

Prompt content Calender

You are a social media strategist for a creative branding agency called Auralis Studio.

Auralis Studio works with sustainable lifestyle brands and wants to plan one month of content for its own social channels.

The goal is to attract founders, marketers, and creatives who care about brand storytelling and sustainability.

Create a 4-week content calendar for Instagram and LinkedIn.

Frequency: 3 posts per week (12 total).

Include a balanced mix of educational, inspirational, and behind-the-scenes content.

Output as a table with the following columns:

Week | Post Type | Theme | Caption Idea | Format

Tone: warm, professional, and creative.

Language: English.

Do not include hashtags or emojis.

Avoid making up specific campaign dates or analytics numbers.

At the end, add one short weekly insight on how AI can support creativity.

 ****Hallucination Guardrails:****

- Use only the details provided.
- Do not invent event names, dates, or statistics.
- Keep all ideas realistic for a small creative agency.

After writing the first version, do the following follow-up tasks in the same conversation:

1. Generate one alternative version that focuses more on storytelling tips rather than agency promotion.
2. Add one short “Key takeaway” line per week (max. 10 words each).

<https://mistral.ai/>

Week	Post Type	Theme	Caption Idea	Format
1	Educational	Storytelling for Sustainable Brands	"Why your brand story matters more than your product. Discover how to craft a narrative that resonates with conscious consumers."	Carousel (3 slides)
1	Inspirational	Sustainable Brand Spotlight	"Meet [Brand Name], a leader in sustainable innovation. Their story reminds us that purpose drives progress."	Image + Quote
1	Behind-the-Scenes	Agency Culture	"A peek into our creative process: how we turn brand values into visual stories that stand out."	Short Video (15-30s)
2	Educational	Visual Storytelling	"The power of visuals in storytelling. Learn how to use imagery to amplify your brand's mission and message."	Infographic
2	Inspirational	Founder Stories	"Founders who inspire: how [Founder Name] built a brand rooted in transparency and trust."	Portrait + Testimonial
2	Behind-the-Scenes	Project Breakdown	"From brief to final design: a behind-the-scenes look at our latest project for [Client Name]."	Photo Collage
3	Educational	Sustainable Marketing	"Marketing with impact: strategies to promote your brand without compromising your values."	Blog Post Preview
3	Inspirational	Creative Process	"Creativity is a journey. Here's how we find inspiration in unexpected places."	Reel (30s)
3	Behind-the-Scenes	Team Spotlight	"Meet [Team Member], our lead designer. Discover what drives their passion for sustainable branding."	Q&A Post
4	Educational	Brand Authenticity	"Authenticity isn't a trend. Here's how to build a brand that stays true to its core values."	Carousel (3 slides)
4	Inspirational	Client Success Story	"How [Client Name] transformed their brand narrative and connected with a community that cares."	Case Study Preview
4	Behind-the-Scenes	Studio Tour	"Step inside our studio: where creativity meets sustainability."	Virtual Tour (Video)

- Week 1: Use AI tools to generate mood boards and color palettes that align with your brand's sustainability values.
- Week 2: Leverage AI-powered copywriting assistants to refine your brand's storytelling voice.
- Week 3: Experiment with AI-driven design tools to create unique, on-brand visuals quickly.
- Week 4: Use AI analytics to track which stories resonate most with your audience, and why.

