

# ChatGPT Prompts for PR Pros

 | Message ChatGPT...



Speed Up Your Public Relations Work  
With 9 Can't-Miss Prompts You Can Start Using Today

## Prompts You Can Use

If you've tinkered with ChatGPT before but still haven't figured out how to make it useful for your organization, the prompts in this document will help.

Each can be applied to a specific task that public relations teams encounter regularly.

Most of these prompts will work very well "out of the box." If you find that the output isn't quite right, try a few tweaks and run them again until you get what you're looking for. Iteration is the key to great prompts. When you get one, save it.

The goal is to build a library of prompt templates that can handle those time-consuming tasks that come up regularly. Then, all you'll have to do is input a few new details each time and let it run.

## A Word of Caution

I don't trust AI, and neither should you.

As a PR professional, you are ultimately responsible for content you publish and statements you share on behalf of your organization. Don't leave it to ChatGPT.

That doesn't mean you can't use ChatGPT to speed up your work. AI can help with many of the everyday tasks you tackle behind the scenes, which never see the light of day. There's little risk in that.

It can even help with content you intend to publish—as long as you treat its output as a first draft. Use humans to do the fact-checking, rewriting and add the personality and insights to elevate the content to your organization's standard.

It will save you time.

## How To Use This Tool

These are prompt templates, designed to be used over and over again. You will customize them slightly each time to reflect the uniqueness of the task at hand.

Whenever you see [SQUARE BRACKETS] in the prompt, that is placeholder text. You'll need to enter unique information or specific details for each use. The rest of the prompt always stays the same.

Now, let's get to the prompts...

# BROADSIGHT

## Media Training Questions

*We all like to do a little role-playing when we train our media spokespeople, particularly around thorny issues. Give ChatGPT a little context and it can predict every hard question you're likely to get from a journalist.*



### THE PROMPT

You are a journalist who asks the tough questions. You have an opportunity to interview [SPOKESPERSON AND THEIR ROLE] about [ISSUE]. [ADD SOME CONTEXT, SUCH AS RECENT NEWS DEVELOPMENTS].

Which 12 questions will you ask to hold [SPOKESPERSON] and their organization to account?





## Content Brief

***Reduce the margin for error when your staff writers and freelance contractors are cranking out content. Feed ChatGPT a topic and a few other details, and it can produce a comprehensive content brief for your writers. You won't have any surprises when the copy comes in.***



### THE PROMPT

Generate a content brief to guide a writer who will write a blog post about [TOPIC]. The blog on which this will be published focuses generally on [DESCRIBE YOUR BLOG'S FOCUS]. Its audience consists of [DESCRIBE YOUR BLOG'S AUDIENCE].

Tone: [DESCRIBE BLOG'S VOICE] (e.g. professional, informal, conversational).  
Word count: [PROVIDE RANGE]

Please structure the content brief with an overview of the assignment and basic requirements, followed by a point-by-point outline for the content, including headings and nested subheadings where appropriate. Instruct the writer to end with a call to action that suggests a concrete way the audience can put what they've learned into practice, and/or provide relevant resources for further exploration.

If you have any other suggestions about what details to include in the brief to effectively guide the writer in crafting this blog post about [TOPIC], please advise.

## Headline Ideas

*The key to headline generation with ChatGPT is volume. Ask it for a headline, and it might not give you a good one. But ask it for 15 of them and you'll get something you can use. You might end up combining two of its suggestions into a single headline, or it will give you a spark of inspiration to write a great headline of your own.*



## THE PROMPT

I would like you to read this article and suggest five headlines for it in each of the following categories:

Direct Headline: Concise and clear, focusing on delivering the main message of the content without any frills.

Social Media-Friendly Headline: Engaging and catchy, crafted to stand out in a busy social media feed and encourage interaction.

Search-Optimized Headline: "Incorporates the keyword "[TARGET SEARCH QUERY]" and is structured to rank well in search engine results, balancing algorithmic requirements with human readability.

Here is the article...

