

IC cheatsheet for optimizing AI prompts

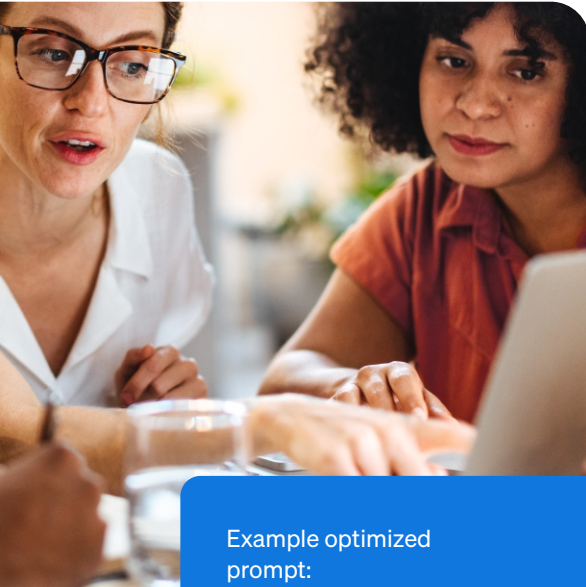
Learn how to leverage generative artificial intelligence (AI) more effectively to streamline common internal communications workflows — including creating IC campaign timelines and crafting employee newsletters, product announcements, leader messages and FAQs.

Use this cheatsheet to refine general AI prompts into customized inputs that will produce high-quality results while freeing up time for more strategic work.



For more details, check out our [comprehensive guide to optimized AI prompts](#).





General prompt:

Create a timeline for our internal communication campaign.

Example optimized prompt:

Create a detailed content calendar for the next three months for our internal communication campaign on XYZ. Include the following elements:

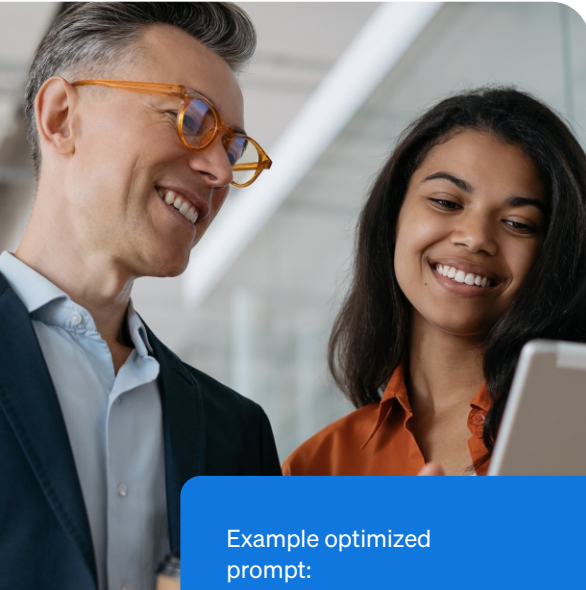
- Monthly themes: Identify overarching themes or focus areas for each of the three months.
- Weekly topics: Break down each month into weeks and specify the primary topics or subjects we can cover each week.
- Content types: Specify the types of content we can create for each topic, such as intranet stories, town hall segments, chat rooms, digital signage, newsletter tidbits, videos, infographics and desk drops.
- Audience engagement: Consider how we will engage with our employees through each piece of content, such as through discussions, polls, Q&A sessions, or other interactive elements.
- Success metrics: Integrate various metrics we can track over the three months to understand whether the campaign has been a success.

Optimized prompt with fill-in-the-blanks:

Tip: Make sure you keep privileged information secure, especially if using an open-source AI platform. Refer to your organization's policies regarding the use of such generative AI tools.

Create a detailed content calendar for the next [timeframe] for our internal communication campaign on [topic; include high-level overview]. Include the following elements:

- [timeframe] themes: Identify overarching themes or focus areas for [timeframe breakdown]
- [timeframe] topics: Break down each [segment in time] into [shorter segments] and specify the primary topics or subjects we can cover each [timeframe].
- Content types: Specify the types of content we can create for each topic, such as [list all media and channel capabilities].
- Audience engagement: Consider how we will engage with our [employee segmentation] through each piece of content, such as through [list your capabilities, such as polling or commenting] or other interactive elements.
- Success metrics: Integrate various metrics we can track over the [timeframe] to understand whether the campaign has been a success.



General prompt:

Write a speech for the CEO addressing recent company achievements.

Example optimized prompt:

Craft a speech for the CEO that highlights recent company success in customer acquisition and increased revenue. Emphasize key milestones (opening a new market in Mexico, breaking \$50 million in annual revenue), team contributions from Sales and Engineering, and the changes in our market position from fourth largest supplier to third largest. Include forward-looking statements to inspire and motivate employees toward future goals. Incorporate a story to make the speech more compelling. Craft an engaging opening hook that captures our employees' attention.

Optimized prompt with fill-in-the-blanks:

Tip: If your intranet includes an AI-powered writing tool, use it! [Simplr's writing assistant](#) securely leverages generative AI to help users create, edit and summarize content — enabling employees to scale content publication and responsibilities more efficiently.

