

How to Use ChatGPT for Social Media

Use ChatGPT as a creative assistant, not an autopilot. Give it a clear brief, shape the first draft in your own voice, then check every detail before publishing.

1. Start with a useful brief

Before asking for copy, decide who the post is for, what it should help them understand or do, and what information must appear. Add the platform, tone, length, call to action and any words or claims to avoid. The more specific the brief, the less generic the draft.

Tell it Audience, goal, platform, product or topic, key facts, tone, length and next step.	Ask for A few distinct options, followed by a short note explaining the angle of each.
--	--

2. Draft the post, then shape the caption

A strong post usually makes one main point. Ask ChatGPT for a hook, a useful idea or explanation, and a clear next step. For a caption, request a natural opening, short readable paragraphs, and a call to action that fits the goal. Ask for options in different angles, not ten near-identical rewrites.

TRY THIS PROMPT

Write three social post drafts for [audience] about [topic]. The goal is [goal]. Use a [tone] tone for [platform]. Include [key facts] and end with [call to action]. Keep each under [word count]. Avoid [terms or claims]. Mark any details I need to verify.

3. Brainstorm hashtags

ChatGPT can suggest starting points, but it cannot reliably tell you which hashtags are currently popular or effective. Ask for relevant ideas to investigate, then check them in the platform and against your audience.

Broad The wider subject or sector.	Specific A niche, problem, interest or community.	Branded Your organisation or recurring campaign, where useful.
--	---	--

Prompt: Suggest 15 hashtag ideas for a post about [topic] for [audience] in [location]. Group them into broad, specific and branded ideas. Explain the relevance of each group, avoid unrelated tags, and remind me to check current platform guidance.

4. Build a content calendar

Give ChatGPT your posting frequency, channels, audience, themes, important dates and available resources. Ask for a draft calendar that balances useful, engaging and promotional content. Treat it as a planning aid: confirm dates, workload, approvals and any time-sensitive details yourself.

A simple calendar prompt

Create a [weeks]-week social calendar for [business or project]. We publish [frequency] on [platforms]. Our audience is [audience], our themes are [themes], and our goal is [goal]. Suggest a topic, format, draft hook and call to action for each entry. Include a column for owner and review status. Do not invent events, offers or dates.

Make the plan workable

Ask for ideas that match the time and people you actually have. A realistic rhythm is more useful than a packed calendar. Leave space for timely updates, audience questions and posts that need extra review.

5. Repurpose your best ideas

One strong idea can travel across channels, but each version should suit its format and audience. Share the original source material and ask ChatGPT to transform it, rather than simply shortening the same post everywhere.

01 Keep the core Identify the main message, source and facts that must stay unchanged.	Change the shape Turn a blog point into a short video outline, carousel sequence or discussion question.	Review the result Check that the adapted version still says what you mean and fits the channel.
--	--	---

Prompt: Adapt this source [paste text] for [platform]. Keep the key message and these facts unchanged: [facts]. Create a [format] for [audience] with a [tone] tone. Do not add claims or details that are not in the source. Explain what you changed for the platform.

6. Match the platform tone

Do not rely on a platform stereotype. Tell ChatGPT what your audience expects there and how your organisation speaks. Then ask it to adjust pace, format and level of detail while keeping your voice recognisable.

Give direction For example: friendly but not overfamiliar; concise; explain specialist terms; avoid forced slang; invite a genuine reply.	Compare options Ask for one more formal version and one more conversational version. Choose the one that sounds like you, then edit it.
---	---

7. Review facts and brand fit

ChatGPT can produce confident errors, outdated information or wording that does not sound like your organisation. A human review is part of the process, especially for claims about health, money, law, safety, prices, policies or current events.

Fact check Verify names, figures, dates, links, quotations and product details against trustworthy primary sources. Remove anything you cannot confirm. Ask ChatGPT to flag claims for checking, but do not treat its answer as evidence.	Brand check Compare the draft with your approved tone, terminology and promises. Check that it is respectful, clear and appropriate for your audience, and that the call to action is accurate.
---	---

8. Protect privacy

Do not paste passwords, payment details, private customer messages, personal contact information or confidential business data into a prompt unless you have checked that the tool and your organisation allow it. Remove or anonymise identifying details when they are not needed. Follow your workplace policy and the service's current privacy terms.

FINAL PRE-PUBLISH CHECK

☐ The message is clear and useful. ☐ The voice sounds like us. ☐ Facts, dates and links are checked. ☐ The format suits the platform. ☐ The call to action is accurate. ☐ No private information is exposed.

A good workflow is simple: brief it, draft it, adapt it, check it, then publish in your own voice.