



P R O M P T A C A D E M Y

Influencers

Prompting guide for influencers using Chirpy: captions, images, designs, image editing, AI video and video editing.

chirpy.me · Social Media Operating System

Introduction

An influencer's business runs on two assets: audience trust and consistent output. Every prompt you give Chirpy should protect the first and speed up the second.

Instead of asking Chirpy to:

"Write a post about this product."

Tell Chirpy:

- What the post is about (a story, a tutorial, a review, a collaboration, a series episode)
- Who your audience is and what they follow you for
- Whether the content is sponsored, gifted, affiliate or organic
- What real experience or verified details must appear
- Which platform the content is for
- What your voice sounds like
- What action you want your audience to take
- What must not be invented, exaggerated or changed

Chirpy's BrandKit stores your persistent creator identity so you do not repeat it in every prompt: your creator name and handle, your voice and personality, your logo or wordmark, your colours and fonts, your audience description, your content pillars, your usual platforms, your standard calls to action, and your personal rules (words you never use, topics you avoid, how you disclose partnerships). Set it up once, keep it current, and let every prompt focus on the specific post, episode, collaboration or asset in front of you.

Two rules sit above everything else in this guide. First, disclosure is not optional. If a post is paid, gifted or earns you affiliate commission, say so clearly with #ad, "Paid partnership" labels or plain wording near the top, on every platform, every time. Second, recommendations must reflect your genuine experience. Chirpy can sharpen your words, but the opinion inside them has to be yours and it has to be true. Audiences forgive an awkward caption. They do not forgive a fake endorsement.

1. Post Captions and Written Content

What to include in a caption prompt

A strong influencer caption prompt should include:

Content type + platform + audience + subject or story + real details and genuine opinion + partnership status and disclosure + tone + objective + call to action + length

Reusable formula

Create a **[content type]** for **[platform]** about **[subject, story or product]** .
My audience is **[audience description]** .
This post is **[organic, sponsored, gifted or affiliate]** ; include the disclosure " **[#ad, #gifted, affiliate note or paid-partnership wording]** " **[where it must appear]** .
Include these real details and my genuine opinion: **[facts, experience, pros and cons]** .
Focus on **[main angle or story]** .
Use my **[tone]** voice.
The goal is to **[objective]** .
End with a call to action asking followers to **[action]** .
Keep it **[length or format requirements]** and do not invent experiences, results or opinions.

WEAK PROMPT

Write a caption for my sponsored post.

IMPROVED PROMPT

Create an Instagram caption for a sponsored post from my food account The Golden Crumb, in partnership with Meadowstone Flour. My audience is home bakers who want reliable weeknight bakes. Open with #ad in the first line and note that the post uses Instagram's paid-partnership label. Tell the true story that I tested their bread flour in my sandwich loaf recipe three times before agreeing to this partnership, and share my honest observation that the dough was easier to shape but needed five extra minutes of proofing. Do not add any claims about the flour I have not stated. Use my warm, slightly nerdy baking voice. End by inviting followers to comment with the bake they would try first. Keep it under 150 words with three relevant hashtags after #ad.

Ready-to-use caption prompts

Sponsored post caption

Write a **[platform]** caption for a sponsored partnership with **[brand name]** promoting **[product or service]** . My audience is **[audience]** . Place the disclosure " **[#ad or required wording]** " in the first line, before any other hashtags, and mention that the platform's paid-partnership label will be on. Build the caption around my real experience: [what I genuinely did, liked and noticed, including any honest caveat]. Do not invent benefits, results or feelings I have not supplied. Use my **[tone]** voice, and end with the agreed call to action " **[exact CTA]** ". Keep it under **[word count]** words.

Affiliate recommendation caption

Write a **[platform]** caption recommending **[product]** with my affiliate link or code **[code]** . State clearly near the top that I earn a commission if followers buy through my link. My audience is **[audience]** . Share why I actually use this product: **[genuine reasons and how long I have used it]** , including one honest limitation so the recommendation stays balanced. Do not exaggerate or add benefits I did not supply. End by telling followers where to find the link and code, using the exact code "**[code]** ".

Personal story post

Write a **[platform]** caption telling this true story from my life as a creator: **[describe what happened, when and how it felt]** . My audience is **[audience]** and the point of the story is **[lesson, feeling or connection]** . Keep every fact as I supplied it and do not dramatise events or invent dialogue. Use my **[tone]** voice, structure it with a strong first line that stops the scroll, and end by asking followers to share **[related question about their own experience]** .

Engagement question post

Write a short **[platform]** caption designed to start conversation with my audience of **[audience]** . The topic is **[topic tied to my niche]** . Open with a specific, easy-to-answer question rather than a vague one, add one or two lines of my own answer using these real details: **[my actual take]** , and close by inviting followers to reply in the comments. Keep it under 60 words so the question stays the hero.

