

The AI Social Media Content Calendar & Strategy Kit

Plan 90 Days of Content in Under 1 Hour
Using AI — For Any Platform, Any Industry

By The AI Department | Omni AI Business Services

✓ 35+ AI Prompts for Every Platform

✓ Platform-Specific Strategies

✓ Hashtag & Caption Formulas

✓ 90-Day Plug-and-Play Calendar

✓ Weekly Content Batching System

✓ Performance Tracking Dashboard

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Why This Kit Exists

Social media is the #1 channel for small business discovery — but it's also the #1 time sink. Business owners spend an average of 6.5 hours per week creating social media content, often with inconsistent results. The AI Social Media Content Calendar & Strategy Kit eliminates the blank-page problem entirely.

This kit gives you everything you need to plan, create, and schedule 90 days of high-performing social media content using AI tools you already have access to (ChatGPT, Claude, Gemini, or any AI assistant). No expensive tools required. No social media expertise needed. Just follow the system.

What You'll Achieve:

- Plan 90 days of content in under 1 hour using the AI prompts in this kit
- Post consistently across Instagram, LinkedIn, Facebook, TikTok, and X
- Never run out of content ideas — the AI prompt library is infinitely reusable
- Batch-create a full week of content in 60 minutes or less
- Track what works and double down with the analytics playbook

Chapter 1: Your Social Media Strategy Foundation

Before you create a single post, you need three things locked in: your audience, your content pillars, and your posting cadence. This chapter gives you the framework to define all three in under 15 minutes.

Define Your 4 Content Pillars

Content pillars are the 4 recurring themes that every post falls into. They keep your content focused, your brand consistent, and your audience engaged. Here's a proven framework:

Pillar	Purpose	% of Posts	Example
Educate	Build authority and trust	30%	Tips, tutorials, how-tos, myth busting
Engage	Start conversations, build community	25%	Questions, polls, hot takes, stories
Promote	Drive sales and conversions	20%	Product showcases, testimonials, offers
Entertain	Humanize brand, increase shareability	25%	Memes, trends, behind-the-scenes, humor

Your Ideal Audience Profile

Use this AI prompt to instantly define your target audience:

Prompt: Define Your Social Media Audience

I run a [type of business] that serves [who you help]. My products/services include [list 2-3]. Help me define my ideal social media audience. Include: demographics, psychographics (values, fears, aspirations), where they spend time online, what content formats they prefer, what problems they're actively trying to solve, and 5 specific content topics they'd stop scrolling for.

Pro tip: Replace the brackets with your actual business details. Save the output — you'll reference it for every prompt in this kit.

Recommended Posting Cadence by Platform

Platform	Minimum	Ideal	Best Times	Content Types
Instagram	3x/week	5-7x/week	11am, 1pm, 7pm	Reels, Carousels, Stories
LinkedIn	2x/week	4-5x/week	8am, 12pm Tue-Thu	Text posts, Carousels, Articles
Facebook	3x/week	5x/week	9am, 1pm, 3pm	Video, Images, Links
TikTok	3x/week	1-2x/day	7am, 12pm, 7pm	Short video, Duets, Trends

X (Twitter)	1x/day	3-5x/day	8am, 12pm, 5pm	Text, Threads, Images
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Chapter 2: Platform-by-Platform Playbook

Instagram Strategy

Best for: Visual discovery, shopping, brand building

Primary audience: 25-44, lifestyle-oriented, mobile-first

Algorithm insight: Prioritizes Reels (2-3x reach vs. static posts), saves, shares, and DMs. Carousel posts get 1.4x more reach than single images.

Top 5 Instagram Tactics

1. Lead every Reel with a hook in the first 1.5 seconds
2. Use 3-5 hashtags (not 30) — mix niche + broad
3. Post Stories daily for algorithm favorability
4. Use carousel posts for educational content — they get saved more
5. Reply to every comment within 1 hour for algorithm boost

LinkedIn Strategy

Best for: B2B reach, thought leadership, professional networking

Primary audience: 28-55, professionals, decision-makers

Algorithm insight: Prioritizes text posts and carousels. First 90 minutes of engagement are critical. Comments > reactions. External links get suppressed.

