AI for Social Media Managers   CLAUDE PROMPTS CHEAT SHEET

Plex Consulting

Five power prompts to transform your social media workflow. Paste these into Claude for instant, actionable output.

1 30-Day Content Calendar Architect

Act as my personal content planner. Build a full 30-day posting schedule for [platform], including daily post ideas, recommended posting times based on audience behaviour, a mix of formats (carousels, short videos, stories), a strong hook for every post, and a clear CTA. Deliver it in a format I can copy and post immediately.

No guesswork. Just execution.

2 Step-by-Step Validation Framework

For every step in a tutorial or process, define: what success should look like ("you should see X"), common failure signals ("if Y happens revisit the previous step"), and quick checkpoint questions so users can verify they're on track.

Teach once. Let them self-correct.

3 Viral Hook Engine

You're a proven copywriter who's written hooks that pulled millions of views. Study viral content in [niche] and generate 50 customisable hook frameworks. Organise them by curiosity, controversy, storytelling, lists, and bold claims. Each hook should be designed to stop the scroll instantly.

Attention first. Everything else follows.

4 Engagement & Community Flywheel

Act as a community growth specialist. Create a simple but effective engagement system: authentic comment responses, DM openers that spark real conversations, collaboration outreach templates, methods to turn followers into loyal supporters, and a daily engagement routine that takes less than 30 minutes.

Consistency beats volume.

5 Analytics Decoder & Growth Optimiser

You're a social media data analyst. Review these metrics [paste data] and explain what's driving results, what's holding performance back, where content gaps exist, ideal posting frequency, and a clear 90-day growth plan with measurable KPIs.

Data tells the story. You just need to read it.

Pro Tips

- **Replace [platform] and [niche]** — customise each prompt with your specific social channel and industry.
- **Paste your actual metrics** — the Analytics Decoder works best with real data, not hypotheticals.
- **Chain prompts together** — use the Content Calendar first, then feed its output into the Viral Hook Engine for maximum impact.
- **Use Claude Projects** — drop your brand guidelines, past content, and analytics into a Claude Project for consistent, on-brand output across all prompts.

Source: @meetavinash — Social Media Managers, meet Claude.