Content series episode caption

Write the caption for episode **[number]** of my recurring series "**[series name]**" on **[platform]** . This episode covers **[episode subject]** . My audience is **[audience]** . Open with the series name and episode number so regular viewers recognise it instantly, summarise what this episode delivers in one line, and reference **[callback to a previous episode or a preview of the next one]** to reward loyal followers. End by asking new viewers to follow so they do not miss episode **[next number]** . Note: if any episode features a paid partner, the disclosure "**[wording]**" must appear in the first line.

Tutorial caption

Write a **[platform]** caption for a tutorial teaching **[skill or process]** to **[audience]** . Break the method into **[number]** numbered steps using only the steps I supply: **[list steps]** . Keep each step under 15 words so the caption is easy to follow while watching. Mention what people need before they start: **[tools, ingredients or equipment]** . If any item is an affiliate link, disclose it plainly in the caption. End by asking followers to save the post and tag me when they try it.

Honest review caption

Write a **[platform]** caption reviewing **[product]** , which was [purchased by me, gifted by the brand or part of a paid partnership]. Disclose that status in the first line using " **[#gifted, #ad or plain wording]** ". Present my genuine verdict using only these supplied points: pros **[list]** , cons **[list]** , and who I think it suits **[audience fit]** . Do not soften the cons, remove them or add praise I did not give. Being gifted a product does not change my honest opinion, and the caption should say so. End with my overall take in one sentence: " **[my verdict]** ".

Behind-the-scenes caption

Write a **[platform]** caption showing the behind-the-scenes reality of **[what I was making, filming or preparing]** . My audience is **[audience]** . Include these true details: **[what went wrong, how long it took, what nobody sees]** . Keep the tone honest and self-aware rather than humble-bragging. The goal is connection, not promotion. End by asking followers what they assume is easy about creator life that they would like me to show honestly.

Milestone and community thank-you post

Write a **[platform]** caption marking this real milestone: [milestone, such as follower count, series anniversary or a personal first]. Use only the true numbers and dates I supply and do not inflate them. Centre the caption on my audience's role in the milestone rather than on me: reference [specific ways followers have shown up, such as comments, recreations or messages]. Use my **[tone]** voice, keep it warm without being saccharine, and end by telling followers what is coming next: **[what is next]** .

Giveaway caption

Write a **[platform]** giveaway caption run **[by me alone or in partnership with brand name]** . If a brand is involved, place the disclosure " **[#ad or required wording]** " in the first line. The prize is exactly: **[prize details]** . Entry steps are exactly: **[entry steps]** . Closing date and time: **[date and time, with timezone]** . Winner selection and notification: **[method]** . Include the line that the giveaway is not sponsored, endorsed or administered by **[platform]** , and any eligibility limits: **[regions or age limits]** . Do not alter any rule, date or prize detail.

Own-product or membership launch post

Write a **[platform]** launch caption announcing my own **[product, digital course, preset pack, membership or merch]** : **[product name]** . My audience is **[audience]** . Include only these verified details: what it is **[description]** , what it costs **[price]** , when it opens **[date and time]** , and what is inside **[contents]** . Tell the true story of why I made it: **[origin story]** . Do not invent testimonials, student results or scarcity that does not exist. End with the call to action " **[exact CTA]** ".

INFLUENCER WRITING TIPS

- Disclose first, always. #ad, #gifted or "This post is a paid partnership with **[brand]**" belongs in the first line, not buried in a hashtag block, and the platform's paid-partnership label should be switched on as well.
- Never let Chirpy invent an experience. Feed it what you actually did, felt and noticed, and instruct it to use only that.
- Keep your cons. A review with an honest limitation converts better and protects your credibility. Tell Chirpy explicitly not to remove or soften supplied criticisms.
- Write for one platform at a time. A TikTok caption, an Instagram caption and a YouTube description do different jobs.
- Anchor series posts with the series name and episode number so casual viewers become followers.
- Ask questions your audience can answer in five seconds. Specific beats profound for comment volume.
- Sponsored posts should still sound like you. Quote a brand's mandatory line exactly, and let the rest of the caption stay in your own words.

2. Image Generation

What to include in an image prompt

A strong influencer image prompt should include:

Subject + setting + composition + visual style + lighting + camera angle + mood + fit with my feed aesthetic + negative space + aspect ratio + exclusions

Reusable formula

Create a **[type of image]** showing **[subject]** in **[setting]** .

Use a **[visual style]** style with **[lighting]** .

Show the scene from **[camera angle or perspective]** .

The image should feel **[mood]** and match my feed aesthetic: **[aesthetic description or BrandKit reference]** .

Include **[important visual details]** .

Leave clear space in **[location]** for **[title, episode number or text overlay]** .

Format it as **[aspect ratio]** .

Do not include **[unwanted elements]** , and do not generate readable text.

WEAK PROMPT

Make an aesthetic image for my fitness account.

