facebook/TikTok/Linkedin profile [link].

 [detailed prompt]

For each day I need to post, please provide the below information a table format with 6 columns:

1.   The day number or date

2.   Your reasoning as to why you suggests this is worthwhile content for audience in one sentence.

3.   A compelling hook for each post. The hook should be a short, engaging statement designed to grab the audience's attention immediately. For Example, 'Feeling stuck in mortgage prison and don't know how to escape?' or 'When was the last time you got real support from your banker?'

4.   A caption for each post. This should provide more detailed information on what my audience will learn in that post and why it's relevant.

5.   The post format: long form video (2min or more), short form video (under 2min), reel, story, copy only, graphic or illustration, real life photo, carousel, etc.

6.   An image prompt (if appropriate): for image generator like Canva Magic or image generation GPT.

 My ultimate long-term goal is to generate leads for my business, but to start with and for the next 6-month period, my short-term goals are:

[desired outcomes and measurable metrics]

 #1 increase audience reach by focusing on producing shareable content.

Success metric: [X]

 #2 grow channel audience size.

Success metric: audience size increases by [X]%.

 #3 drive as much as traffic as I can to my website [link].

Success metric: tracked website traffic source from social media increases by [X[% to [X, Y] pages.

NOW GO.

Note
Thoughts will have to be put into why you send them to the website for -> optimising marketing funnel for lead conversion.