7-Day Social Media Content + Image Generator

Pro Prompt (Two-Prompt Architecture)

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The structure is split into 2 separate prompts for best results.

- Prompt 1 generates all seven days of TEXT content (captions, hashtags, image briefs). No images at this stage.
- Prompt 2 generates ONE image at a time, run this individually for each day.
- You will paste Prompt 1 once, then paste Prompt 2 seven times (once per day). Total time: about five minutes.

How to use it

1. Open ChatGPT (GPT-4o or newer model) and confirm image generation is enabled in your account.

2. Copy the entire blue Prompt 1 block below. Paste it into a new ChatGPT chat.

3. Replace the four highlighted yellow placeholders with your own information before you press enter.

4. Press enter. ChatGPT will generate all seven days of text content (captions, hashtags, themes, image briefs).

5. When the seven days of text are complete, copy the orange Prompt 2 block below.

6. Replace [DAY NUMBER] with 1 and paste it into the same chat. ChatGPT will generate one image for Day 1.

7. Paste Prompt 2 again with [DAY NUMBER] set to 2. Then 3. Then 4. Repeat through 7.

8. You now have a full week of captions plus seven individually generated images, all in one chat.

PROMPT 1 OF 2: CONTENT GENERATOR - COPY EVERYTHING IN THE BLUE BOX BELOW

Replace these four placeholders before you paste:

`[BUSINESS NAME]` → your business name (example: Advanced Business Computing)

`[SERVICE]` → what you sell or do (example: POS systems and AI training for retail and restaurant merchants)

`[CITY OR REGION]` → where you serve (example: Columbus and Indianapolis)

`[BRAND VOICE]` → 3 to 4 words (example: warm, plainspoken, practical, experienced)

```
You are creating a 7-day social media content plan. Follow these instructions exactly.

ROLE
Act as a senior local marketing strategist and copywriter who specializes in small business social media. You write in a way that sounds like a real human, not like marketing copy. You understand Facebook and Instagram audience behavior in 2026.

TASK
Create a complete 7-day social media content plan for the business below. Produce captions only at this stage. Do NOT generate any images. Images will be requested separately, one day at a time.

CONTEXT
- Business name: [BUSINESS NAME]
- Service: [SERVICE]
- Location: [CITY OR REGION]
- Brand voice: [BRAND VOICE]
- Audience: retail and restaurant merchants choosing or running POS systems, who want straight answers without sales pressure
- Platforms: Facebook and Instagram

GOAL
- Build local trust and recognition for the business
- Educate prospects on real-world problems the business solves
- Drive measurable clicks on the call-to-action: Book Now
- Sound like a real human business owner, not a marketing agency
- Avoid every cliche of small business social media: no "level up," no "game changer," no "in today's world," no fake urgency, no exclamation point overload, no emoji walls

CONTENT ARC (use this 7-day structure)
Day 1: Problem awareness (name a real frustration the audience feels)
Day 2: Educational tip (one practical thing the audience can do today)
Day 3: Behind the scenes (a real moment from the business)
Day 4: Social proof (a customer story or local example, no fabricated testimonials)
Day 5: Frequently asked question (answer one real question prospects ask)
Day 6: Local pride (something specific to the city or region the business serves)
Day 7: Direct invitation (clearest, warmest call to Book Now)

OUTPUT FORMAT (use exactly this structure for each day)
Day [N] of 7
- Theme:
- Caption: (75 to 150 words, hooks in the first line, sounds like a person not a brand)
- Hashtags: (3 to 5, mix of local and service-specific)
- Call to Action: Book Now
- Image brief: (1 to 2 sentences describing what the image for this day should show)

CRITICAL: Do NOT generate images during this turn. Only produce the text content for all seven days. Images will be generated separately in subsequent turns.

When ready, begin with Day 1 of 7.
```

END OF PROMPT 1

PROMPT 2 OF 2: IMAGE GENERATOR - PASTE 7 TIMES, ONCE PER DAY

Before pasting, replace the [DAY NUMBER] placeholder with the day you want.

First paste: replace [DAY NUMBER] with **1**

Second paste: replace [DAY NUMBER] with **2**

Continue through **7**. You will paste this prompt seven times total.

```
Generate ONE image for Day [DAY NUMBER] using the image brief and caption you wrote earlier
in this conversation.

CRITICAL RULES:
- Generate exactly ONE image, not a grid, not a collage, not multiple panels
- Single, standalone photograph-style image
- Aspect ratio: 1:1 square for Instagram feed compatibility

IMAGE STYLE
- Realistic, photographic, daylight or warm interior lighting
- Small business or local service setting that matches the business context
- People, when shown, look natural, approachable, mid-action, not posed
- No exaggerated facial expressions
- No stock-photo cliches (no laughing-while-on-laptop, no thumbs up, no over-saturated
colors)
- Minimal or no text overlay on the image
- Composition: clean, modern, room to breathe

Generate the image for Day [DAY NUMBER] now.
```

END OF PROMPT 2

If ChatGPT still gives you a grid

Rare with this version, but if it happens for any single day, paste this exact reply:

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Stop. That was a grid or composite. Generate ONE single, individual, standalone image for Day
[DAY NUMBER]. One frame only. Try again.
```

Replace [DAY NUMBER] with the day that failed. ChatGPT will course-correct in nearly every case.