IMPROVED PROMPT

Create a photorealistic lifestyle image for my fitness account Stride & Steady. Show a pair of running shoes, a folded towel and a water bottle laid out on a wooden floor beside a window at dawn, with soft golden light and long shadows. Shoot from directly above in a clean flat-lay composition. The mood should feel calm, disciplined and hopeful, matching my sage-green and off-white feed aesthetic. Leave negative space in the top third for the text "Week 1: Show Up" to be added afterwards. Format it as 4:5 for Instagram. Do not include people, brand logos or generated text.

Ready-to-use image prompts

Series cover image

Create a cover image for my recurring content series " [series name] " about [series topic] . Show [subject] in [setting] using [visual style] with [lighting] . The composition must repeat well across episodes, with consistent framing and negative space at the [position] for the episode title and number to be added afterwards. Match my feed aesthetic: [colours and mood or BrandKit reference] . Format it as [aspect ratio] . Do not include generated text or logos.

Lifestyle scene concept image

Create a photorealistic lifestyle image representing [moment from my niche, such as a slow Sunday bake or a post-run recovery morning]. Show [subject and setting details] with [lighting] and a natural, unstaged feel. The mood should be [mood] . This is a concept image for an organic post, not a depiction of a sponsored product, so do not include any recognisable brand packaging or logos. Format it as [aspect ratio] .

Flat-lay concept image

Create a flat-lay image photographed from directly above, showing [items related to my niche, such as baking tools and scattered flour, or workout gear and a journal] arranged on [surface] . Use [lighting] with soft, realistic shadows and a composition that feels organised but human. Match my palette: [colours] . Leave space at the [position] for a short text overlay. Format it as [aspect ratio] . Do not include brand labels or readable text.

Story background set

Create a set-style background image based on [texture, gradient or pattern] in my brand colours [colours or BrandKit reference] . The design must sit comfortably behind white and dark text and behind question stickers and polls, with no focal object in the centre and low, even contrast. The mood should match my content: [mood] . Format it as 9:16 for Stories.

Seasonal content image

Create a photorealistic image for my **[season or holiday]** content featuring **[subject from my niche]** with tasteful seasonal details such as **[details]**. Keep my usual subject the hero and the seasonal styling secondary. Use **[lighting]** and keep the palette compatible with my feed aesthetic: **[colours]**. Leave negative space for a headline. Format it as **[aspect ratio]**. Do not include generated text.

Tutorial step visual

Create a clean instructional image illustrating one step of my tutorial about **[skill or process]**: the step is [describe the action or state, such as dough at the windowpane stage or correct plank alignment]. Show it clearly from **[angle]** with **[lighting]**, with no distracting background elements. This image supports teaching, so accuracy of the demonstrated position or state matters more than styling. Leave space at the **[position]** for the step number and caption. Format it as **[aspect ratio]**.

Channel or profile banner

Create a wide banner image for my **[YouTube channel, podcast page or newsletter header]** representing my content about **[niche]**. Show **[subject or scene]** in **[visual style]** with **[lighting]** and a composition that keeps the central safe area clear for my name and tagline to be added afterwards. Match my brand colours **[colours]**. Format it as 16:9. Do not include faces, logos or generated text.

Announcement teaser visual

Create an intriguing teaser image for an upcoming announcement about **[launch, collaboration or series]**. Show [symbolic subject or partial reveal, such as a covered dish or an unopened box] in **[setting]** with **[dramatic or soft lighting]**. The image should create curiosity without revealing **[what stays hidden]**. Leave negative space at the **[position]** for the date "**[date]**" to be added as exact text afterwards. Format it as **[aspect ratio]**. Do not include brand logos or generated text.

INFLUENCER IMAGE-GENERATION TIPS

- Never present a generated image as a real photo of you using a sponsor's product. Sponsored and review posts must show the genuine product experience; generated imagery is for backgrounds, covers, concepts and decoration.
- If a generated image appears in gifted or paid content, keep the disclosure on the post as usual and be ready to say the visual is AI-generated if asked. Some platforms require an AI-content label; switch it on when it applies.
- Keep one written description of your feed aesthetic in your BrandKit and reference it in every image prompt. Consistency is what makes a feed feel like a brand.
- Ask for negative space deliberately so episode titles, dates and codes can be added afterwards as exact text.
- Do not generate readable text inside images. Spelling errors in a series cover are forever.
- Build one repeatable prompt per series cover so every episode looks like family.
- Exclude logos and packaging by default. A stray recognisable brand in your imagery can look like an undisclosed partnership.

3. Posters, Carousels and Infographics

What to include in a design prompt

A strong influencer design prompt should include:

Design format + objective + platform + exact text + number of slides or sections + information hierarchy + hook + visual style + BrandKit reference + disclosure placement where relevant + call to action

Reusable carousel formula

Create a **[number]** -slide carousel for **[platform]** about **[topic]** .

My audience is **[audience]** .

Slide 1: **[hook, under 12 words]** .

Slides 2 to **[number]** : **[content sequence, one idea per slide]** .