[PASTE OR UPLOAD ARTICLE HERE]

## Story Ideas

*The first time I used this prompt, I asked ChatGPT for 20 story ideas. The ideas it generated were all hypothetical. However, several of these 'hypothetical' ideas were stories that I knew actually existed, and that I could pursue in real life. It just hadn't occurred to me to do so until ChatGPT made the suggestion.*

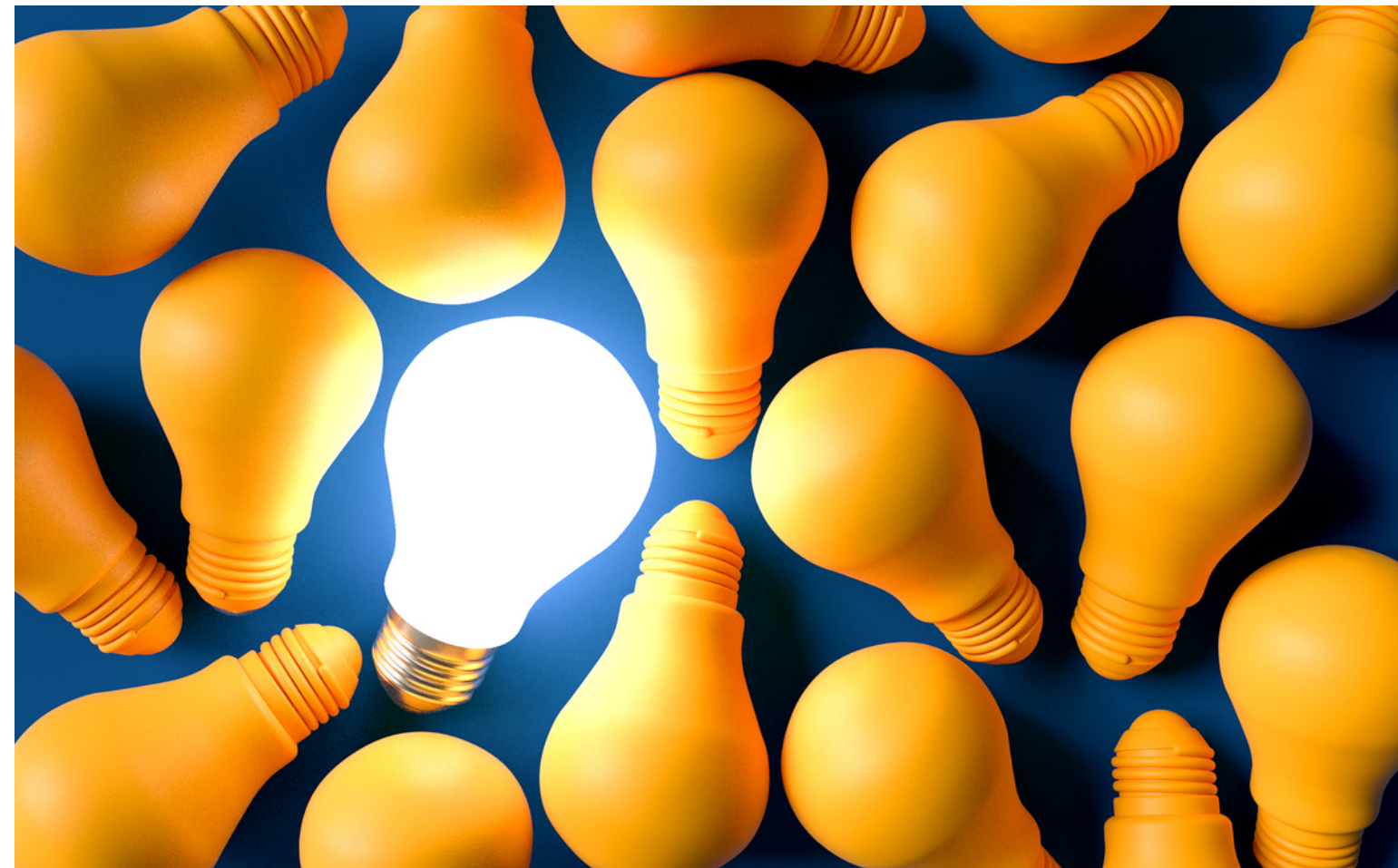


## THE PROMPT

I would like to develop a series of brand journalism stories to support the following brand positioning statement:

"[BRAND OR ORGANIZATION'S POSITIONING STATEMENT HERE]"

Please give me 20 specific, tangible story ideas that would be feasible to execute and would reflect what this brand is all about.





