

AI for Social Media

Create hooks, captions, and short scripts.



LESSON 06

AI FOR SOCIAL MEDIA

Create hooks, captions, and short scripts.

GOAL Learn how to use AI for content ideas, hooks, captions, and short social media scripts.

LEVEL A2-B1 • TIME 45-60 MIN

AI for Social Media

Create hooks, captions, and short scripts.

YOUR MISSION

Create content that connects.

MISSION

In this lesson, you will use AI to generate content ideas, write captions, and build short posts for real audiences.

TRY THIS STARTER

"Give me five TikTok hooks for a video about learning English for university students."

USE AI WELL

- 1 Know your audience.
- 2 Ask for the tone.
- 3 End with a call to action.

GOOD IDEAS. BETTER PROMPTS. STRONGER CONTENT.

KEY VOCAB

Social media words that matter.

01

HOOK

the first line that grabs attention.



02

CAPTION

the text under a post.



03

AUDIENCE

the people you want to reach.



04

SCRIPT

the words for a video.



05

CONTENT

the post, video, or message you create.



06

TREND

something popular now.



07

ENGAGEMENT

likes, comments, and shares.



08

CTA

call to action.



09

HASHTAG

a label with #.



10

REEL

a short video post.



11

POST

something you publish online.



12

IDEA

a thought for content.



“Good content starts with clear English.”

SKILLS
TODAY
A BRIGHTER
TOMORROW

LANGUAGE TOOLS

Useful phrases for emails, notes,
and work messages.

PEOPLE
IDEAS
AI
A BRIGHTER
TOMORROW



EMAILS

- › Write a polite email to ...
- › Make this sound more professional.
- › Thank them for their time.
- › Please let me know if you need anything else.



TASK LISTS

- › Turn these notes into action points.
- › Organize this by priority.
- › Make a simple task list.
- › What should I do first?



MEETING NOTES

- › Summarize this meeting.
- › Write the key points only.
- › What are the next steps?
- › Make this clearer and shorter.



BE CLEAR. BE POLITE. WORK SMARTER.

PROMPT LAB

Build better social media prompts.

BAD PROMPT

Write a post.

Too general.



BETTER PROMPT

Write an Instagram caption about learning English.

Clearer, but still broad.



PRO PROMPT

Write a 35-word Instagram caption for Saudi university students about learning English. Use a fun youthful tone and end with a call to action.

Platform + topic + audience + tone + CTA = better social media English.



QUICK FORMULA

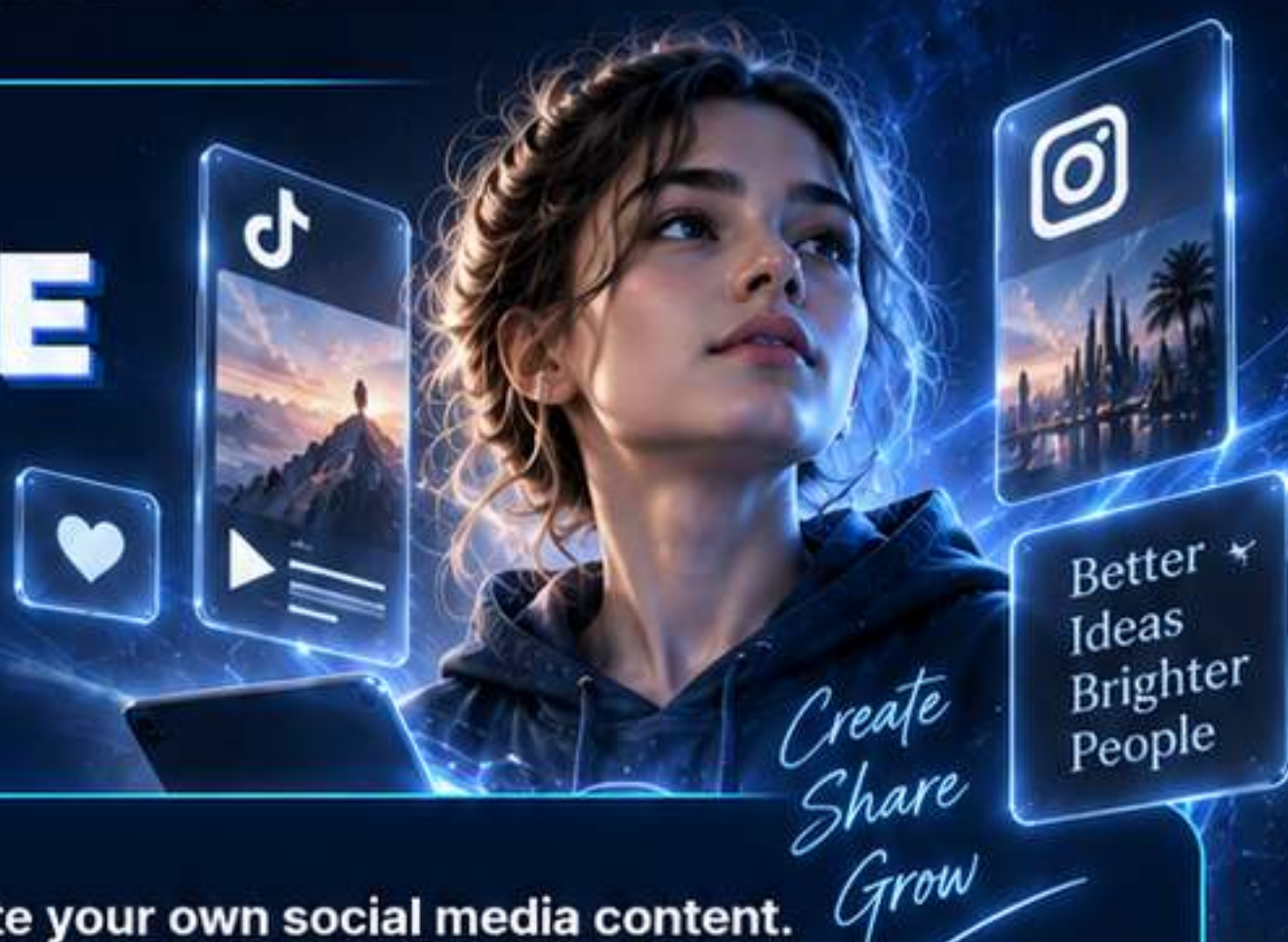
**PLATFORM + TOPIC + AUDIENCE + TONE + CTA =
STRONGER CONTENT PROMPTS**



AI CHALLENGE

Create one content package.

Ideas. Content. A Bigger You.



01 CHALLENGE

Follow the steps to create your own social media content.

- 1 Choose a topic.
- 2 Choose a platform.
- 3 Ask AI for a hook and caption.
- 4 Improve the final version.

02 COPY THIS PROMPT

Use this prompt with your AI assistant.

Write three TikTok hooks and one short caption about learning English for young adults in Saudi Arabia. Use a fun tone and end with a call to action.

03 QUICK REVIEW

Check your understanding.

- 1 What is a hook?
- 2 What does audience mean?
- 3 What is a caption?
- 4 Why is a CTA useful?
- 5 How can AI help content creators?



SPEAKING

Share your best content idea.