

# Prompting Techniques

## Technique

**The Brainstormer:** Short of ideas? ChatGPT can help you brainstorm. With this prompt, it asks you 3 questions first to better understand your needs/your readers needs before producing a response.

**Style Transfer & Formatting:** ChatGPT can be thought as a style guide. It can help with:

- Formatting listings, results, or lists into house style
- Putting work experience or freelancer work through
- Uploading advertorial / paid content or press releases without major editorial changes

**Role Assignment:** A technique where the AI takes on different roles such as experts, stakeholders, or members of the public to explore a topic from varied perspectives.

**Chain-of-Thought :** Chain-of-thought prompting is a technique that guides the model to break down complex tasks such as analysing article performance or developing a research plan into clear, logical steps. It encourages the model to explain its reasoning process step by step before arriving at a final answer.

**Self-Critique** - A technique where the AI reviews and critiques its own initial answer to improve the quality, clarity, or fairness of the response.

**Prompt Chaining** - A technique where the AI reviews and critiques its own initial answer to improve the quality, clarity, or fairness of the response.

**Tree of Thought** - A method of thinking that branches out like a tree starting with a main question then exploring different lines of reasoning, or perspectives before reaching a conclusion.

### RTF - PROMPT TEMPLATE

"Role: [insert the role you want AI to take.] Task: [Insert the task you want AI to complete.] Format: [Style, constraints or narrowing.]"

## Example

Help me come up with weekend content ideas for Kent Online. This would ideally be for a feature that is easy to write but also engaging. Ask me 3 questions, one at a time, to find out something that works for our Kent Online audience. Previous ideas have included "Plaxtol's 17 Most Bougie Beer Gardens."

Go through this list of cinema listings for Tunbridge Wells Odeon and put them all into the following style: "Sunday, June 15 Mission: Impossible (12a), 12.30pm, 5.30pm, 9.10pm." Make sure you always follow this style.

You are a typical Kent Online reader. Read the following article: [www.kentonline.co.uk/kent/news/we-are-sending-our-bin-back-residents-blast-new-garden-wa-325550/](http://www.kentonline.co.uk/kent/news/we-are-sending-our-bin-back-residents-blast-new-garden-wa-325550/) and ask questions about aspects of the piece you feel confused about. Make sure the questions you ask could stimulate a future article.

Generate a 60 characters long engaging and seo-friendly headline for the following article: <https://www.kentonline.co.uk/kent/news/we-are-sending-our-bin-back-residents-blast-new-garden-wa-325550/> Make sure to explain every step of your thinking.

Please list at least 5 things wrong with your previous answer and then write a new one fixing them.

**Prompt 1:** Describe the typical user persona of someone engaging with the Kent Online Facebook page at 11am on a Monday. Include details such as their demographics, interests, online behaviour, and what kind of content they are likely to engage with at that time.

**Prompt 2:** Based on this persona, could you design a Facebook sell for the Kent Online story: "Kent residents revolt over soaring waste bin charges".

**Example 1:** I'm looking for FOI ideas to investigate Kent County Council. Think in a tree-of-thoughts structure: start with broad categories, then list specific FOI angles under each. Think step step-by-step in different directions.

**Example 2:** Use a tree-of-thought approach to help write a story on the report about Reform councillor Daniel Taylor. Pretend you're five diverse Kent residents reacting to the following article <https://www.kentonline.co.uk/thanet/news/reform-suspends-kent-county-councillor-with-immediate-effec-325551/>. Explore the issue from different viewpoints and think step step-by-step in different directions.

**Role:** You are a journalist for Kent Online

**Task:** See this press release and re-write it as a news story with these primary instructions:

- Angled on Craig Mackinlay's battle with sepsis,
- Within and inline with the Kent Online style guide,
- Write for a Kent audience who are familiar with Mackinlay as an MP - and use this as an introduction into

**Format & Constraints:**

- Headline – 60 characters, active voice,
- SEO headline - 70 characters, using Kent specific words,
- Intro– 18–25 words to state how Mackinlay's battle with sepsis has inspired this Parliamentary push,
- Body – 2–3 short paragraphs adding context, extra information, and further news hooks,
- Quote 1 – most emotive and impactful line about the story,
- More information and context about Mackinlay's situation and how he nearly died,
- Quote 2 – more emotive feedback from a second person,
- Extra information - content that is less important to the flow of the story

**Additional Constraints:**

- Do not use any information outside of this press release,
- To be written to a maximum of 250 words, in house style,
- Each new sentence should be a new paragraph

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### RISEN - PROMPT TEMPLATE

**Role:** [insert the role you want AI to take.]  
**Instructions:** [Specify the task you want AI to complete.]  
 Steps to complete task: [Insert numbered list of steps to follow.]  
 End Goal: [State your goal for the output]  
 Narrowing: [Enter constraints]."

