

AI Prompt Library • Communications & Marketing

Practical GenAI prompts for communications and marketing professionals • Aurorae Group, LLC

This reference provides ready-to-use GenAI prompts mapped to core communications and marketing functions. Each prompt is a starting point — customize the bracketed fields for your organization and refine the output before use. AI-generated content should always be reviewed for accuracy, tone, and alignment with your brand voice before publishing or sending. These prompts are designed for use with current generative AI tools including ChatGPT, Claude, and Gemini.

Content Creation & Messaging

1	Use Case	Generate multiple headline or subject line options for a communication, campaign, or announcement.
	Sample Prompt	<i>You are an experienced communications writer. I need to write a [email subject line / headline / social post opening] for [describe the communication, e.g., an announcement about a new initiative / an appeal for support / a program update]. The audience is [describe audience]. The tone should be [e.g., warm and urgent / professional and informative / energizing]. Please generate 6 options that vary in approach — some direct, some curiosity-driven, some benefit-focused. For each, include a one-line note on the angle it uses.</i>
	Value	Generates a range of creative options quickly, avoiding the trap of anchoring on a single approach. Gives teams real choices to test and refine.

2	Use Case	Draft a clear, compelling narrative about your organization's mission, impact, or a specific program for external audiences.
	Sample Prompt	<i>You are an experienced nonprofit or organizational communicator. I need to write a [2-3 paragraph description / impact story / program overview] about [describe the subject] for [describe the audience, e.g., potential funders / general public / new partners]. Key messages to convey: [list 2-3]. Specific impact data or story elements to include: [provide]. Tone: [e.g., inspiring and human / credible and evidence-based]. Avoid jargon. Write for someone with no prior knowledge of our organization.</i>
	Value	Produces a strong first draft that captures key messages in the right voice. Saves significant time on high-stakes communications that often get stuck in revision cycles.

3	Use Case	Adapt existing content for a different audience, channel, or format without losing the core message.
	Sample Prompt	<i>You are an experienced communications strategist. I have existing content [describe or paste it] written for [original audience and channel]. I need to adapt it for [new audience] on [new channel, e.g., LinkedIn / an email newsletter / a board presentation]. Key differences in this audience:</i>

		<i>[describe]. Please rewrite the content for the new context while preserving the core message. Adjust length, tone, vocabulary, and format as needed. Note any substantive changes you made and why.</i>
	Value	Eliminates redundant writing by intelligently repurposing existing content. Ensures each version is genuinely adapted rather than just copied and pasted.

Internal Communications

4	Use Case	Draft an all-staff or team communication about an organizational update, decision, or change.
	Sample Prompt	<i>You are an experienced internal communications writer. I need to draft an [all-staff email / team announcement / manager talking points] about [describe the topic, e.g., a new policy / a leadership change / a process update]. Key information to convey: [list the facts]. What staff may be wondering or worried about: [list likely questions or concerns]. Tone: [e.g., transparent and calm / forward-looking and energizing]. Keep it to [length, e.g., 3 short paragraphs]. Include a clear call to action or next step if applicable.</i>
	Value	Ensures internal communications are clear, consistent, and appropriately calibrated to the emotional context. Reduces the risk of staff confusion or rumors from poorly managed announcements.

5	Use Case	Draft talking points or a script for a leader delivering difficult or sensitive news.
	Sample Prompt	<i>You are an experienced communications advisor. A [leader title] needs to deliver the following news to [audience]: [describe the situation]. Key facts that must be communicated: [list]. What the leader wants the audience to feel or understand: [describe]. Likely questions or reactions: [list]. Please draft: a 3-4 sentence opening that acknowledges the weight of the moment, the core message in plain language, responses to the 3 most likely questions, and a closing that is honest about uncertainty while conveying confidence in the path forward. Tone: human, direct, and steady.</i>
	Value	Gives leaders a structured framework for high-stakes conversations, reducing the risk of poorly chosen words in emotionally charged moments. Can be adapted for live delivery or written communication.

