

BONUS #2:

Prompt Optimization Checklist for Every Platform

Before You Post	UNIVERSAL CHECKS <ul style="list-style-type: none"><input type="checkbox"/> Clarity: Is your prompt easy to understand at a glance?<input type="checkbox"/> Specificity: Does it clearly state what you want the audience to do?<input type="checkbox"/> Emotion: Does it evoke curiosity, urgency, excitement, FOMO?<input type="checkbox"/> CTA: Is there a direct call-to-action (e.g., “Comment,” “Swipe,” “Tag”)?<input type="checkbox"/> Audience Alignment: Does it speak to your target audience’s pain points or desires?
Instagram Reels	Platform-Specific Optimization <ul style="list-style-type: none"><input type="checkbox"/> Visual Hook: Does the prompt pair with a strong visual (e.g. carousel, Reel)?<input type="checkbox"/> Hashtags: Are 5-10 relevant hashtags included (mix of niche and trending)?<input type="checkbox"/> Engagement Ask: Does it encourage saves, shares, or comments? <p>Example Prompt: <i>“Swipe to see the secret behind our viral post → Comment ‘MORE’ if you want tips!”</i></p>
Tik Tok	<ul style="list-style-type: none"><input type="checkbox"/> Trend Integration: Does it tie to a trending sound, hashtag, or challenge?<input type="checkbox"/> Quick Hook: Is the prompt concise (under 3 seconds) to grab attention fast?<input type="checkbox"/> Interactive Element: Does it ask viewers to duet, stitch, or reply? <p>Example Prompt: <i>“Can you beat this #MorningRoutineChallenge? Show us in the comments!”</i></p>

LinkedIn

- Professional Tone:** Is the prompt polished and value-driven?
- Thought Leadership:** Does it position you/your brand as an expert?
- Engagement Strategy:** Does it ask for opinions or tips (e.g., polls, “Agree?”)?

Example Prompt:

“What’s your #1 tip for remote team success? Share below—we’ll reshare the best answers!”

Twitter/X

- Brevity:** Is the prompt under 280 characters (with room for hashtags)?
- Viral Triggers:** Does it use humor, controversy, or a hot take?
- Thread Potential:** Can it be expanded into a thread?

Example Prompt:

“90% of marketers get this wrong → What’s your take Retweet if you agree!”

FaceBook

- Community Focus:** Does it encourage group interaction or tagging friends?
- Long-Form Friendly:** Is it paired with a detailed caption or story?
- Local/Personal Touch:** For local businesses, does it include location-based hooks?

Example Prompt:

“Tag someone who needs this [product] in their life → Drop a 🎁 to enter our giveaway!”

Pinterest

- Keyword-Rich:** Does the prompt include SEO keywords (e.g., “DIY home decor”)?
- Visual Description:** Does it describe the pin’s value (e.g., “Step-by-step guide”)?
- Link Optimization:** Is there a clear CTA to click the link?

Example Prompt:

“Save this pin for 10 easy recipes under 20 minutes → Click for the full guide!”

YouTube Shorts

- First 5 Seconds:** Does the prompt hook viewers immediately (e.g., “You’re doing this wrong!”)?
- Mid-Roll CTA:** Does it remind viewers to like, subscribe, or comment mid-video?
- End Screen:** Does it prompt viewers to watch another video or visit a link?

Example Prompt:

“Smash that like button if you learned something new → Comment ‘MORE’ for Part 2!”

After Posting: Iteration & Testing

- Track Metrics:** Use analytics tools to measure engagement, clicks, and conversions.
- A/B Test:** Experiment with 2-3 prompt variations (e.g., different CTAs or tones).
- Refine:** Update prompts based on performance data (see Chapter 4 of *AI Prompt Power*).