

# Claude (AI): Social Media & Website

These prompts assume your club's Claude Project is set up. Template: see the follow-up email. Keep this next to the keyboard.

Everything Claude gives you is a **DRAFT, NOT A FINAL PRODUCT**. You are the editor and the publisher.

## 1. PROMPT

Short and natural. Your Project supplies the context.

## 2. DRAFT

Claude produces the structure, tone and first wording in seconds.

## 3. MAKE IT YOURS

Add local detail, real quotes, your voice. Then publish.

### Social media prompts

#### EVENT POST

"Facebook post about our trivia night this Saturday. Corner Hotel, 6:30 pm, \$15 a head, raising funds for the school breakfast program."

#### PROJECT WRAP-UP

"Turn these dot points from our creek clean-up into a Facebook post: [paste your rough notes]."

#### MEMBER SPOTLIGHT

"Member spotlight post for [name]: joined [year], profession [x], proudest of [project]. Their quote: '[quote]'."

#### CHANGE PLATFORM

"Now make that an Instagram caption." / "Rewrite for LinkedIn."

#### MULTI-PLATFORM

"For the trivia night: a Facebook post, an Instagram caption, a 50-word newsletter blurb and a flyer headline."

### Website prompts

#### THE AUDIT (START HERE)

"Here is our current About page: [paste]. Audit it. What is out of date, what is missing, and what would a prospective member need to see? Then rewrite it."

#### PROJECT PAGE

"Turn these dot points into a project page for our website. Focus on who benefits: [paste notes]."

#### EVENT PAGE

"Write the webpage content for our [event] on [date]: what, when, where, why it matters, how to book."

#### THE FRONT DOOR: KEEP THESE 5 CURRENT

Home (what you do, who benefits) • About Us (welcoming to non-Rotarians) • Join Us (where every post funnels) • Projects (impact stories) • Contact (answered). DACdb clubs: Claude writes it, you paste into EzySite.

### Refining the draft

- "Make it punchier." / "Make it shorter."
- "Add a call to action at the end."
- "This sounds too corporate, relax it."
- "Rewrite for parents and teachers."
- "Give me three different versions."

### Visuals & promos

#### INFOGRAPHIC CONTENT

"Give me the top 5 reasons to join our club: a headline plus one line for each."

#### THEN IN CANVA MAGIC DESIGN

"A Rotary club infographic in Royal Blue #17458f and Gold #f7a81b, friendly community feel, with these five points: [paste]."

#### THE GEMINI POSTER TRICK

"Write me a Gemini image prompt for a [event] poster in that modern Rotary infographic style: cards, icons, our colours." Then paste Claude's output into Gemini. Fix any garbled text in Canva; draft, not final, applies to pictures too.

#### VIDEO SCRIPT

"Write a 30-second video script promoting RYPEN to parents."

### The workflow

- **Claude** writes the words, and the prompts for other AIs (in your Project)
- **Canva Magic Design** makes the visuals (also try Microsoft Designer or Napkin AI)
- **Gemini** generates full posters from a Claude-written prompt
- **Buffer** schedules the posts (free: 3 channels, 10 posts each). Write Monday, post Thursday 8 am.

#### NO PROJECT? USE CRAFT

Canva, ChatGPT and other tools have no memory of your club. Give them **Context, Role, Action, Format, Tone** every time. Full guide: the D9660 AI Training Guide.

### Golden rules

- **Draft, not final.** Never publish the raw output.
- **Facts in, story out.** Claude was not at your event; give it the real details or it will invent some.
- **Never paste private data.** No member contacts, no financials, nothing about young people.
- **Beneficiaries, not Rotarians.** "200 kids ate breakfast" beats "23 members attended".
- **Your photos, with consent.** Light, tight, bright.
- **Fact-check everything.** Dates, names, amounts, links.