Top 5 LinkedIn Tactics

1. Open with a bold first line — it's the hook before 'see more'
2. Use line breaks generously — wall-of-text gets skipped
3. Comment on 5 posts before you publish yours (warms the algorithm)
4. Never post external links in the main post — put them in the first comment
5. Carousel PDFs outperform images 2:1 for engagement

TikTok Strategy

Best for: Viral reach, younger audience, trend-driven growth

Primary audience: 18-35 (expanding to 40+), entertainment-seekers

Algorithm insight: Watch time is king. Videos watched to completion get pushed to wider audiences. Replays and shares are the strongest signals.

Top 5 TikTok Tactics

1. Hook viewers in the first 0.5 seconds — show the end result first
2. Keep videos 15-45 seconds for highest completion rate
3. Use trending sounds — even for business content
4. Post 'How I...' and 'Things I wish I knew...' formats — they always work
5. Reply to comments with video responses for bonus content + engagement

Facebook Strategy

Best for: Local business, groups, paid ads, community building

Primary audience: 30-65, community-focused, local

Algorithm insight: Prioritizes meaningful interactions — comments and shares over likes. Native video gets 10x reach vs. YouTube links. Groups content gets priority.

Top 5 Facebook Tactics

1. Ask questions that spark conversation in comments
2. Use Facebook Groups for community — organic reach is 5-10x higher
3. Native video outperforms every other format
4. Share behind-the-scenes content — authenticity wins on Facebook
5. Use Facebook Events for local businesses — they get pushed in feeds

Chapter 3: The AI Content Creation Workflow

This is the system that turns a blank calendar into 90 days of content. Follow these 5 steps in order. Total time: 45-60 minutes for a full month of content.

Step 1: Generate Content Ideas (10 min)

Use AI to brainstorm 30 content ideas based on your pillars

Generate 30 social media content ideas for a [your business type]. Organize them into 4 categories: Educate (tips, how-tos), Engage (questions, polls), Promote (offers, testimonials), and Entertain (trends, humor). For each idea, include: the hook/headline, which platform it's best for, and the content format (Reel, carousel, text post, etc.).

Pro tip: Run this prompt once per month. You'll have more ideas than you need.

Step 2: Write the Captions (15 min)

Turn each idea into a ready-to-post caption

Write a [platform] caption for a [business type] about [topic]. Use this structure: Hook (first line that stops the scroll) → Value (the main insight or tip) → CTA (what you want them to do). Keep it under [150/300/500] words. Tone: [professional/casual/witty/inspiring]. Include 3-5 relevant hashtags.

Pro tip: Batch 5-10 captions at once. Give the AI your brand voice examples for consistency.

Step 3: Create Visual Concepts (10 min)

Generate visual direction for each post

I'm creating a [carousel/Reel/image post] about [topic] for [platform]. Describe the visual concept: What should the image/video show? What text overlay should appear? What colors/mood? If it's a carousel, outline each slide. If it's a Reel, outline the scene-by-scene shot list.

Pro tip: Use these descriptions as briefs for Canva, or paste them into AI image generators.

Step 4: Schedule in Bulk (5 min)

Load everything into your scheduling tool

Use Buffer, Later, Hootsuite, or Meta Business Suite to schedule posts in bulk. Most tools let you upload a CSV or drag-and-drop content. Front-load your best content to Monday and Tuesday when engagement peaks.

Pro tip: Free tools: Meta Business Suite (FB/IG), Buffer (3 channels free), TikTok's built-in scheduler.

Step 5: Review & Optimize Weekly (5 min)

Check performance and adjust

Here are my social media metrics from last week: [paste metrics]. Analyze what performed best and worst. Tell me: which content pillar drove the most engagement, which platform had the best reach-to-engagement ratio, and give me 3 specific content ideas for next week based on what worked.

Pro tip: Do this every Monday morning. It takes 5 minutes and compounds your results over time.

