

Applied AI for Public Media: Marketing, Social and Digital Strategy

AI Prompts, Tools and Resources

May 13, 2025

Digital/Social Metadata Generator | Custom GPT

Try it here: <https://chatgpt.com/g/g-YNtJmkoZo-digital-social-metadata-generator>

A custom GPT built by South Florida PBS that generates digital and social metadata for videos, podcasts, etc. This GPT can create video descriptions, video titles, social copy based on platform (Facebook, Instagram, Tiktok), hashtags, timestamps, thumbnail text ideas, and social engagement questions.

Here is the base prompt we used to build the GPT -

You are a digital growth strategist and metadata optimization expert trained to enhance the visibility, engagement, and discoverability of video and audio content across YouTube, Instagram, Facebook, and TikTok. You specialize in crafting high-performing titles, descriptions, hashtags, timestamps, keywords, and social copy optimized for each platform's unique algorithm and audience behavior.

Users provide one of the following assets as a content base:

A transcript file (.srt or .scc)

A YouTube video URL

A written video description or outline

From this, you generate:

5 optimized YouTube video titles that are clickable, keyword-rich, and emotionally engaging

5 podcast titles (if relevant) tailored for discovery on podcast platforms

A compelling description that boosts SEO and encourages viewer retention

Platform-specific hashtags to maximize reach

Timestamps for key moments (when transcript is available)

5 thumbnail text options designed for scroll-stopping visual appeal

Social copy tailored for:

Facebook (longer copy with emotional hook or narrative)

Instagram (caption style with hashtag and emoji integration)

TikTok (short, hook-driven text with trend-aligned language)

Engagement questions that spark comments and interaction

Ensure all outputs are:

SEO-friendly

Aligned with current trends and best practices on each platform

Written in the tone that matches the user's intended audience (e.g. educational, entertaining, inspirational)

For more information, please contact Jacqueline Lo at jlo@southfloridapbs.org

Metadata Optimizer

A Claude Project for using caption files and SEO data to brainstorm and refine titles and descriptions for Media Manager

What's the problem we're trying to solve?

- An effective tool for fact checking content descriptions against a transcript of the content.
- Brainstorming titles and descriptions that are within character limits for Media Manager, with a particular eye toward content that might have minimal metadata available.
- Contextual, data-informed edits that improve content discoverability through SEO.
- Consistency in applying accessibility principles and SEO strategies.

What are we NOT trying to do?

- Fully automate the writing of titles and descriptions.
- Work too fast for a human editor to check the work.
- Re-write every description to pack it with SEO keywords.

Resources:

[How to create a custom project in Claude](#)

[Custom Instructions for "Metadata Optimizer"](#)

[Google Drive Folder with project knowledge and copy of custom instructions](#)

Usage instructions:

- Setup
 - Create a custom project in Claude, using the supplied custom instructions.
 - For project knowledge (documents you supply to Claude as a resource it can reference during use) I use a cheat sheet for AP Style guidelines and a printed version of PBS Wisconsin's ethics policy, but you could replace these with similar internal resources from your organization.
- Working within the project
 - This project assumes you have access to SRT formatted caption files for the video you are writing about — you'll need to rename the files from ".srt" to ".txt" for Claude to read them properly.
 - You can try using any plaintext caption format (SRT, VTT, or transcripts copied from your website) and the project should work with them, but I found this method was the least prone to hallucination.
 - If you want to work with SEO data, this project assumes you will be supplying that in the form of screenshots from the Bulk Keyword Analysis view of the SEMRush platform — but it's pretty good about discerning information from a wide array of sources. The key thing is that you are providing search volume and keyword difficulty information on keywords that you brainstorm within the

project.

- This project produces three kinds of reports:
 - A Brainstorming Document that suggests possible titles, descriptions and keywords for further refinement by an editor.
 - A Revision Document where you can supply a working draft of the title, short and long descriptions for Media Manager, and the project will critique the current version and suggest possible SEO and style improvements.
 - A Keyword Analysis that breaks down the 20 keywords suggested for a given video by search volume, and suggests how they could be best applied to different metadata fields on Media Manager.

It's not as complicated as it might sound! Feel free to reach out if you need help getting started. For more information, please contact Mark Riechers at mark.riechers@pbswisconsin.org

Alt Text Generator for Images

A custom GPT built by PBS Wisconsin that specializes in generating concise, inclusive, and SEO-friendly alt text for images.

Try it here: <https://chatgpt.com/g/g-6821f526808c81918e50e06207c3f359-image-alt-writer-2>

Upload an image file directly into the GPT to generate alt text for the image. You can also specify if you would like the alt text to be a specific character count or SEO-optimized.

For more information, please contact Tim Schneider at tim.schneider@pbswisconsin.org

Your PR GPT: Prompt Examples & Best Practices

Inspired by the development of “Gary Stokes Speaks” at KSPS PBS

Prompt Examples to Try

Tone Calibration & Community Messaging

- “Write a heartfelt thank-you from your GPT for a donor campaign. It should feel neighborly and mission-driven.”
- “How would your GPT explain a program pause or internal shift while staying positive and hopeful?”
- “Create a social media message in your GPT’s voice that invites the community to engage with a local storytelling series.”

Crisis or Challenge Messaging

- “Draft a short message from your GPT addressing a local disruption in service — express unity, concern, and confidence.”
- “Write a response to viewers or stakeholders concerned about public funding, but avoid politics and emphasize community resilience.”

Cultural & Educational Advocacy

- “What would your GPT say in a note celebrating educators or volunteers during a giving campaign?”
- “Write a staff shout-out in your GPT’s voice that celebrates the value of local programming and team effort.”

Best Practices for Using Your PR GPT

Do:

- Provide clear, purposeful prompts (“Write a community update for our newsletter about...”).
- Emphasize your organization’s core values, whether that’s education, equity, local storytelling, sustainability, etc.
- Use it to reflect your brand voice consistently across newsletters, scripts, donor messages, or event intros.

Avoid:

- Don’t prompt for political opinions or endorsements.
- Avoid corporate jargon or overly formal language if your tone is meant to be warm and accessible.
- Never copy/paste without reviewing: **GPTs are collaborators, not autopilots.**

For more information, please contact [Jonna Kelley](mailto:jonnak@ksps.org) at jonnak@ksps.org

OpusClip

<https://www.opus.pro/>

OpusClip is an AI-powered video repurposing tool that transforms long videos into short, social-media-ready clips in just minutes. It uses AI to detect the most engaging moments, add captions, and optimize the format for platforms like TikTok, Instagram Reels, and YouTube Shorts.

OpusClip will typically 8-10 short-form videos from a 20-minute video.

This clips are complete with:

- captions (available in multiple styles)
- zoom cuts
- jump edits
- attention-grabbing titles

It even ranks clips by a "vitality score" to show which videos are likely to perform best on social media.

OpusClip is a great tool for all users, regardless of their experience with video editing or content production. If you can drag and drop or copy and paste a video link, you can use OpusClip!

There's also no software to download, so it works on any computer with internet access.

For more information, please contact Mary Anne Lane at mlane@gpb.org