The final slide should include the call to action " **[exact CTA]** ".

If the carousel involves a partnership or affiliate links, slide 1 must carry the disclosure " **[exact wording]** ".

Use **[visual style]** with my colours, fonts and wordmark from my BrandKit.

Keep each slide under **[word limit]** words and readable on a phone screen.

Format every slide as **[aspect ratio]** .

WEAK PROMPT

Make a carousel about my protein pancake recipe.

IMPROVED PROMPT

Create a seven-slide Instagram carousel for The Golden Crumb titled "One-Bowl Banana Bread That Actually Works." Slide 1: the title as a bold hook over a photo-style background. Slides 2 to 6: one step per slide, using exactly the steps and quantities I supply: **[paste recipe steps]**. Do not change any quantity, temperature or timing. Slide 7: invite readers to save the carousel and tag me in their bakes, with the text "Save this. Bake it Sunday. Tag @thegoldencrumb." Use my cream and burnt-orange palette, my serif headline font from my BrandKit and generous white space. Keep each slide under 25 words and format every slide as 4:5.

Ready-to-use design prompts

Tutorial carousel

Create a **[number]**-slide carousel for **[platform]** teaching **[skill or process]** to **[audience]**. Slide 1: a hook stating the result they will get: "**[exact hook]**". Each following slide covers one step, using exactly the steps I supply: **[list steps]**. Do not reorder, merge or reword any technical instruction, measurement or safety note. The final slide asks readers to save the post and **[follow-up action]**. Use my BrandKit styling, a maximum of 25 words per slide, and format as 4:5.

Honest review breakdown carousel

Create a **[number]**-slide carousel reviewing **[product]**, which was **[purchased, gifted or paid]**. Slide 1: the verdict hook and the disclosure "**#[ad, #gifted or plain wording]**" clearly visible on the slide itself, not only in the caption. Following slides: what it is, how I tested it **[real testing details]**, pros **[supplied list]**, cons **[supplied list]**, and who it suits. Keep pros and cons balanced exactly as supplied; do not trim the cons. Final slide: my one-line verdict "**[exact verdict]**" and where to ask me questions. Format as 4:5.

Media kit one-pager

Create a one-page media kit design for my creator brand **[name]**. Sections: who I am ("**[exact positioning line]**"), my audience (**[supplied demographics and interests]**), my verified statistics ([exact follower counts, average views and engagement figures with the date they were pulled]), content formats I offer (**[list]**), past collaborations I have permission to name (**[list]**), and contact details (**[exact details]**). Do not round up, estimate or invent any figure. Use my BrandKit styling with a clean, professional layout. Format as A4 portrait for PDF export.

Affiliate code poster

Create a poster for **[platform]** promoting my affiliate partnership with **[brand]**. Include this text exactly: headline "**[exact headline]**", my code "**[exact code]**", what the code gives "**[exact discount or benefit]**", the validity "**[dates or conditions]**", and the disclosure "I earn a commission when you use this code" placed clearly on the design. Use the supplied product photo as the main visual and my BrandKit fonts and colours. Keep every character of the code large and unmistakable on mobile. Format as 4:5 with a 9:16 Story version.

Series episode template design

Create a reusable episode graphic template for my series " **[series name]** ". Layout: the series wordmark at the **[position]** , a large area for the episode photo or visual, the episode number and title in my BrandKit fonts, and a consistent footer with my handle **[handle]** . Design it so only the photo, number and title change between episodes while everything else stays fixed. Format as **[aspect ratio]** . Show it filled in with placeholder episode " **[example title]** ".

Tips carousel

Create a **[number]** -slide carousel for **[platform]** titled " **[title]** " sharing **[number]** practical tips about **[topic]** for **[audience]** . One tip per slide, drawn only from these supplied tips based on my own experience: **[list tips]** . Slide 1 is the hook. The final slide invites readers to follow for the next instalment and comment their own tip. Keep each slide under 20 words, use my BrandKit styling, and format as 4:5.

Giveaway announcement graphic

Create a giveaway graphic for **[platform]** run **[by me alone or with brand name]** . If a brand is involved, place " **[#ad or required wording]** " visibly on the design. Include this text exactly: "GIVEAWAY", the prize " **[exact prize]** ", the entry steps " **[exact steps]** ", the closing date " **[exact date and time with timezone]** ", and the eligibility note " **[regions or age limits]** ". Make the entry steps the easiest element to read. Use my BrandKit styling and format as 4:5 with a 9:16 Story version.

Product comparison carousel

Create a **[number]** -slide carousel comparing **[product A]** and **[product B]** for **[audience]** . Use only the supplied information for each product: **[prices, features, my tested observations]** . Present the comparison fairly and note on slide 1 how I obtained each product: " **[purchased, gifted by brand A, affiliate relationship]** ", so readers can weigh my perspective. Do not declare a winner unless I supply one, and never bias the comparison toward a brand that pays me without saying so. Format as 4:5.