Chapter 4: 35+ Copy-Paste AI Prompts for Social Media

These prompts work with any AI assistant — ChatGPT, Claude, Gemini, Copilot, or any other. Copy, paste, customize the brackets, and post. Every prompt has been engineered for maximum output quality.

Content Ideation Prompts

Monthly Content Calendar Generator

Create a 30-day social media content calendar for a [business type]. Include 1 post per day. For each post, include: Day number, Platform (rotate between Instagram, LinkedIn, Facebook, TikTok), Content pillar (Educate/Engage/Promote/Entertain), Post format (Reel/Carousel/Text/Image/Story), Topic headline, and a 1-sentence caption preview. Make sure promotional posts are no more than 20% of total.

Pro tip: Add your industry and audience details for more targeted ideas.

Trending Topic Finder

I'm in the [industry] space. What are the top 10 trending topics, debates, or conversations happening right now that I could create social media content about? For each trend, suggest: the angle I should take, which platform it fits best, and a hook for the post.

Pro tip: Run this weekly to stay relevant. Trends move fast.

Content Repurposing Engine

I have this piece of content: [paste blog post, email, podcast transcript, etc.]. Repurpose it into 5 different social media posts: 1 Instagram carousel (outline each slide), 1 LinkedIn text post, 1 TikTok/Reel script, 1 X/Twitter thread, and 1 Facebook post with a question hook. Maintain the core message but adapt the format and tone for each platform.

Pro tip: One blog post = 5+ social posts. This is how you create volume without burnout.

Audience Pain Point Explorer

My target audience is [describe audience]. List 20 specific pain points, frustrations, and unmet needs they have related to [your industry]. For each pain point, write a social media hook that would make them stop scrolling and say 'this is exactly my problem.'

Pro tip: Pain points are content gold. Each one is at least 3 posts.

Caption & Copy Prompts

The Hook Generator

Write 10 scroll-stopping first lines for social media posts about [topic] in the [industry]. Use these proven hook formats: Question, Bold statement, Statistic, Mistake/myth, Before/after, Contrarian take, Story opener, List tease, Challenge, Behind-the-scenes reveal.

Pro tip: The first line determines if anyone reads the rest. Spend time here.

Instagram Carousel Writer

Write a 7-slide Instagram carousel about [topic]. Slide 1: Bold hook headline (make them swipe). Slides 2-6: One key insight per slide with a short supporting sentence. Slide 7: CTA + summary. Keep each slide under 30 words. Use simple language. Make it actionable.

Pro tip: Carousels get saved and shared more than any other Instagram format.

LinkedIn Thought Leadership Post

Write a LinkedIn post sharing a contrarian opinion about [topic in your industry]. Structure: Bold opening statement (1 line) → Personal story or observation (2-3 sentences) → The insight (what most people get wrong) → Your perspective (what actually works) → Question to the audience. Keep it under 200 words. Use line breaks between every 1-2 sentences.

Pro tip: Contrarian takes get 3-5x more comments than generic advice posts.

TikTok/Reel Script Writer

Write a 30-second TikTok/Reel script about [topic]. Include: HOOK (first 2 seconds – what to show/say to stop scrolling), BODY (15-20 seconds – the value delivery, keep it fast-paced), CTA (final 5 seconds – what you want viewers to do). Include camera directions, text overlay suggestions, and recommended trending sound style.

Pro tip: Short videos (15-30 sec) have the highest completion rate — and completion = virality.

X/Twitter Thread Writer

Write a 7-tweet thread about [topic]. Tweet 1: Hook that makes people want to read the rest (use '(thread)' or a relevant emoji). Tweets 2-6: One insight per tweet, each under 280 characters. Tweet 7: Summary + CTA. Make each tweet standalone-valuable so it works even if people only see one.

Pro tip: Threads get 10x more impressions than single tweets.

Story Sequence Builder

Create a 5-part Instagram/Facebook Story sequence about [topic]. Story 1: Hook question or poll to drive engagement. Story 2: Quick tip or insight. Story 3: Behind-the-scenes or personal share. Story 4: Social proof or result. Story 5: CTA with link/swipe-up. Include sticker suggestions (polls, sliders, questions) for each story.