### RODES - PROMPT TEMPLATE

**Role:** [Insert desired role you want AI to take.]  
**Objective:** [Insert objective you want AI to do.]  
**Details:** [Insert any context or constraints AI needs to create a good output]  
 Examples: Here are good examples you can use to model your answer. [Insert examples of good outputs]  
 Sense Check: Do you understand the objective and the specific guidelines for this task?"

**Image Generation** - To generate images, make sure you specify: subject & action, setting & perspective, aspect ration, any on-image text, style & tone and *[optional]* colour palette.

**Finding Stories in Documents** - You can use ChatGOT to review documents and to quickly find relevant information. Make sure to specify: which document, what to extract, level of detail, attribution, word or length limit.

**Visualising Data from a Document** - You can use ChatGPT to review documents and turn raw numbers into punchy graphics. Make sure to specify: The source document and *[optional]* page, any benchmark figures, visual design (e.g. infographic) & any house-style colours or fonts, headlines & labels, output format (e.g. png).

**Generating Charts** - When creating graphics, make sure you specify:  
 The type of graphic/ chart (bar chart, pie chart, etc.), what to show, data to plot, any calculations, the labelling, whether you want a title/ subtitle, colour palette and output format.

*[Optional: cite the data source beneath the chart and note any accessibility requirements.]*

## Example

**Role:** You are a political reporter for Kent Online working in the week after the 2024 general election,  
**Instructions:** Conduct background & reaction research around Liberal Democrats winning Tunbridge Wells election seat from Conservatives in the General Election 2024. Here the original article (publication date: July 5 2024) : <https://www.kentonline.co.uk/tunbridge-wells/news/voters-head-to-the-polls-in-tunbridge-wells-309229/>

- **Step 1:** Locate five X (Twitter) posts from verified or local authoritative accounts posted since reacting to the Lib Dem win; include the link to the post,
- **Step 2:** Gather at least three statements apiece from official or senior Liberal Democrat and Conservative figures (MPs, council leaders, party press accounts) responding to the result; cite source, date and URL),
- **Step 3:** Write a structured analysis report (headline, 40-word standfirst, 120-word bullet digest, 700-word narrative, 100-word forward-look) totalling no more than 1,000 words, embedding hyperlinks where relevant.

**End goal:** Provide an analysis report that uses voter volatility as its analytical lens, drawing on the above material to explain how and why electoral loyalties shifted and what the parties' reactions reveal about future prospects.  
**Narrowing:** Limit to max 500 words; provide as plain text output, and within Kent Online house style

**Role:** You are a reporter of the Kent Online,

**Objective:** Compile a bullet-point factfile for Gareth Gates to complement an article saying he undergone a hair transplant.

**Details:** Provide the following details in this order: 1.) Gareth Gates's age (in years), 2.) estimated net worth (cite source), 3.) relationship status (including name of current partner), 4.) top five most-streamed songs, 5.) number of children (including names and ages), 6.) hair transplant specifics - month-year, clinic, type of procedure, any quote from Gates.

**Example:** See sample factfile about Donald Trump contained within this LBC piece: <https://www.lbc.co.uk/usa/politics/donald-trump/trump-rename-football-soccer-us/>

**Sense check:** Reply "Yes – confirmed" if you understand before continuing; otherwise if you need more specific guidelines for this, ask clarifying questions. Once the user tells you to continue, please do so.

Generate a cartoonish image (aspect ratio: 16 x9) of a loo falling out of a train travelling between 'Strood' and 'Rochester' (as shown on signs along the track). The loo roll is tumbling from an open carriage doorway and unraveling across the track, symbolising how Southeastern has recently had a problem with stocking sufficient loo rolls for its on board toilets. The tone should be playful but news friendly. This image will go with a column where the writer laments the sad state of affairs of Kent's railways.

- **Prompt 1:** Read through this hospital CQC report and return the hospital's overall rating and the rating for each key domain (Safe, Effective, Caring, Responsive, Well-led) and its reasons for achieving it. Quote the exact wording and page number for every rating.
- **Prompt 2:** Please list five of the most serious failings or concerns about the hospital flagged by inspectors. For each include a short description (max 25 words), the domain it relates to and the page or section of reference.

1. Read this report and extract the Chief Executive's total remuneration. Provide the figure exactly as stated, along with the page reference.
2. Find the latest average annual salary for an NHS hospital worker through a reliable source (e.g. NHS Digital or ONS). Include the source link.
3. Create a clear infographic (in png format) comparing the Chief Executive's pay with the average NHS hospital worker's pay. Use a simple ratio visual (e.g. 5x), two icons, and a concise headline.

Using the table you generated above, create a pie chart showing the percentage for **[X categories]**, and group all remaining items under 'Others' so the total equals 100%.

*[Optional: Do not label percentages on the chart directly.]* Ensure the chart has a concise, descriptive title. Use the following colour palette for consistency: #005F58 (teal), #24D7BE (aqua), #013A63 (navy), #A0A0A0 (soft grey), #EFEFEF (off-white). Make this graphic available as a png.