

OpenAI

Leveraging ChatGPT for Digital Communications Staff

ChatGPT Enterprise

Introduction

Use ChatGPT Enterprise to turn supplied information into useful first drafts. These 30 chat prompts support official congressional office work. Replace bracketed placeholders and paste the relevant source text before you begin.

For Digital Director / Digital Assistant: focus on official web content, accessible social posts, production planning, and publishing quality. Adapt assignments to your office; House and Senate titles and responsibilities vary.

Goals

This guide is meant to help:

- Create practical drafts for your daily work.
- Make handoffs and review requirements clear.
- Keep claims traceable to supplied sources.

Guidelines & guardrails

Use ChatGPT in the ChatGPT Enterprise environment responsibly within your organization's approved guidelines. Before using it for work, keep in mind:

- Use only information permitted in your approved workspace; use fictional or de-identified examples for practice.
- Verify facts, dates, citations, and chamber-specific procedures with current sources.
- Keep official work separate from campaign activity. Staff review all outputs before use or release.

Effective prompting

You can use simple English language instructions (or “prompts” & “queries”) in ChatGPT, and the model responds based on those prompts. Better prompts - that are more thoughtful, clear, and articulate - will yield more useful responses. Keep in mind that every good prompt has:

- **Task** - What are you asking ChatGPT to do?
- **Context** - What additional information or documents should it be aware of?
- **Expectations** - How do you expect the final output to be formatted?

Take a simple example:

- Original prompt: "Help me prepare for work."
- Add in task: "Draft an official digital content brief."
- Add in context: "Draft an official digital content brief. For our [House/Senate] office, use [Approved notes] for [Audience]."
- Add in expectation: "Draft an official digital content brief. For our [House/Senate] office, use [Approved notes] for [Audience]. Keep it to one page, with next steps and facts to verify."

Sample prompts

Choose a prompt, replace its brackets, and paste the named notes or source excerpts. State the chamber, audience, deadline, and desired format. Review the draft, then ask for a focused revision. Prompts do not retrieve live information or take external actions.

Role grounding, reviewed September 21, 2026.
Original workflow prompts; office procedures govern actual work.

Senate position descriptions: role responsibilities
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CRS staff guide (2012): role and title background.

House Resume Bank: House role names.

House Green & Gold: casework and field duties.

OpenAI: using ChatGPT and reviewing results.

Official Social Content

Announcement posts

Best used with: Chat.

Adapt [Approved office announcement] into three factual social posts of [Platform length]. Preserve dates and scope, use [Approved link], and omit campaign appeals. Label the copy draft and do not invent a quote. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Service reminder

Best used with: Chat.

Draft a general-public reminder about [Office service] using [Approved service text]. Give a clear next step and supplied contact channel in 100 words. Do not promise outcomes or tailor political appeals to personal characteristics. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Event recap

Best used with: Chat.

Write a 150-word recap of [Official event] from [Verified notes]. Separate attendance, discussion, and completed outcomes. Use only approved names and do not imply a commitment from a conversation. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Official Social Content

Post series outline **Best used with:** Chat.

Plan five informational posts explaining [Official office process] from [Approved description]. Give each a distinct reader question, factual answer, and source reference. Avoid repeating the same message with superficial wording changes. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Copy length variants **Best used with:** Chat.

Create short and extended versions of [Approved social copy] within [Character limits]. Preserve qualifications and the supplied link. Return character counts for staff to recheck in the publishing tool. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Website Information

Service page rewrite

Best used with: Chat.

Rewrite [Office service page text] for a general audience. Use clear headings, short paragraphs, and a visible contact step. Preserve supplied requirements and identify instructions that need owner confirmation. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Web FAQ draft

Best used with: Chat.

Draft eight FAQs from [Approved office service notes] for [Webpage]. Keep each answer under 60 words and avoid individual case determinations. Flag missing source material and do not invent resource links. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Content freshness audit

Best used with: Chat.

Review [Pasted webpage text] against [Dated approved updates]. List outdated dates, broken-context references, inconsistent names, and proposed corrections. Do not claim to have tested links or inspected the live site. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Website Information

Navigation labels	Best used with: Chat. Propose clear navigation labels for [Office website sections] based on [Content summaries]. Provide two label options per section and explain ambiguity. Focus on public information access, without assuming a redesign is approved. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.
Landing-page copy	Best used with: Chat. Draft text for an official information page about [Event or office initiative]. Use [Approved facts] for introduction, details, and contact instructions. Keep registration or service links as supplied placeholders and mark missing facts. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Video and Visual Briefs

Short video script

Best used with: Chat.