Pro tip: Stories with interactive stickers get 2x more engagement.

Engagement & Community Prompts

Comment Response Templates

I run a [business type] account on [platform]. Write 10 comment response templates for common scenarios: someone praising my product, asking about pricing, asking for advice, sharing their own experience, disagreeing with my post, asking where to buy, new follower introduction, spam/troll, someone tagging a friend, and a potential collaboration inquiry. Keep responses warm, on-brand, and conversational.

Pro tip: Responding to comments within 1 hour boosts your post's reach by 50%+.

Poll & Question Generator

Generate 15 poll questions and 15 open-ended questions for a [business type] social media account. Topics should rotate across: industry opinions, personal preferences, 'would you rather' scenarios, myths vs. facts, this-or-that comparisons, and 'what's your biggest challenge with...' questions. Make them easy to answer (low friction = high participation).

Pro tip: Polls are the highest-engagement format on every platform.

DM Conversation Starters

Write 10 non-salesy DM templates for reaching out to [potential customers/collaborators/influencers] on [platform]. Each should: reference something specific about their content, offer genuine value, and end with a soft question (not a pitch). Keep each under 3 sentences.

Pro tip: Personalized DMs get 5x the response rate of generic outreach.

Promotional & Sales Prompts

Product Launch Sequence

Create a 7-day social media launch sequence for [product/service] at [price point]. Include: Day 1: Teaser/coming soon. Day 2: Problem awareness. Day 3: Behind-the-scenes creation story. Day 4: Sneak peek of the product. Day 5: Social proof/testimonials. Day 6: Launch day – main promotional post. Day 7: Urgency/last chance. For each day, include the platform, format, caption, and visual direction.

Pro tip: Never do a cold launch. A 7-day warmup sequence can 3x your launch day sales.

Testimonial Showcase Post

Turn this customer testimonial into a compelling social media post: '[paste testimonial]'. Create 3 versions: 1) Quote graphic format (pull the most impactful sentence), 2) Story format (add context about the customer's before/after), 3) Carousel format (break the transformation into slides). Include captions for each version.

Pro tip: Social proof is the highest-converting content type for service businesses.

Soft-Sell Value Post

Write a social media post that promotes [product/service] without feeling salesy. Use this framework: Lead with a valuable tip related to the problem your product solves → Share the insight as if you're just helping → Mention your product naturally as 'what I built to solve this' → End with value, not a hard pitch. Platform: [platform]. Tone: [helpful/conversational].

Pro tip: The best promotional content doesn't feel promotional. Lead with value, mention product second.

Limited-Time Offer Urgency Post

Write an urgent but not cheesy promotional post for [offer details – discount, bonus, deadline]. Include: The specific value they'll get, The deadline (create real urgency), Social proof element, Clear CTA with link. Avoid fake scarcity. Keep it genuine and specific.

Pro tip: Real deadlines convert. Fake urgency destroys trust. Always be honest about offers.

Content Optimization Prompts

Hashtag Strategy Builder

I'm posting about [topic] on [platform] as a [business type] with [X followers]. Create a hashtag strategy with 3 tiers: 3 broad hashtags (500K+ posts), 5 medium hashtags (50K-500K posts), and 7 niche hashtags (under 50K posts). Also suggest 2 branded hashtags I should create and use consistently.

Pro tip: Niche hashtags get you discovered. Broad hashtags get you lost. Mix both.

Bio Optimizer

Write 5 social media bio options for a [business type] on [platform]. Each bio should include: What you do (in plain language), Who you help, A credibility marker, A CTA (DM me, link in bio, book a call). Keep each under [150/160/300] characters per platform limits.

Pro tip: Your bio is your homepage. It should convert visitors into followers in 3 seconds.

Content Performance Analyzer

Here are my top 5 performing posts from last month: [paste post summaries + metrics]. And here are my 5 worst performing posts: [paste]. Analyze the patterns: What topics, formats, hooks, posting times, and content pillars drove the best results? What should I do more of? What should I stop doing? Give me 5 specific content recommendations for next month.