Week	Post Type	Theme	Caption Idea	Format
1	Educational	Core Brand Story Elements	"Every great brand story has three elements: purpose, people, and progress. Here's how to find yours."	Carousel (3 slides)
1	Inspirational	Storytelling in Action	"How [Brand Name] used storytelling to turn values into a movement. What can you learn from their approach?"	Image + Quote
1	Behind-the-Scenes	Storytelling Workshops	"Behind the scenes: our favorite exercises to help brands uncover their unique story."	Short Video (15-30s)
2	Educational	Visual Storytelling Tips	"Images speak louder than words. Three ways to use visuals to tell your brand's story more effectively."	Infographic
2	Inspirational	Founder Storytelling	"Why the best founders are also the best storytellers. Tips from [Founder Name] on crafting a compelling narrative."	Portrait + Testimonial
2	Behind-the-Scenes	Storytelling Tools	"The tools we use to help brands find and refine their story. Which one will you try first?"	Photo Collage
3	Educational	Storytelling for Impact	"How to tell stories that inspire action, not just attention. The science behind storytelling that sticks."	Blog Post Preview
3	Inspirational	Unexpected Story Sources	"Inspiration is everywhere. Here's where we look for fresh storytelling ideas."	Reel (30s)
3	Behind-the-Scenes	Storytelling Challenges	"The most common storytelling mistakes—and how to avoid them. Lessons from our recent projects."	Q&A Post
4	Educational	Authentic Storytelling	"Authenticity can't be faked. How to ensure your brand story is genuine, relatable, and true to your mission."	Carousel (3 slides)
4	Inspirational	Storytelling Success Stories	"How [Brand Name] used storytelling to build a loyal community. Key takeaways for your own brand."	Case Study Preview
4	Behind-the-Scenes	Storytelling in Practice	"Watch how we transform a brand's values into a story that resonates."	Virtual Tour (Video)

Content Calendar for Auralis Studio

Week	Post Type	Theme	Caption Idea	Format
1	Educational	Sustainable Branding	"How sustainable is your brand's story?"	LinkedIn article
1	Behind-the-Scenes	Studio Life	"A sneak peek into our design process"	Instagram photo series
1	Inspirational	Impact Through Design	"Designing for a greener tomorrow"	Instagram quote graphic
2	Educational	Brand Storytelling	"The power of storytelling in sustainable branding"	LinkedIn video
2	Behind-the-Scenes	Team Member Spotlight	"Meet our lead designer, [Name]"	Instagram interview
2	Inspirational	Sustainable Lifestyle Tips	"5 ways to live more sustainably in the workplace"	Instagram infographic
3	Educational	Sustainable Marketing	"The benefits of greenwashing-free marketing"	LinkedIn article
3	Behind-the-Scenes	Project Showcase	"Our latest project: [Project Name]"	Instagram video
3	Inspirational	Client Success Story	"[Client Name]'s journey to sustainability"	LinkedIn case study
4	Educational	Creative Process	"How to brainstorm sustainable ideas"	Instagram Reel
4	Behind-the-Scenes	Agency Culture	"What we're reading at Auralis Studio"	LinkedIn post
4	Inspirational	Sustainability in Action	"Small actions today, a greener tomorrow"	Instagram photo

- Week 1: AI can support creativity by analyzing brand tone and language patterns.
- Week 2: AI-powered tools can help identify sustainable brand opportunities.
- Week 3: AI-driven analytics can measure the impact of sustainable marketing campaigns.
- Week 4: AI-assisted brainstorming can generate innovative sustainable ideas.

Alternative Version: Storytelling Tips

Week	Post Type	Theme	Caption Idea	Format
1	Educational	Story Structure	"Crafting compelling brand stories"	LinkedIn article
1	Tips	Show, Don't Tell	"Visual storytelling 101"	Instagram Reel
1	Inspirational	Brand Story Examples	"Stories that inspire us"	Instagram photo series
2	Educational	Emotional Connection	"How to create emotional connections through storytelling"	LinkedIn video
2	Tips	Authenticity in Storytelling	"The importance of authenticity in brand stories"	Instagram quote graphic
2	Inspirational	User-Generated Content	"Let your customers tell the story"	Instagram photo showcase
3	Educational	Storytelling in Marketing	"The role of storytelling in marketing"	LinkedIn article
3	Tips	Storytelling for Social Media	"Telling stories that drive engagement"	Instagram infographic
3	Inspirational	Storytelling in Action	"Brands that tell stories that matter"	LinkedIn case study
4	Educational	Measuring Storytelling Success	"How to measure the impact of your brand story"	Instagram Reel
4	Tips	Consistent Brand Voice	"The importance of consistency in brand storytelling"	LinkedIn post
4	Inspirational	The Power of Storytelling	"Why storytelling matters in branding"	Instagram photo

- Week 1: Craft compelling brand stories with strong structure.
- Week 2: Create emotional connections through authentic storytelling.
- Week 3: Storytelling drives marketing success.
- Week 4: Measure storytelling impact with analytics.