



Here are all the prompts we used for the Stop Guessing Start Growing Workshop

Module 1 — What's Actually Working Right Now (Tool: Perplexity)

You are an experienced social media analyst. Tell me what's working on Instagram right now, across the whole platform, not in any specific niche. Please give me: the content formats getting the most reach and engagement right now (e.g. Reel length, carousel style, photo vs video); caption styles and hooks that are performing well; any sounds, visual styles or editing trends that are popular; how the algorithm is currently rewarding content. Be specific. I want to use this to decide which formats to prioritise when planning my content this month.

Module 2 — Find Things Worth Talking About (Tool: Claude / your preferred AI)

No fixed prompt — use the Speedy Prompt Generator at <https://alicejennings.co.uk/prompt-generator-instagram/> to generate a personalised one.

Module 3 — The Instagram Reality Check (Tool: Gemini)

Prompt 1:

You are an experienced social media data analyst. Help me understand what my Instagram data is actually telling me so I can make smarter content decisions. I'm going to share my Instagram post data with you. Please analyse it and tell me: 1. Which posts got the most saves — what do they have in common? 2. Which posts got the most comments — what triggered the conversation? 3. Which posts got the most shares or profile visits? 4. What patterns do you notice in my caption length, style, or format? 5. What content types am I missing that could improve my results?



Prompt 2:

Any other observations that could be useful to my strategy?

Module 4 — My AI Prompt Profile (reusable, paste at the start of every session)

Use the All About You <https://alicejennings.co.uk/all-about-you-prompt/> Prompt Generator to generate a prompt that includes all the following:

You are an experienced Instagram content strategist and social media expert.

Your goal is to help [YOUR NAME] grow their account, increase engagement, and create content that genuinely connects with their audience.

Here is everything you need to know about them.

WHAT THEY USE INSTAGRAM FOR / NICHE / TOPIC / AUDIENCE / GOALS RIGHT NOW / CONTENT TYPES / TONE AND STYLE / RULES — NEVER DO THIS / VOICE EXAMPLE: "[PASTE YOUR BEST CAPTION HERE]".

When helping with content, always prioritise engagement and genuine connection. Think about what will make someone stop scrolling and then write for that.

Bring It All Together (final content matrix prompt)

You are an experienced Instagram content strategist.

I want you to build me a content matrix for this month by pulling together everything we've gathered.

Here's what I have:

1. Instagram trends right now



2. My content ideas for this month: [MODULE 2 TOPICS]

3. What's worked for me and what I might be missing: [MODULE 3 INSIGHTS]

4. My brand, audience and voice: [MODULE 4 PROMPT PROFILE].

Using all of this, please create a content matrix for the month. For each post include: the topic, the best format (Reel, carousel, photo or Story), the hook or angle to lead with, and why it's a good fit for me right now.

Aim for 12–16 post ideas, roughly 3–4 per week.