Pro tip: Data beats intuition. Let your analytics tell you what your audience actually wants.

A/B Caption Tester

Write 2 completely different captions for the same post about [topic] on [platform]. Version A: Use an emotional/story-driven approach. Version B: Use a data/logic-driven approach. Both should have strong hooks and CTAs. I'll post them on different days and compare performance.

Pro tip: A/B testing your captions is the fastest way to learn what resonates.

Niche & Industry Prompts

Local Business Community Post

Write a social media post for a [local business type] in [city/area] that connects with the local community. Reference local landmarks, events, seasons, or culture. Make it feel genuinely local, not corporate. Include a community-building CTA (tag your favorite local spot, share your story, etc.).

Pro tip: Local businesses win on community connection. Be a neighbor, not a billboard.

Industry News Commentary

Here's a recent industry development: [paste news or trend]. Write a [platform] post sharing my take on this. Structure: State the news briefly → Share my hot take (what this means for [audience]) → Make a prediction → Ask the audience their opinion. Tone: informed but accessible.

Pro tip: Commenting on industry news positions you as a thought leader who stays current.

Seasonal Content Planner

Create 12 seasonal social media content ideas for a [business type] for [month/season]. Include: Relevant holidays and observance days, seasonal trends in the industry, seasonal customer needs/behaviors, and tie-ins to popular culture moments. For each idea, suggest the platform, format, and a one-line hook.

Pro tip: Seasonal content feels timely and relevant — it gets 2x more shares than evergreen content.

Chapter 5: The 90-Day Content Calendar

This is your plug-and-play content calendar. Each week follows the same proven rhythm. Customize the topics using the prompts in Chapter 4, but keep the structure — it's designed to balance all 4 content pillars and rotate platforms for maximum reach.

How to use this calendar: Each day has a content type, platform, and pillar assigned. Use the AI prompts from Chapter 4 to generate the actual content for each slot. You can batch-create an entire week in 60 minutes using the workflow in Chapter 6.

The Weekly Content Rhythm

Day	Platform	Pillar	Format	Content Type
Monday	LinkedIn	Educate	Text Post	Industry insight or tip
Tuesday	Instagram	Engage	Carousel	Question or poll + swipeable value
Wednesday	TikTok/Reels	Entertain	Short Video	Trend, BTS, or relatable moment
Thursday	Facebook	Educate	Video/Image	How-to or myth-busting
Friday	Instagram	Promote	Reel/Story	Product showcase or testimonial
Saturday	X/Twitter	Engage	Thread	Story or hot take thread
Sunday	Instagram	Entertain	Story Series	Weekly recap or personal share

90-Day Theme Guide

Each month builds on the last. By the end of 90 days, you'll have a consistent content engine running.

Month	Theme	Focus	Goal
Month 1 (Weeks 1-4)	Foundation & Consistency	Establish your voice, test content types, build posting habit	Post consistently, find what resonates
Month 2 (Weeks 5-8)	Growth & Engagement	Double down on what worked in Month 1, increase engagement tactics	Grow followers 20%, 2x engagement rate
Month 3 (Weeks 9-12)	Monetization & Scale	Drive traffic to offers, launch promotions, optimize the funnel	Generate leads/sales from social content

12-Week Content Calendar Detail

Week 1: Introduction & Brand Voice

- Introduce yourself/brand story (IG Reel)
- Share your 'why' — why this business exists (LinkedIn)
- Post a quick tip in your niche (TikTok)
- Ask your audience a question about their #1 challenge (FB)
- Share a behind-the-scenes look at your workspace (IG Stories)

Week 2: Establish Authority

- Share an industry myth and bust it (LinkedIn)
- Create a '5 things I wish I knew' carousel (IG)
- Film a day-in-the-life Reel (TikTok)
- Post a customer FAQ with your expert answer (FB)
- Share a quote that drives your work (IG Stories)