## Style Compliance

*ChatGPT's training materials include most of the major style guides used in journalism and academia. If you name the style guide, it should know exactly when to abbreviate, capitalize, spell out numbers, etc.*



### THE PROMPT

Please check the following article for compliance with [SPECIFY STYLE]. Edit where necessary, but please limit your edits to points of style and don't make any other changes.

Provide a brief summary of your changes after your revised article.

[PASTE ARTICLE]



## Turn Long-Form Into Short-Form

*If you're publishing full-length content that you want to promote with shorter blurbs in newsletters and social media posts—and who isn't?—then you'll use this prompt again and again. Tweak slightly for whatever channels you use for distribution.*



### THE PROMPT

I need you to read the article I am pasting/uploading below. Based on the article, please provide the following:

For our newsletter, provide a blurb that summarizes the article and will encourage newsletter subscribers to click through and read the article. It should be no more than 100 words. Include a placeholder for a link to the article.

For our Facebook page, write three posts we could use to promote this article. Each post should deliver one important takeaway from the article in the most engaging way possible. Use a second-person point of view and a tone of voice that is clever and conversational, but above all helpful. Write as an expert would speak when addressing non-experts. Write no more than 70 words for each Facebook post.

Please compose five short-form social media posts, each using 180 characters or less. Each should use a different point from the article as its hook for enticing social media users to click through and read.

Here is the article...

[PASTE OR UPLOAD ARTICLE]



## Clarity and Conciseness

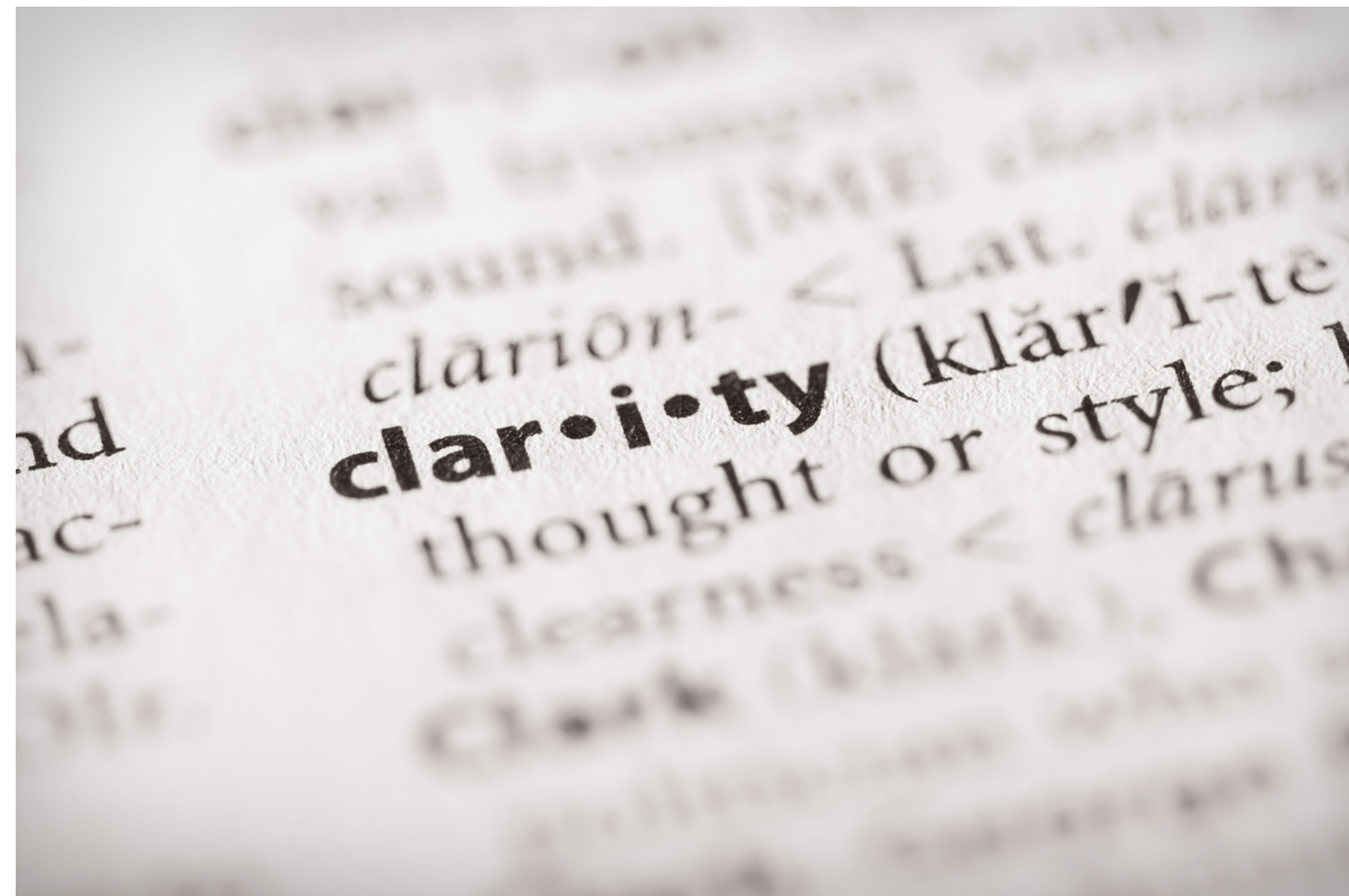
*We've all been there. You know what you're trying to say, but everything you put on the page sounds awkward and clunky because you just don't have your writing chops in that moment. Run the paragraph you're unhappy with through ChatGPT and see if it comes out sounding better.*