INFLUENCER DESIGN TIPS

- If a slide or poster is part of a paid or gifted partnership, the disclosure belongs on the design itself as well as in the caption. Carousels get shared as screenshots, and the disclosure must travel with them.
- Give Chirpy your affiliate codes, dates, prices and stats as exact text and instruct it to reproduce them verbatim. A wrong code costs you real money.
- Media kit numbers must be current and true. Brands check, and one inflated figure can end a collaboration pipeline.
- One idea per slide. If a tip needs a paragraph, split it into two slides.
- Design the hook slide to work alone. Most people decide whether to swipe based on slide 1 in the feed.
- Build one template per series and reuse it. Recognisable formats train your audience to stop scrolling.
- Check every design at phone size before posting. If the code, date or step text is squint-worthy, it is too small.

4. Image Editing

What to include in an editing prompt

A strong influencer editing prompt should identify:

What to preserve + what to change + where the change is needed + how it must match the original + what must not be altered, especially your appearance, products in reviews and anything a follower would treat as evidence

Reusable formula

Edit the supplied image while preserving **[protected elements]** .

Change **[specific item]** by **[requested modification]** .

The change should appear in **[location]** .

Match the original image's lighting, perspective, textures and shadows.

Keep the result photorealistic and honest to what really happened.

Do not alter [elements that must remain unchanged, such as my face and body, the product, or visible results].

WEAK PROMPT

Make this photo look better for Instagram.

IMPROVED PROMPT

Edit the supplied photo of me stretching on my balcony for Stride & Steady. Preserve my face, body shape, posture, outfit and the balcony layout exactly. Remove the drying rack in the background, the delivery box by the door and the phone charger on the floor. Reconstruct the wall and floor naturally where objects are removed. Brighten the exposure slightly to match early-morning light without changing skin tone. Do not slim, smooth or reshape my body in any way, and do not alter the yoga mat's brand-free surface.

Ready-to-use image-editing prompts

Background clean-up

Edit the supplied photo by removing [specific clutter, such as cables, laundry, packaging or dishes] from the background. Preserve me, my outfit, the main subject and the room's real layout exactly. Reconstruct hidden surfaces naturally. Keep the result photorealistic and true to the actual space; tidy it, do not redesign it.

Remove bystanders

Edit the supplied photo taken in **[public location]** by removing the identifiable people in the background. Preserve me, the setting, the lighting and the composition exactly. Reconstruct the background naturally where people are removed. Do not alter anything else in the scene.

Honest personal retouch

Retouch the supplied photo of me conservatively. Correct exposure, white balance and stray hairs, and reduce temporary blemishes only. Preserve my genuine features, skin texture, body shape and expression exactly. Do not slim my face or body, smooth skin into plastic, whiten teeth unnaturally or make me look materially different from real life. My audience should recognise the real me.

Sponsored product photo tidy

For my partnership with **[brand]**, edit the supplied photo of me with **[product]**. Preserve the product exactly, including its label text, colours and proportions, and preserve my appearance and how I am actually using it. Remove **[distracting background elements]** only. Match the original lighting and shadows. Do not modify or regenerate any part of the product or its packaging, and do not stage an interaction with the product that did not happen.

Feed-consistency colour grade

Edit the supplied photo to match my feed's colour grade: [description, such as warm highlights, muted greens, soft contrast, or BrandKit reference]. Preserve the subject, composition and all real details exactly. Apply the grade evenly and naturally, keeping skin tones believable and the product's true colours recognisable if a product appears in the shot.

Aspect-ratio extension

Extend the supplied **[current ratio]** photo into a **[target ratio]** composition for **[placement, such as Stories or a YouTube thumbnail]**. Preserve the original subject and framing emphasis. Naturally extend the background **[surface, sky or wall]** to create the extra space. Do not crop into the subject, stretch any element or distort me.

Thumbnail expression crop

Edit the supplied video still into a **[platform]** thumbnail crop. Preserve my genuine expression and appearance exactly. Crop to a tight composition on my face and the **[held object or key element]**, increase clarity and contrast for small-screen legibility, and clean up compression artefacts. Leave clear space at the **[position]** for the title text to be added afterwards. Do not exaggerate my expression or edit my features.

Before-and-after pairing

Combine the two supplied photos into one side-by-side before-and-after image with "Before" on the left and "After" on the right. Preserve both photos exactly as captured, with no editing of my body, the food, or the results shown in either frame. Add a thin divider and small labels in my BrandKit font. The comparison must show only real, unedited progress; do not enhance either side.