Digital & Social Media

6	Use Case	Generate a series of social media posts on a theme, campaign, or announcement across multiple platforms.
	Sample Prompt	<i>You are an experienced social media strategist. I need a series of [number] social posts about [topic or campaign] for [list platforms, e.g., LinkedIn, Instagram, X]. For each platform, adapt the tone and format appropriately: LinkedIn should be professional and insight-driven; Instagram should be visual and concise; X should be punchy and direct. Core message: [describe]. Key proof points or details to weave in: [list]. Include suggested hashtags for each platform. Do not make the posts sound identical — each should feel native to its platform.</i>
	Value	Produces a week or more of social content in a single session. Ensures platform-appropriate voice without requiring a separate drafting process for each channel.

7	Use Case	Write a blog post or thought leadership article on a topic relevant to your organization's mission or expertise.
	Sample Prompt	<i>You are an experienced writer and thought leader in [field or sector]. I need a [500 / 800 / 1000]-word blog post on [topic] for [describe audience, e.g., sector peers / prospective clients / general public]. The post should: open with a hook that makes the reader want to continue, present [number] key insights or arguments, use concrete examples or data to support each point, and close with a call to reflection or action. Tone: [e.g., authoritative but accessible / provocative and direct / warm and practical]. Avoid generic statements that could apply to any organization.</i>
	Value	Produces a strong first draft of content that typically takes hours to write from scratch. Thought leadership content builds credibility and audience over time.

Media & External Relations

8	Use Case	Draft a press release or media announcement that is clear, newsworthy, and formatted for journalist use.
	Sample Prompt	<i>You are an experienced public relations writer. I need to write a press release announcing [describe the news]. Key facts: [who, what, when, where, why]. Quote from [spokesperson name and title]: [provide quote or key message for the quote to convey]. Target media: [describe, e.g., local news / sector publications / national outlets]. Please format as a standard press release with: headline, dateline, opening paragraph (the most important facts first), 2-3 body paragraphs with context and quote, and a boilerplate about the organization. Include a [FOR IMMEDIATE RELEASE] or embargo note as appropriate.</i>
	Value	Produces a publication-ready draft quickly. Ensures the release follows standard journalistic conventions that increase the likelihood of pickup.

9	Use Case	Prepare talking points and anticipated questions for a media interview or public appearance.
	Sample Prompt	<i>You are an experienced media trainer. [Name / the spokesperson] is preparing for a [interview / panel / public Q&A] about [topic]. Key messages they want to convey: [list 3]. Aspects of the topic that may be sensitive or controversial: [describe]. Please prepare: 3 clear, quotable talking points, bridge phrases the spokesperson can use to return to key messages when off-topic questions arise, and responses to the 5 most likely challenging questions. Tone for responses: confident, transparent, and mission-grounded. Avoid defensive or legalistic language.</i>
	Value	Reduces spokesperson anxiety and improves message discipline in high-visibility appearances. Anticipating difficult questions in advance produces more credible and composed responses.

10	Use Case	Draft a clear, professional response to a critical or negative public comment, review, or media inquiry.
	Sample Prompt	<i>You are an experienced communications strategist specializing in reputation management. We have received [describe the criticism or inquiry: a negative review / a critical media inquiry / a social media complaint]. The substance of the criticism is: [describe]. The facts of the situation are: [provide relevant context]. Please draft a response that: acknowledges the concern without being defensive, states the facts clearly, describes any action being taken or already taken, and closes with an invitation to continue the conversation privately if appropriate. Tone: calm, professional, and empathetic. Avoid corporate-sounding language or language that escalates the situation.</i>
	Value	Prevents reputational damage from poorly handled responses. Empathetic, clear responses to criticism frequently de-escalate situations and demonstrate organizational maturity.

Important: Always review AI-generated communications for accuracy, tone, and brand alignment before publishing or distributing. Do not share confidential organizational information, unreleased news, or sensitive stakeholder details with free or unapproved AI tools. Disclose AI assistance in content where transparency is expected or required by your organization's policy.