Week 3: Engage & Learn

- Run a poll: 'What's your biggest struggle with X?' (IG Stories)
- Share a contrarian take on a common practice (LinkedIn)
- Film a trending audio with industry twist (TikTok)
- Share a success story or case study (FB)
- Ask: 'What content do you want more of?' (IG)

Week 4: First Soft Sell

- Share how your product/service solves the pain points from Week 3 (IG Carousel)
- Post a transformation/before-after story (LinkedIn)
- Film a 'how it works' explainer (TikTok)
- Share a testimonial with context (FB)
- Recap Month 1 wins and learnings (IG Stories)

Week 5: Community Building

- Spotlight a customer or community member (IG)
- Share lessons from your journey — vulnerability wins (LinkedIn)
- Reply to a comment with a video (TikTok)
- Host a live Q&A; or mini workshop (FB Live)
- Create a 'this or that' poll series (IG Stories)

Week 6: Educational Series

- Launch a 3-part educational carousel series (IG)
- Write a deep-dive text post on an industry trend (LinkedIn)
- Create a step-by-step tutorial video (TikTok)
- Share a resource list or toolkit recommendation (FB)
- Quiz your audience on industry knowledge (IG Stories)

Week 7: Social Proof Sprint

- Share 3 testimonials across the week (IG, LI, FB)
- Post a results/metrics showcase (LinkedIn)
- Film a 'customer unboxing/reaction' style video (TikTok)
- Share a case study with numbers (FB)
- Run an AMA (Ask Me Anything) in Stories

Week 8: Engagement Blitz

- Create a controversial/hot take post (LinkedIn)
- Run a giveaway or challenge (IG)
- Duet or stitch a trending creator in your niche (TikTok)
- Share a personal failure and lesson (FB)
- Collab post with a complementary brand (IG)

Week 9: Promotion Week 1

- Launch a limited-time offer with a teaser (IG Reel)
- Share the problem your product solves — data-driven (LinkedIn)
- Film a 'POV: before and after using [product]' (TikTok)
- Share the offer with community context (FB)
- Countdown stickers + daily offer reminders (IG Stories)

Week 10: Value & Authority

- Publish your most valuable tip ever — give away the best stuff (IG Carousel)
- Write a thread on LinkedIn about your expertise area
- Create a 'things that are worth the money in [industry]' TikTok
- Share an industry report or data insight (FB)
- Behind-the-scenes of how you create content (IG Stories)

Week 11: Promotion Week 2

- Share detailed testimonial with transformation story (IG)
- Post ROI breakdown of your service/product (LinkedIn)
- Film objection-handling content — address top concerns (TikTok)
- Flash sale or bonus stack announcement (FB)
- DM your most engaged followers with a personal offer (IG)

Week 12: Reflect & Scale

- Share your 90-day journey and results (IG Carousel)
- Write a 'what I learned' reflection post (LinkedIn)
- Film a celebration/milestone video (TikTok)
- Thank your community — genuine appreciation post (FB)
- Announce what's coming next — build anticipation (IG Stories)

Chapter 6: Content Batching — Plan a Week in 60 Minutes

Content batching is the secret weapon of every consistent creator. Instead of scrambling daily, you sit down once per week and create everything in one focused session. Here's the exact system:

The 60-Minute Batching Block:

Minutes 0-10: Review last week's analytics. What performed? What didn't?

Minutes 10-20: Use AI to generate 7 content ideas (one per day) based on what worked.

Minutes 20-40: Use AI to write all 7 captions/scripts in one batch.

Minutes 40-50: Create or source visuals (Canva, AI image tools, or phone camera).

Minutes 50-60: Schedule everything in your scheduling tool.

The Batch Content Creation Prompt

One-Prompt Weekly Content Batch

I need a full week of social media content for my [business type]. My audience is [describe]. My content pillars are [Educate, Engage, Promote, Entertain]. Create 7 posts following this schedule: Monday: LinkedIn text post (Educate) Tuesday: Instagram carousel (Engage) Wednesday: TikTok/Reel script (Entertain) Thursday: Facebook post (Educate) Friday: Instagram Reel/Story (Promote) Saturday: X/Twitter thread (Engage) Sunday: Instagram Story series (Entertain) For each post include: The complete caption/script, visual direction, hashtags (where applicable), and a CTA. Current month focus: [Foundation/Growth/Monetization].