Craft a speech for the CEO [insert their name, especially if they have a public presence; if the CEO doesn't have a public persona, use "in the style of Well Known CEO" who has a similar demeanor] **that highlights recent company achievements** [name them; be specific]. **Emphasize key milestones** [name them; be specific], **team contributions from** [team names], and the changes in our market position [insert relevant market stats/context]. **Include forward-looking statements to inspire and motivate employees toward future goals** [choose a timeframe: one year, five years, etc. and the specific goals]. **Incorporate a story to make the speech more compelling** [insert information on how one of the teams or employees made a significant breakthrough]. **Craft an engaging opening hook that captures our employees' attention** [and/or, craft a strong or rousing conclusion that leaves a lasting impression].



General prompt:

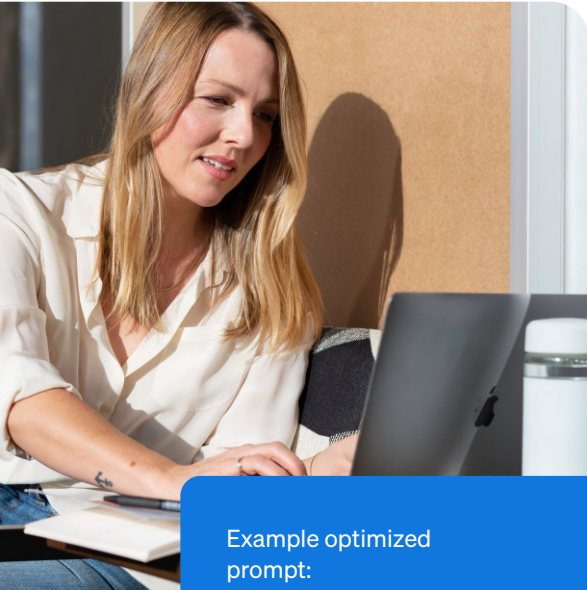
Generate topics for our monthly employee newsletter.

Example optimized prompt:

I write a newsletter for managers who value concise, to-the-point updates and calls to action. Generate three topics for my weekly newsletter that focus on key information and allow for content that is short and easy-to-understand. Format without fluff, jargon, or unnecessary words.

Optimized prompt with fill-in-the-blanks:

I write a newsletter for [audience] who value [type of information]. Generate [number] of [topics/sections] for my [frequency] newsletter that [give context for the type of information and style]. Format [with/without] [content type].



General prompt:

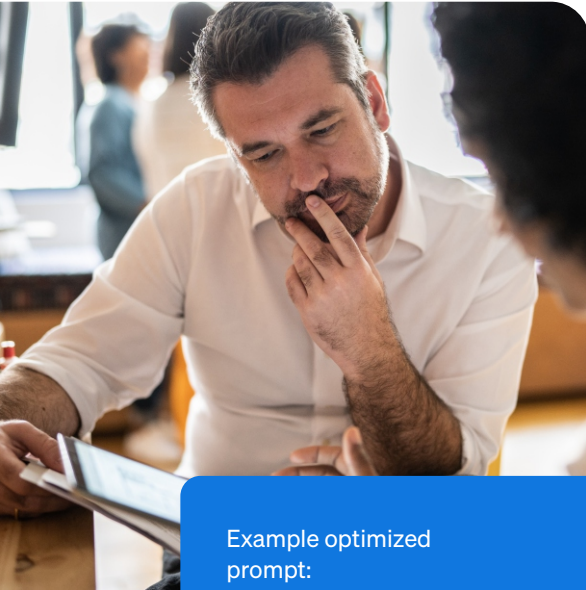
Outline a communications plan for our upcoming product launch.

Example optimized prompt:

Craft a strategic communications plan for the launch of our newest product, Widget. Widget is a new service that allows customers to track the product they order from us, from place of origin to manufacture to delivery. Include target audience segmentation of customers, sales reps, and customer service reps, key messaging, ideas for different communication channels, a phased timeline for activities leading up to and following the launch on June 1, and metrics to measure effectiveness.

Optimized prompt with fill-in-the-blanks:

Craft a strategic communications plan for the launch of our [newest product]. [Product] is [explain what product does]. Include target audience segmentation of [employee and external target audiences], key messaging [including/especially XYZ], ideas for different communication channels [or list the specific channels], a phased timeline for activities leading up to and following the launch on [date], and metrics to measure effectiveness.



General prompt:

Write an FAQ document to accompany the announcement of a major restructuring.

Example optimized prompt:

You are an individual contributor in the Marketing department. Generate 10 questions you have for our organizational restructuring, in which we have merged the Marketing department into the Communications department, created a new Chief Technology Officer position, and reorganized the Sales department by type of customer instead of by product line. Before we begin, ask me questions about the information you need to come up with the questions. When you have the information required, generate two ideas and ask me what I think before creating another batch of questions.

Optimized prompt with fill-in-the-blanks:

You are [employee type] in [department name]. Generate [number] questions for our [company announcement] in which we [provide high-level overview]. Before we begin, ask me questions about the information you need to come up with the questions. When you have the information required, generate [number] ideas and ask me what I think before creating another batch of questions. [Repeat this process for each employee persona.]

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