Write a 45-second informational video script explaining [Office service] from [Approved facts]. Include spoken copy, on-screen text, and a closing contact instruction. Avoid invented testimonials and campaign language. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Graphic content brief

Best used with: Chat.

Create a production brief for a graphic about [Official announcement]. Specify factual hierarchy, approved wording, source date, and text requiring verification. Do not invent logos, statistics, or visual assets. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Alt-text draft

Best used with: Chat.

Draft concise alt text from [Staff-provided image description] for [Official post]. Describe visible content and relevant text without guessing identities or emotions. Flag information that requires someone to inspect the actual image. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Video and Visual Briefs

Caption cleanup

Best used with: Chat.

Edit [Supplied video transcript] into readable captions without changing meaning. Preserve speaker labels and timestamps where provided. Mark unclear words for listening review; do not fabricate missing speech or timestamps. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Clip selection brief

Best used with: Chat.

Review [Timestamped approved transcript] for three self-contained informational excerpts. Give start/end timestamps, topic, and context needed to avoid misleading edits. Do not claim video editing or publication has occurred. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Editorial Production

Content calendar **Best used with:** Chat.

Turn [Confirmed official milestones] into a two-week digital content plan. Show audience information need, proposed format, source owner, reviewer, and date. Keep tentative events labeled and exclude campaign activity. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Production handoff **Best used with:** Chat.

Build a handoff checklist for [Digital asset] using [Approved copy] and [Production requirements]. Include version, dimensions supplied by staff, captions, sources, and review owner. Flag unspecified platform requirements. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Approval checklist **Best used with:** Chat.

Convert [Office publishing process] into a concise prepublication checklist. Cover source accuracy, permissions status, accessibility review, timing, and final sign-off. Do not treat the checklist as permission to publish. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Editorial Production

Cross-channel adaptation

Best used with: Chat.

Adapt [Approved release] into website summary, newsletter teaser, and social post. Preserve factual scope across all three and avoid adding claims. Use [Channel limits] and list information omitted for length. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Change notification

Best used with: Chat.

Draft an internal update when [Approved event detail] changes after content production. Identify affected copy from [Asset list], exact replacement text, and reviewers. Separate pending corrections from confirmed live updates. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Audience Information Needs

Comment question synthesis

Best used with: Chat.

Summarize [De-identified public questions] into a service-information FAQ backlog. Group by question, identify available answers in [Approved material], and flag gaps. Do not infer political beliefs or representative public sentiment. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Service reply templates

Best used with: Chat.

Draft five neutral public reply templates for [Common office service questions]. Use [Approved response guidance] and direct personal matters to the supplied private channel. Do not invite sensitive details in public comments. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Public notice clarity

Best used with: Chat.

Review [Digital notice] from the perspective of a first-time visitor. Identify unclear dates, action steps, acronyms, and missing context. Provide a clean rewrite using only [Approved facts]. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Audience Information Needs

Newsletter outline **Best used with:** Chat.

Build an official email newsletter outline from [Verified office updates]. Use concise headings, factual summaries, and supplied public links. Keep informational purpose clear and avoid political profiling or campaign appeals. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Content gap review **Best used with:** Chat.

Compare [Common service questions] with [Current website excerpts]. Identify unanswered questions and propose page improvements. Distinguish absent content from content that may exist elsewhere but was not supplied. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Publishing Quality

Link text review

Best used with: Chat.

Review [Draft webpage] for vague link labels and unclear destinations. Suggest descriptive text using [Provided URLs and titles]. Do not say a URL works unless staff supplied test results. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Fact consistency audit

Best used with: Chat.

Compare names, dates, numbers, and status claims across [Digital drafts]. Return a discrepancy table tied to [Approved factual baseline]. Avoid selecting a conflicting fact without source support. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Metrics commentary

Best used with: Chat.

Interpret [Staff-verified aggregate channel metrics] in a 250-word internal note. Describe observed changes and limitations, without calculating unsupplied figures or claiming persuasion, causal impact, or district-wide opinion. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Publishing Quality

Correction log

Best used with: Chat.

Turn [Digital correction notes] into a record of asset, issue, approved fix, and verification status. Mark publication as unverified unless [Read-back evidence] is supplied. Keep the log factual and concise. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.

Archive handoff

Best used with: Chat.

Draft an end-of-week digital archive checklist using [Office records instructions] and [Published asset list]. Include source copy, approvals, accessibility text, and version identifiers. Do not invent a retention schedule. Use only the supplied information. Flag missing facts and assumptions; identify what a staff reviewer must verify.