JP MARKETING

PROMPT PACK

AI Prompts for Social Media Content

Copy-and-paste prompts for counselors & therapists

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What this pack does

These prompts help you plan and write a month of social posts, video scripts, and replies for your counseling practice in about an hour.

Words to know

Word	What it means
Prompt	The instructions you type into an AI tool.
[Blank]	A spot you fill in with your real info.
Chat	One conversation with the AI. It remembers what you said earlier in the same chat.
Tone	How the writing sounds: friendly, serious, fun.

How to use these prompts

1. Open ChatGPT, Claude, or Gemini (free plans work).
2. Paste your business info block first (Step 1).
3. Copy a prompt. Swap the **[BLANKS]** for your real info.
4. Read what it gives you. **Fix anything that's wrong.** AI makes mistakes.
5. Ask it to change things: "shorter," "simpler words," "more friendly," "add a local example."

> **Important:** AI doesn't know your real prices, reviews, licenses, or results. Never let it make those up. Give it the real facts, or leave those spots blank and fill them in yourself.

Step 1: Fill in your business info

Every prompt below uses these blanks. Fill them in once, then copy them into each prompt.

Blank	What it means	Example (Counselors & Therapists)
[BUSINESS]	Your business name	Calm Path Counseling
[CITY]	Your main city	Plano, TX
[AREAS]	Nearby areas you serve	Frisco, Allen, Richardson, McKinney (plus online across Texas)
[SERVICES]	Your services	anxiety therapy, couples counseling, teen counseling, EMDR, grief counseling, online therapy
[AUDIENCE]	Who you help	stressed adults, couples, and parents of teens
[USP]	Why people pick you	evening hours, free 15-min consult, Gottman and EMDR trained, superbills
[TONE]	How you want to sound	warm, calm, plain words, no clinical jargon

Pro move: Paste this "business info" block at the top of your AI chat before you use any prompt. Then the AI remembers it for the whole chat.

```
MY BUSINESS INFO
BUSINESS: Calm Path Counseling
CITY: Plano, TX
AREAS: Frisco, Allen, Richardson, McKinney (plus online across Texas)
SERVICES: anxiety therapy, couples counseling, teen counseling, EMDR, grief
counseling, online therapy
AUDIENCE: stressed adults, couples, and parents of teens
USP: evening hours, free 15-min consult, Gottman and EMDR trained,
superbills
TONE: warm, calm, plain words, no clinical jargon
Industry: Counselors & Therapists
Rules: Never post about clients, even with names removed. Don't promise
results. Add crisis info (988) on posts about suicide or self-harm. Don't
give individual advice in comments.
```

The prompts

Prompt 1: Make a 30-day content plan

Never wonder what to post again.

```
Make a 30-day social media plan for [BUSINESS], a counseling practice in
[CITY].
Use these content buckets: Helpful tips, Meet the therapists, Myth busting,
Community, Behind the scenes.
For each day give: format (reel, photo, carousel, story), the idea, a hook
(first line), and a call to action.
Rules: Never post about clients, even with names removed. Don't promise
results. Add crisis info (988) on posts about suicide or self-harm. Don't
give individual advice in comments.
Put it in a table.
```

Prompt 2: Write captions

Turn ideas into posts.

```
Write 10 social media captions for [BUSINESS] about: [TOPICS].
Each caption: a strong first line, 2 to 4 short sentences, one call to
action, and 3 to 5 hashtags (mix local and topic tags).
Tone: [TONE]. No emojis overload (2 max).
```

Prompt 3: Write short video scripts

Short videos get the most reach.

```
Write 5 short video scripts (20 to 40 seconds) for [BUSINESS], a counseling practice in [CITY].
Topics: [TOPICS] (or pick the questions clients ask most).
For each: hook (first 2 seconds), what to say (in simple talking words), what to show on screen, on-screen text, and the ending call to action.
Make them easy to film on a phone with no editing skills.
```

Prompt 4: Myth-busting series

Myths are great for engagement.

```
List 10 common myths people believe about therapists or [SERVICE].
For each: the myth, the truth in 1 to 2 sentences, and a carousel layout (5 slides).
Keep it friendly, not preachy.
```

Prompt 5: Team spotlight posts

People trust people.

```
Write a team spotlight post for [NAME], [ROLE] at [BUSINESS].
Facts: [PASTE: years, training, what they love, fun facts].
Write: 1 Instagram caption, 1 Facebook post, and a 30-second video script where they introduce themselves.
```

Prompt 6: Turn reviews into posts

Social proof that's easy to make.

```
Here are 5 real reviews: [PASTE].
Turn each into a short social post that thanks the reviewer (first name only, if they're OK with it), pulls out the best line, and ends with a soft call to action.
Follow these rules: Never post about clients, even with names removed. Don't promise results. Add crisis info (988) on posts about suicide or self-harm. Don't give individual advice in comments.
```

Prompt 7: Seasonal and local ideas

Stay timely.

```
Give me 20 social post ideas for a counseling practice in [CITY] for
[MONTH], tied to local events, weather, school calendars, and holidays.
Add a hook for each.
```

Prompt 8: Reply to comments and DMs

Fast, kind replies win.

```
Write friendly reply templates for [BUSINESS] for these situations: someone
asks about price, someone asks if we have openings, someone leaves a happy
comment, someone leaves an angry comment, someone asks a personal question
about their situation in public.
Keep replies short. Move private stuff to DMs or a phone call. Follow
privacy rules for counseling practices.
```

Check before you use it

- [ ] Every fact is true (prices, hours, licenses, years, results)
- [ ] No made-up reviews, stats, or awards
- [ ] Sounds like us (read it out loud)
- [ ] Simple words, short sentences
- [ ] Our city and service areas are right
- [ ] Clear next step for the reader
- [ ] Photo/video permission for anyone shown
- [ ] No private info in posts or replies
- [ ] HIPAA: never post or reply with client info.
- [ ] Many ethics codes (ACA, AAMFT, NASW) limit asking current clients for testimonials. Check yours.

How to tell if the AI did a good job

Good answer	Bad answer
Short sentences, plain words	Big fancy words
Uses YOUR facts	Makes up prices, reviews, or awards
Sounds like a real person	Sounds like an ad robot
Answers the question first	Long intro before the point
Mentions your city naturally	Says the city 20 times

How to fix a bad answer

Just reply to the AI with one of these:

- "Make it simpler. Use words a 10-year-old knows."
- "Shorter. Cut it in half."
- "Sound more like a friendly local business, less like a robot."
- "You made up [thing]. Remove anything I didn't give you."
- "Add a local example from [CITY]."
- "Start with the answer, then explain."
- "Give me 3 different versions so I can pick."

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.