**90 Day Content Calendar Prompt with Post Prompt For LinkedIn.**

**(but you can use it for any social media platform)**

**Prompt:**
"Create a 90-day content calendar for my LinkedIn profile to help me establish thought leadership, engage my network, and grow my professional brand. The content should align with my expertise in [insert your industry/niche, e.g., 'digital marketing, SaaS, or leadership development'] and reflect my personal brand values of [insert your values, e.g., 'innovation, authenticity, and collaboration'].

The calendar should include:

1. **Content Themes**: A mix of educational, inspirational, and engaging content (e.g., industry insights, personal stories, tips, trends, and success stories).
2. **Post Types**: A variety of formats such as text posts, carousels, videos, polls, and articles.
3. **Posting Frequency**: 3-5 posts per week, with a balance between original content and curated/reshared content.
4. **Engagement Strategies**: Suggestions for encouraging comments, shares, and discussions (e.g., asking questions, using CTAs, or tagging relevant people).
5. **Seasonal Relevance**: Incorporate timely topics, holidays, or industry events happening in the next 90 days.
6. **Call-to-Actions**: Include subtle CTAs to connect, follow, or visit my website/portfolio.

Provide a detailed calendar with:

* Specific post ideas for each day.
* Suggested hashtags and tags for each post.
* A brief description of the goal for each post (e.g., educate, inspire, or engage).

Here’s some additional context about me:

* My target audience is [describe your audience, e.g., 'entrepreneurs, marketers, or tech professionals'].
* My goals are [list your goals, e.g., 'increase visibility, generate leads, or build a community'].
* My key topics of focus are [list 3-5 topics, e.g., 'AI in marketing, remote work strategies, or personal branding'].

Please ensure the content is professional, authentic, and tailored to LinkedIn’s audience."

**Feel free to customize this prompt further based on your specific needs! Once you have the calendar, you can refine it further to match your tone, style, and preferences.**

**Prompt Framework for Viral LinkedIn Posts**

"Create a highly engaging, viral, and share-worthy LinkedIn post for [specific topic/theme, e.g., 'AI in marketing' or 'lessons from leadership']. The post should:

1. **Hook the Audience**: Start with a strong, attention-grabbing opening line (e.g., a surprising stat, bold statement, or relatable question).
2. **Provide Value**: Share actionable insights, unique perspectives, or practical tips that resonate with [target audience, e.g., 'marketers, entrepreneurs, or tech professionals'].
3. **Tell a Story**: Incorporate a personal anecdote, client success story, or industry example to make the post relatable and memorable.
4. **Use Visual Language**: Write in a conversational tone with short paragraphs, bullet points, or emoji’s to make it easy to read.
5. **Encourage Engagement**: Include a thought-provoking question, poll, or call-to-action (CTA) to spark comments and shares.
6. **Optimize for Virality**: Use trending hashtags, tag relevant people or companies, and include a clear CTA (e.g., 'Save this post for later,' 'Tag someone who needs to see this,' or 'What’s your take?').

**Here’s the context for this post:**

Topic: [Insert topic, e.g., 'How to build a personal brand on LinkedIn'].

Goal: [Insert goal, e.g., 'educate, inspire, or drive engagement'].

Target Audience: [Describe your audience, e.g., 'professionals looking to grow their careers'].

Tone: [Insert tone, e.g., 'professional yet conversational'].

Provide a complete post draft, including:

A captivating headline or opening line.

The main body with clear, concise points.

A strong closing with a CTA.

Suggested hashtags and tags (if applicable).

Example: **Topic**: '3 Mistakes Everyone Makes on LinkedIn (and How to Fix Them)' **Goal**: Educate and drive engagement. **Audience**: Professionals looking to improve their LinkedIn presence. **Tone**: Friendly and actionable.

**Post Draft**: 🚨 Stop making these 3 LinkedIn mistakes that are killing your visibility!

**Posting inconsistently**: You can’t build an audience if you ghost them. Fix: Commit to posting 2-3 times a week.

**Ignoring engagement**: LinkedIn rewards conversations. Fix: Spend 10 minutes daily commenting on others’ posts.

**Being too formal**: People connect with people, not robots. Fix: Share personal stories and behind-the-scenes moments.

Which of these are you guilty of? Let me know below! 👇
Or tag someone who needs to see this!

#PersonalBranding #LinkedInTips #CareerGrowth

**You can use this framework for each post in your 90-day calendar**.

### ****Prompt Framework for Visual Suggestions****

"Suggest a suitable image, carousel, or video to accompany a LinkedIn post about [insert topic, e.g., 'AI in marketing' or 'leadership lessons']. The visual should:

1. **Align with the Post’s Message**: Clearly reflect the topic and tone of the post (e.g., professional, inspirational, or educational).
2. **Grab Attention**: Be eye-catching and optimized for LinkedIn’s feed (e.g., bold colours, clean design, or dynamic visuals).
3. **Add Value**: Enhance the post by providing additional context, data, or storytelling elements.
4. **Encourage Engagement**: Include text overlays, captions, or CTAs to prompt likes, comments, or shares.
5. **Be Platform-Optimized**: Follow LinkedIn’s recommended dimensions for images (1200 x 627 pixels), carousels (1080 x 1080 pixels per slide), or videos (up to 10 minutes, ideally under 2 minutes).

Here’s the context for this post:

* **Topic**: [Insert topic, e.g., 'How to build a personal brand on LinkedIn'].
* **Goal**: [Insert goal, e.g., 'educate, inspire, or drive engagement'].
* **Target Audience**: [Describe your audience, e.g., 'professionals looking to grow their careers'].
* **Tone**: [Insert tone, e.g., 'professional yet conversational'].

Provide suggestions for:

1. **Image**: A static image idea with a brief description of the design (e.g., 'a professional headshot with a quote overlay').
2. **Carousel**: A multi-slide carousel idea with a breakdown of each slide’s content (e.g., 'Slide 1: Title, Slide 2: Statistic, Slide 3: Tip').
3. **Video**: A short video concept with a description of the content and format (e.g., 'a 60-second talking head video sharing 3 quick tips').

**Example**.
**Topic**: '3 Mistakes Everyone Makes on LinkedIn (and How to Fix Them)'
**Goal**: Educate and drive engagement.
**Audience**: Professionals looking to improve their LinkedIn presence.
**Tone**: Friendly and actionable.

**Visual Suggestions**:

1. **Image**: A split-screen image showing a 'before' (common mistake) and 'after' (solution) with bold text overlays.
2. **Carousel**: A 5-slide carousel:
	* Slide 1: Title slide with the post’s headline.
	* Slide 2: Mistake #1 with a visual (e.g., a calendar for inconsistency).
	* Slide 3: Fix #1 with a tip (e.g., 'Post 2-3 times a week').
	* Slide 4: Mistake #2 and Fix #2.
	* Slide 5: CTA slide ('Which mistake are you guilty of? Comment below!')
3. **Video**: A 60-second video of you speaking directly to the camera, sharing the 3 mistakes and fixes with on-screen text highlights.

**You can use this framework for each post in your 90-day calendar to ensure your visuals are as impactful as your written content.**