Pro tip: This single prompt generates your entire week. Refine individual posts as needed.

Content Batching Best Practices

- Same day, same time, every week — make it a ritual (Tuesday mornings work great)
- Do NOT check your phone or DMs during the batching session — it's creation time only
- Create more than you need — having a 2-week buffer prevents panic posting
- Film all video content in one session — batch outfit changes and setups
- Use templates in Canva — create once, swap text weekly
- Keep a 'content swipe file' — screenshot posts that inspire you all week
- Repurpose your best performers — if a LinkedIn post crushed it, turn it into an IG carousel

Chapter 7: Hashtag & Caption Formulas That Convert

7 Proven Caption Formulas

The PAS Formula (Problem → Agitate → Solve)

Hook: State the problem your audience has. Agitate: Make them feel the pain of not solving it. Solve: Present your insight/product as the solution. Example: 'You're posting every day but getting zero engagement. (Problem) Meanwhile your competitor with half your followers is getting 10x your comments. (Agitate) Here's the one thing they're doing differently...' (Solve)

The Before/After/Bridge

Before: Where they are now (the pain). After: Where they could be (the dream). Bridge: How to get there (your value). Example: 'Before: Spending 2 hours every day thinking of what to post. After: 90 days of content planned in under an hour. Bridge: The AI Content Calendar Kit.'

The Listicle Hook

Formula: [Number] [things/ways/mistakes/secrets] to [desirable outcome] Example: '7 Instagram caption mistakes that are killing your engagement (and what to post instead)'

The Contrarian Take

Formula: Everyone says [common advice]. Here's why that's wrong. Example: 'Everyone says post every day. Here's why that's destroying your engagement rate.'

The Story Arc

Formula: 6 months ago, I [struggling situation]. Then I [discovered/tried something]. Now I [positive result]. Here's exactly what I did... Example: '6 months ago, I had 200 followers and zero sales from social media. Then I started using AI to plan my content. Now I get 15 leads a week from Instagram alone.'

The Value Bomb

Formula: Here's [something valuable] that took me [time/effort] to learn — free. Example: 'Here's the exact posting schedule that grew my account 300% in 90 days — save this.'

The Curiosity Gap

Formula: I [did something unexpected] and [surprising result]. Here's what happened. Example: 'I stopped posting for 2 weeks and my engagement went UP. Here's what happened.'

The 15-Hashtag Formula

Research shows 3-5 hashtags perform best on Instagram (down from 30). For other platforms, the rules differ. Here's the platform-by-platform guide:

Platform	Optimal #	Strategy
Instagram	3-5	Mix: 1 broad + 2 niche + 1-2 branded
LinkedIn	3-5	Industry-specific only. No lifestyle tags.
TikTok	3-5	1 trending + 2 niche + FYP-related
Facebook	1-2	Only for searchability. Don't over-tag.
X/Twitter	1-2	Only trending/event hashtags. Less = more.

Chapter 8: Analytics & Optimization Playbook

You can't improve what you don't measure. This chapter gives you the exact metrics to track, the benchmarks to hit, and the AI prompts to analyze your performance automatically.

The 5 Metrics That Actually Matter

Metric	What It Tells You	Good Benchmark	How to Improve
Engagement Rate	How much your audience cares about your content	3-6% (IG) 2-4% (LI)	Better hooks, more questions, timely topics
Reach/Impressions	How many people saw your content	10-30% of followers per post	Optimize posting times, use trending formats
Save Rate	How valuable your content is	2-5% of reach (IG saves)	More actionable, how-to, reference-worthy content
Click-Through Rate	How compelling your CTAs are	1-3% of reach	Clearer CTAs, better link placement, more urgency
Follower Growth Rate	Whether you're attracting new audience	2-5% monthly growth	Collaborate, use trending formats, engage more