### THE PROMPT

Please rewrite the following to improve clarity and conciseness. Eliminate any wordiness without sacrificing essential information or meaning. If any parts of the text are unclear, please ask me for clarification before you rewrite.

[PASTE TEXT]



## Summarizing Qualitative Data

*Whenever you gather feedback in the form of open-ended answers from a large number of respondents, it takes a while to wade through all that data and pick out the main themes. ChatGPT can do it in a few seconds, and will even organize the main takeaways for you.*



### THE PROMPT

I recently surveyed [GROUP OF PARTICIPANTS] to find out [SURVEY'S PURPOSE]. I will paste all their qualitative responses below. Please provide a summary of their feedback in the form of a list, consolidating common themes and similar responses. List in order of most important to least important, using the number of times a point was raised as a proxy for importance.

[PASTE RESPONSES]



## Communications Plan

*I would never suggest that you turn over comprehensive communications planning to ChatGPT, but if you feed it a campaign objective and ask it for a plan, you might be surprised at some of the ideas it comes up with. Some of them might even find their way into your actual communications plan.*



### THE PROMPT

Design a communications plan for [DESCRIBE CAMPAIGN]. The objective is [DESCRIBE WHAT YOU WANT TO ACHIEVE].

The target audience consists of [DESCRIBE AUDIENCE].

The key messages should highlight:

[THREE MAIN POINTS]

Potential channels include [LIST CHANNELS] but please feel free to suggest others.

Potential spokespeople are [LIST SPOKESPEOPLE AND THEIR ROLES].

The campaign should run for [DURATION] with a budget of [BUDGET].



Broadsight Tracker is a tool created for media relations teams by media relations professionals.

It helps your team track their media and issues-management work from start to finish, so you can stay organized, collaborate easily, and quickly generate analytics that demonstrate your value to the organization.

For a free demonstration, email Kurt Heinrich at [\*\*info@broadsighttracker.ca\*\*](mailto:info@broadsighttracker.ca).

**BROADSIGHT**  **TRACKER**