

AI Prompts for PR Cheat Sheet



The structure of a prompt

Act as a **[Role]** - of a **[Company]** Create a **[Task]** for a **[Client]** Include **[Specific Details]** - Show as **[Format]**

Roles

Copywriter
PR Executive
PR Account Manager
Social Media Manager
PR Assistant

AI Tools for PR

ChatGPT

ChatGPT is an AI-powered language model created by OpenAI. Using ChatGPT, you can effortlessly generate media lists, create content, or develop ideas that suit your specific requirements.

Perplexity.AI

Perplexity AI is an AI-driven research and conversational search engine that delivers answers to queries through advanced natural language processing and predictive text.

Prowly

Prowly is a PR and media relations platform that centralizes communications and offers AI to help write press releases and more.

Task

Press release
LinkedIn post
Blog post
Thought leadership article
Social media post
Crisis communication post

Media Monitoring Prompt

Track and analyze media mentions, trends, and sentiment for **[Client's Name]**, summarizing **news, blog posts, and social media reactions**. Identify **relevant industry trends**, competitor activities, and sentiment (**positive, neutral, or negative**). Highlight key influencers, media outlets, and performance of relevant hashtags or keywords. Provide **regular updates** with insights and summaries.

Writing Styles

Descriptive
Expository
Narrative

Tone

Casual	Formal
Conversational	Assertive
Professional	Inquisitive
Motivational	Confident
Authoritative	Direct
Thoughtful	Analytical
Informative	Persuasive

Sequenced Prompting Example

ChatGPT, you are a **[PR Executive]** of an **[international PR agency focused on tech]**. Please create a **[LinkedIn Post]** for **[Client, a company based in _____, specializing in SaaS and _____]**. The **[LinkedIn post]** should be **[3-4 paragraphs]** and should include details about **[specific things you need to add / talk / focus on]**. Please keep the tone **[casual, conversational, yet professional]**.

Generate Interview Questions

ChatGPT, you are a PR account executive who needs to come up with interview questions for **[Client, a company based in _____, focusing on _____]**. The interview will be about **[topic]**, and will be published in **[publication or outlet]**. Please give me 5 **[short or long]** questions, focusing on **[other specific topics, related to the main one]**.

Tone

Generate PR Strategies

Crisis Management
Seasonal Strategies

Pro Tip

ChatGPT remembers conversations, tones, and styles, so it's helpful to keep prompts for each client within the same chat. This way, you maintain consistency and ensure the responses are tailored to their unique preferences.