

ChatGPT Quick Guide – Cosmopolitan International

What You Can Use It For

- Recruitment messaging
- Social media posts
- Event promotion
- Member engagement ideas
- Emails & newsletters

The CLEAR Prompt Method

C – Context (What's the situation?)

L – Limit (Length, tone, format)

E – Expectation (What you want)

A – Audience (Who it's for)

R – Role (Who ChatGPT should act as)

Prompt Template

Act as a [role]. Create a [output] for [audience] about [topic]. Keep it [tone/length]. Include [details].

Examples

Recruitment Post: Write an upbeat social media post targeting young professionals to join a volunteer service club focused on community impact.

Event Promotion: Create a short promotional blurb for a retro-themed car event fundraiser for families and young adults.

Engagement Ideas: List 10 ways to engage members under 40 in a volunteer organization.

Best Practices

- Be specific
- Ask for revisions
- Keep refining
- Review accuracy
- Avoid sensitive data

Pro Tip

Treat ChatGPT like a junior marketing assistant—guide it, refine it, and polish the result.