INFLUENCER IMAGE-EDITING TIPS

- Edit the scene, never the substance. Removing a charging cable is housekeeping; changing your body, your skin or a product's appearance is deception your audience will eventually catch.
- In sponsored and gifted content, the product is untouchable. Protect its label, colour and proportions explicitly in every editing prompt, and keep the disclosure on the post no matter how polished the image becomes.
- Keep one written retouching standard (what you allow, what you never do) in your BrandKit and reference it, so your edits stay consistent across months of content.
- Before-and-after content must be real on both sides. If either frame is enhanced, the comparison is a lie.
- Blur or remove other people's faces and personal details from public shots. Their privacy is not your content.
- When adapting formats, extend backgrounds instead of stretching. A distorted face in a thumbnail reads as carelessness.
- Save original files. If a brand or follower ever questions an image, the unedited original is your best answer.

5. AI Video Generation

What to include in a video-generation prompt

A strong influencer video prompt should include:

Purpose + platform + duration + aspect ratio + opening hook + scene sequence + subject + camera movement + visual style + lighting + pacing + music + voice-over + text handling + final frame + call to action + exclusions

Reusable formula

Create a **[duration]** **[aspect ratio]** video for **[platform]** supporting **[series, launch, tutorial or post]** .

Scene 1: [opening hook visual, strong enough to survive the first two seconds].

Scene 2: **[next visual]** .

Scene 3: **[next visual]** .

End with **[final frame]** , leaving clear space for " **[exact text or CTA]** " to be overlaid afterwards.

Use **[camera movement]** , a **[visual style]** style and **[pacing]** .

Include **[music direction]** and **[voice-over instruction]** .

The mood should match my brand: **[mood]** .

Do not include **[unwanted elements, brand logos, or generated readable text]** .

WEAK PROMPT

Make a cool intro video for my channel.

IMPROVED PROMPT

Create a 6-second 9:16 intro sting for my series "Sunday Proof" on The Golden Crumb. Scene 1: an extreme close-up of flour drifting through warm window light in slow motion. Scene 2: a ball of dough landing softly on a floured wooden bench, seen from bench level. Scene 3: a quick push-in toward a glowing oven door. Use warm, golden lighting throughout and a cosy, anticipatory mood matching my cream and burnt-orange palette. End on a soft-focus frame with clear space in the centre for the series title to be overlaid afterwards. Add gentle rising acoustic music. Do not include faces, brand logos or any generated text.

Ready-to-use video-generation prompts

Series intro sting

Create a **[duration]** **[aspect ratio]** intro sting for my recurring series " **[series name]** " about **[topic]** . Scene sequence: **[two or three short symbolic scenes from my niche]** . Use **[camera movement]** , **[lighting]** and a mood of **[mood]** consistent with my brand palette **[colours]** . End on a stable frame with clear space for the series title and episode number to be overlaid afterwards. Add **[music direction]** . Do not generate readable text or logos.

Niche b-roll set

Create a set of **[number]** short **[duration]** 9:16 b-roll clips representing my niche of **[niche]** : [list moments, such as steam rising off a fresh loaf, laces being tied at a doorstep, a journal page turning]. Use **[visual style]** , **[lighting]** and slow, natural movement so the clips cut easily under my voice-overs. Keep every clip generic and brand-free so I can reuse them across many posts. Do not include identifiable faces, logos or text.

Animated tutorial explainer

Create a **[duration]** animated **[aspect ratio]** explainer illustrating **[concept or process]** for my audience of **[audience]** in **[number]** steps. Use clean, friendly motion graphics in my brand colours **[colours]** , simple visual metaphors and an unhurried pace. Leave space in each scene for the exact step wording to be added afterwards rather than generating text. Add **[music direction]** and leave headroom for my recorded voice-over.

Trend-style hook opener

Create a **[duration]** 9:16 opening shot designed to stop the scroll for a post about **[topic]** . The hook visual: [striking moment, such as a cake collapsing in slow motion or a sunrise sprint from a dramatic low angle]. Use **[camera movement]** and **[lighting]** with immediate visual energy in the first second. End the clip on a frame I can cut away from into my real footage. Do not include text or logos; my spoken hook carries the words.

Launch teaser video

Create a **[duration]** **[aspect ratio]** teaser for the launch of my own **[product, course or membership]** : **[name]** . Scene 1: an intriguing close-up of **[detail]** without revealing everything. Scene 2: **[build-up visual]** . Scene 3: a partial reveal of **[subject]** . End with a clean dark frame with space for "Launching **[date]** " and " **[exact CTA]** " to be overlaid afterwards. Use **[visual style]** , building pace and **[music direction]** . Do not generate readable text or invent product details that differ from the real product.

Recipe or process concept video

Create a **[duration]** **[aspect ratio]** video visualising [process from my niche, such as layering a trifle or a morning mobility flow] in **[number]** fluid stages. Show each stage with **[camera movement]** and **[lighting]** , keeping movements physically believable and true to how the process really works. Use a satisfying, rhythmic pace. This is illustrative concept footage, not a claim of my own filming, and it must not depict any sponsor's product. End with space for a final text overlay.