The Weekly Analytics Review Prompt

Weekly Performance Analyzer

Here are my social media metrics from this week: Instagram: [X posts, Y reach, Z engagement, W saves, V new followers] LinkedIn: [X posts, Y impressions, Z engagement, W clicks] TikTok: [X videos, Y views, Z likes, W comments, V shares] Facebook: [X posts, Y reach, Z engagement, W clicks] Analyze: 1) Which platform performed best and why? 2) Which content pillar drove the most engagement? 3) Which post format had the highest reach? 4) What time/day performed best? 5) Give me 3 specific content ideas for next week based on what worked. 6) What should I stop doing based on what didn't work?

Pro tip: Paste real numbers. AI analysis of real data is the fastest path to content-market fit.

Monthly Content Audit Checklist

- Review top 10 performing posts — identify patterns in topic, format, time, and hook style
- Check follower demographics — is your content attracting the right audience?
- Calculate cost per lead from social (time spent + tools) vs. leads generated
- Compare platform ROI — where is your time best spent?
- Review competitors' top posts — what's working in your niche that you haven't tried?
- Update content pillars based on what resonated — kill underperforming themes

- Plan next month's promotional calendar — align with product launches or seasonal events
- Set 3 specific goals for next month (e.g., 'increase IG engagement rate from 3% to 5%')

Bonus: The 15-Minute Daily Social Media Routine

If you only do one thing from this entire kit, do this daily routine. Consistency beats perfection. 15 minutes a day of strategic engagement will outperform 3 hours of random posting.

Minutes 1-5: Engage First

- Open your primary platform (Instagram or LinkedIn)
- Comment thoughtfully on 5 posts from accounts in your niche
- Reply to any DMs or comments from overnight
- React to/share 1-2 Stories from your community

Minutes 5-10: Publish & Monitor

- Check that today's scheduled post went live (or post manually)
- Post 1-2 Stories (behind-the-scenes, quick tip, poll)
- Pin any high-performing recent post
- Check for any negative comments or brand mentions

Minutes 10-15: Grow & Learn

- Follow 3-5 new accounts in your target audience
- Save 1 post that inspires you to your swipe file
- Note 1 content idea that came to you today
- Check trending topics/sounds for potential content tomorrow

Appendix: AI Tool Recommendations & Resources

Recommended AI Tools for Social Media

Tool	Best For	Price	Rating
ChatGPT / Claude	Caption writing, ideation, strategy	Free-\$20/mo	Must-have
Canva (AI features)	Graphics, carousels, video editing	Free-\$13/mo	Must-have
Buffer	Scheduling across platforms	Free-\$6/mo/channel	Recommended
Later	Visual planning, Instagram-first	\$25/mo	Recommended
CapCut	Video editing, captions, effects	Free-\$8/mo	Must-have (video)
Opus Clip	Long video → short clips	\$19/mo	Great for repurposing
Hootsuite	Enterprise scheduling + analytics	\$99/mo	For scaling teams
Metricool	Analytics across all platforms	Free-\$18/mo	Budget analytics
Taplio	LinkedIn growth automation	\$49/mo	LinkedIn-focused
Predis.ai	AI post generation with visuals	\$29/mo	All-in-one creator

Free Resources to Get Started Today

- Meta Business Suite — free scheduling for Facebook + Instagram
- TikTok's built-in scheduler — free for all business accounts
- Canva Free — more than enough for most social media graphics
- Buffer Free — schedule up to 3 channels
- Google Trends — free trending topic research
- AnswerThePublic — find questions your audience is asking
- ChatGPT Free / Claude Free — AI content creation (this kit's prompts work with free versions)

You now have everything you need to build a consistent, high-performing social media presence using AI.

The prompts are ready. The calendar is laid out. The system works. The only variable left is you.

Start with Week 1. Batch your first week of content using Chapter 6. Post consistently for 30 days before you judge results. Social media is a compounding asset — the work you do today pays dividends for months.

Go build your audience. We'll be here when you need more tools.

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