Countdown announcement video

Create a [duration] [aspect ratio] countdown video for [event, drop or episode] happening on [date] . Scene sequence: [rising anticipation visuals from my niche] . Use building pace, [visual style] and [music direction] that swells toward the end. End on a stable frame with clear space for the exact date and " [exact CTA] " to be overlaid afterwards. Do not generate any readable date or text inside the footage.

Looping backdrop for talking-head content

Create a [duration] seamless looping background video of [subtle scene, such as slow steam, drifting light through leaves or a gentle gradient shift] in my brand colours [colours] . The motion must be slow and non-distracting so it can sit behind my talking-head recordings and quote overlays. Keep contrast low and the centre visually quiet. Format as [aspect ratio] . No text, logos or focal objects.

INFLUENCER VIDEO-GENERATION TIPS

- Never use generated video to fake a genuine experience: not you using a sponsor's product, not results, not testimonials, not places you have not been. Sponsored content must show the real thing.
- If a post mixes generated footage with real footage, use the platform's AI-generated content label where it applies, and keep partnership disclosures in place regardless of how the visuals were made.
- Keep exact wording out of generated footage. Dates, codes and CTAs go on as text overlays afterwards, where spelling is under your control.
- Brief the first two seconds hardest. On short-form platforms the hook is the video.
- Generate platform-native: 9:16 for Reels, TikTok and Shorts, 4:5 or 1:1 for feed, 16:9 for YouTube.
- Build a reusable, brand-free b-roll library so your talking-head content always has matching cutaways.
- Match pacing to your voice. A slow-living creator and a hype fitness creator should not cut at the same rhythm.

6. Video Editing

What to include in a video-editing prompt

A strong influencer video-editing prompt should include:

Source footage + target duration + platform + clips to keep + clips to remove + sequence + hook placement + pacing + captions + music + branding + disclosure handling + call to action + export formats

Reusable formula

Edit the supplied footage into a **[duration]** video for **[platform]** .
Open with **[strongest hook moment]** .
Keep **[important footage, including any spoken disclosure]** .
Remove **[unwanted footage]** .
Arrange the clips in this order: **[sequence]** .
Use **[pacing and transition style]** .
Add **[captions, music, my wordmark or overlays from my BrandKit]** .
If the video is sponsored or affiliate, keep the disclosure " **[exact wording]** " on screen at **[placement and timing]** .
End with " **[exact CTA]** " .
Export as **[aspect ratio and versions needed]** .

WEAK PROMPT

Edit my vlog into something short.

IMPROVED PROMPT

Edit the supplied 22-minute Sunday baking vlog from The Golden Crumb into a 45-second Instagram Reel. Open with the moment the loaf is pulled from the oven and crackles, as the hook. Keep the flour-cloud mishap, the shaping close-up and my honest line about the first proof failing. Remove silent kneading stretches, repeated angles and the section where my neighbour appears without having agreed to be filmed. Use warm, unhurried pacing with soft cuts, add my caption style from my BrandKit for every spoken line, and keep my genuine audio under light acoustic music. End with "Full bake, every Sunday. Follow along." Export in 9:16.

Ready-to-use video-editing prompts

Long-form to short-form set

Review the supplied **[vlog, livestream or YouTube video]** and create **[number]** short vertical clips of **[duration]** each for **[platform]** . Choose moments that each make one complete point or land one emotional beat. Give every clip its own hook in the first two seconds, accurate burned-in captions in my BrandKit style, and an end card inviting viewers to **[CTA]** . Do not cut my sentences in ways that change my meaning. If the source video contains a sponsored segment, either exclude it or keep its full disclosure intact in any clip that uses it. Export all clips in 9:16.

Talking-head tighten

Edit the supplied talking-head footage into a **[duration]** video for **[platform]** . Open with my strongest statement. Remove pauses, filler words, repeated takes and tangents without altering my meaning or splicing words into sentences I did not say. Add accurate captions, subtle punch-in cuts for rhythm and low background music. Keep my natural delivery; do not over-tighten it into a robotic pace. End with " **[exact CTA]** " .

Tutorial edit

Edit the supplied tutorial footage into a **[duration]** video teaching **[skill or process]** . Keep every step in the exact order performed and do not shorten steps in ways that hide important technique or safety detail. Add step-number captions using exactly this wording: **[step text]** . Speed up only the repetitive middle portions of steps, marking them clearly as sped up. Add **[music direction]** under my instruction audio. End with the finished result and " **[exact CTA]** ". Export in **[aspect ratio]** .

Sponsored integration edit

Edit the supplied footage into a **[duration]** video that includes my sponsored segment for **[brand]** . Keep my spoken disclosure at the start of the sponsored segment word for word, and add the on-screen text " **#[ad or Paid partnership with brand]** " visible for the full duration of that segment. Do not trim, bury or mumble-cut the disclosure, and do not move the sponsored segment to a position the brand agreement does not allow: **[placement requirement]** . Keep my honest phrasing about the product exactly as spoken. End with " **[exact CTA]** ". Export in **[aspect ratio]** .

Honest review edit

Edit the supplied review footage of **[product]** into a **[duration]** video. Preserve my verdict, my pros and my cons exactly as spoken; do not cut the criticisms or reorder statements in a way that changes my overall opinion. Open with my one-line verdict as the hook. Add captions, chapter-style labels for **[what it is, testing, pros, cons, verdict]** , and keep the on-screen note " **[purchased with my own money, gifted or paid partnership]** " visible near the start. End with where viewers can ask questions.

Vlog highlights edit

Edit the supplied **[event, trip or day-in-the-life]** footage into a **[duration]** highlight video for **[platform]** . Structure: **[opening moment]** , **[two or three key beats]** and **[closing moment]** . Keep the genuine, imperfect moments that make it feel real. Remove footage where identifiable people who did not consent to filming are prominent. Add captions for spoken lines and location labels using only the supplied names: **[list]** . End with " **[exact CTA]** ". Export in 9:16 and 16:9.

Hook-variant test set

From the supplied video, create **[number]** versions that are identical except for the opening three seconds. Version 1 opens with **[hook A]** . Version 2 opens with **[hook B]** . Version 3 opens with **[hook C]** . Keep everything after the hook, including any disclosures, captions and the CTA, exactly the same in every version. Label the exports clearly so I can compare performance. Export all versions in 9:16.

Collaboration edit

Edit the supplied footage of my collaboration with **[other creator or brand]** into a **[duration]** video. Balance screen time fairly between us as agreed: **[agreement]**. Keep both of our strongest moments and any spoken credit lines exactly as recorded. Add both handles as on-screen text: **[handles]**. If the collaboration is paid or gifted, keep the disclosure "**[exact wording]**" on screen at the start. End with the shared CTA "**[exact CTA]**". Export in the formats we agreed: **[formats]**.

Multi-platform adaptation

Adapt the supplied master video into three versions: a 9:16 version for Reels, TikTok and Shorts, a 4:5 version for feed, and a 16:9 version for YouTube. Reframe each shot so I stay well composed and no captions, disclosures or CTAs fall outside each platform's safe area. The disclosure "**[exact wording]**" must remain clearly visible in every version. Preserve the message and end card throughout.

INFLUENCER VIDEO-EDITING TIPS

- The disclosure survives every cut. Whatever gets trimmed for time, #ad text and spoken partnership disclosures never do, in any clip, cutdown or repost.
- Editing may tighten and reorder, but it must never change what you actually said or meant, especially in reviews. Splicing yourself into a stronger endorsement than you gave is fabrication.
- Always request burned-in captions. Most viewers watch on mute, and captions widen your audience.
- Keep one caption style (font, colour, position) in your BrandKit and reference it in every edit prompt for instant recognisability.
- Protect other people. Cut or blur anyone who did not agree to appear, including in public footage.
- Cut hooks from the middle of your footage, not just the start. Your best two seconds are rarely your first two seconds.
- Keep raw footage of sponsored shoots. Brands sometimes ask for proof of what was really said and shown.

Influencer Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The content objective (growth, engagement, conversion, community or monetisation)
- ✓ Your audience and what they follow you for
- ✓ The subject: the story, product, tutorial, series episode or collaboration
- ✓ The partnership status (organic, sponsored, gifted, affiliate) and the exact disclosure wording and placement

- ✓ Verified facts: real experiences, honest pros and cons, true numbers, exact codes, dates and prices
- ✓ The publishing platform
- ✓ Your tone and voice, or a BrandKit reference
- ✓ The format and aspect ratio (9:16, 4:5, 1:1 or 16:9)
- ✓ The call to action, word for word where it matters
- ✓ Any required copy, such as brand-mandated lines, reproduced exactly
- ✓ Your personal restrictions: banned words, topics you avoid, retouching limits
- ✓ What Chirpy must not invent or change: your opinions, experiences, results, statistics, your appearance, and any partner's product details

Suggested Chirpy Interface

Each Influencers template in the Prompt Academy should have:

Prompt title

Example: Sponsored Post Caption with Disclosure

Best for

Instagram, TikTok, YouTube and Facebook

Editable fields

- Content type (story, tutorial, review, series episode, collaboration)
- Platform
- Audience
- Subject or product
- Partnership status (organic, sponsored, gifted, affiliate)
- Disclosure wording and placement
- Real experience details and honest pros and cons
- Affiliate code or link note
- Tone
- Call to action
- Length or format
- Restrictions and mandatory brand wording

Actions

- Use this prompt
- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video
- Edit video

- Save to BrandKit
- Add to content calendar

Example interactive template

Write a **[platform]** caption for a **[partnership status]** post about **[subject or product]**. My audience is **[audience]**. Place the disclosure **[disclosure wording]** in the first line. Build the caption around my real experience: **[genuine details, including one honest caveat]**. Use my **[tone]** voice, end with the call to action **[call to action]**, and keep it under **[word count]** words. Do not invent experiences, results or opinions.