

OpenAI

Leveraging ChatGPT for State Communications Director

ChatGPT Enterprise

Introduction

Use ChatGPT Enterprise to turn supplied notes into practical first drafts. These 30 prompts support U.S. state government work. Replace bracketed placeholders and paste the named source excerpts before starting.

For the State Communications Director: support statewide messaging, agency coordination, and public information. Titles and responsibilities vary. Use your jurisdiction's current assignments and procedures.

Goals

This guide is meant to help:

- Prepare useful drafts for recurring work.
- Make open questions and handoffs visible.
- 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 ChatGPT Enterprise workspace. Remove personal details that are not needed for the task.
- Verify facts, dates, figures, and office procedures. These prompts use pasted context; they do not check live records.
- Staff review every output. Keep official work separate from campaign activity; retain human authority over decisions and public 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?

Before you begin

Name the task and intended audience.

Paste the relevant source material.

Specify the format, length, and deadline.

State what staff must verify before use.

Using this pack

Choose a workflow, replace the brackets, and paste short source excerpts. Name your jurisdiction, audience, and deadline. Review the draft against those sources, then request a focused revision. Follow your organization’s information-handling and records procedures.

Sources and scope

National role context and product guidance. Your current assignments and procedures govern actual work.

BLS — Public Relations Managers

USAGov — State and local governments

OpenAI — Use ChatGPT

Statewide announcements

Announcement draft

Best used with: Chat.

Prepare a announcement draft for the State Communications Director in [Jurisdiction], focused on statewide announcements. Use the pasted [Approved administration announcement facts and audience notes] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Statewide FAQ

Best used with: Chat.

Prepare a statewide faq for the State Communications Director in [Jurisdiction], focused on statewide announcements. Use the pasted [Approved administration announcement facts and audience notes] and [Local office instructions]. Write up to six short entries in plain language for [Audience]. Preserve conditions and exceptions in the source; leave unanswered questions visible. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Website summary

Best used with: Chat.

Prepare a website summary for the State Communications Director in [Jurisdiction], focused on statewide announcements. Use the pasted [Approved administration announcement facts and audience notes] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Statewide announcements

Social post set

Best used with: Chat.

Prepare a social post set for the State Communications Director in [Jurisdiction], focused on statewide announcements. Use the pasted [Approved administration announcement facts and audience notes] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Announcement source check

Best used with: Chat.

Prepare a announcement source check for the State Communications Director in [Jurisdiction], focused on statewide announcements. Use the pasted [Approved administration announcement facts and audience notes] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Agency coordination

Agency message brief

Best used with: Chat.

Prepare a agency message brief for the State Communications Director in [Jurisdiction], focused on agency coordination. Use the pasted [Agency communication requests and approved messaging guidance] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Editorial calendar

Best used with: Chat.

Prepare a editorial calendar for the State Communications Director in [Jurisdiction], focused on agency coordination. Use the pasted [Agency communication requests and approved messaging guidance] and [Local office instructions]. Return a concise table with item, source, documented status, owner if supplied, and next check. Keep proposed assignments separate from confirmed ones. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Review responsibility map

Best used with: Chat.

Prepare a review responsibility map for the State Communications Director in [Jurisdiction], focused on agency coordination. Use the pasted [Agency communication requests and approved messaging guidance] and [Local office instructions]. Return a concise table with item, source, documented status, owner if supplied, and next check. Keep proposed assignments separate from confirmed ones. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Agency coordination

Cross-agency consistency review

Best used with: Chat.

Prepare a cross-agency consistency review for the State Communications Director in [Jurisdiction], focused on agency coordination. Use the pasted [Agency communication requests and approved messaging guidance] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Publication handoff checklist

Best used with: Chat.

Prepare a publication handoff checklist for the State Communications Director in [Jurisdiction], focused on agency coordination. Use the pasted [Agency communication requests and approved messaging guidance] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Media relations

Press response

Best used with: Chat.

Prepare a press response for the State Communications Director in [Jurisdiction], focused on media relations. Use the pasted [Approved state facts and incoming press questions] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Spokesperson briefing

Best used with: Chat.

Prepare a spokesperson briefing for the State Communications Director in [Jurisdiction], focused on media relations. Use the pasted [Approved state facts and incoming press questions] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Interview preparation questions

Best used with: Chat.

Prepare a interview preparation questions for the State Communications Director in [Jurisdiction], focused on media relations. Use the pasted [Approved state facts and incoming press questions] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Media relations

Holding statement draft

Best used with: Chat.

Prepare a holding statement draft for the State Communications Director in [Jurisdiction], focused on media relations. Use the pasted [Approved state facts and incoming press questions] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Media follow-up tracker

Best used with: Chat.

Prepare a media follow-up tracker for the State Communications Director in [Jurisdiction], focused on media relations. Use the pasted [Approved state facts and incoming press questions] and [Local office instructions]. Return a concise table with item, source, documented status, owner if supplied, and next check. Keep proposed assignments separate from confirmed ones. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Regional communication

Regional fact sheet **Best used with:** Chat.

Prepare a regional fact sheet for the State Communications Director in [Jurisdiction], focused on regional communication. Use the pasted [Approved regional program details and local partner notes] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Local partner message **Best used with:** Chat.

Prepare a local partner message for the State Communications Director in [Jurisdiction], focused on regional communication. Use the pasted [Approved regional program details and local partner notes] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Community event remarks **Best used with:** Chat.

Prepare a community event remarks for the State Communications Director in [Jurisdiction], focused on regional communication. Use the pasted [Approved regional program details and local partner notes] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Regional communication

Regional newsletter item

Best used with: Chat.

Prepare a regional newsletter item for the State Communications Director in [Jurisdiction], focused on regional communication. Use the pasted [Approved regional program details and local partner notes] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Regional claim verification

Best used with: Chat.

Prepare a regional claim verification for the State Communications Director in [Jurisdiction], focused on regional communication. Use the pasted [Approved regional program details and local partner notes] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Public issue updates

Time-stamped public update

Best used with: Chat.

Prepare a time-stamped public update for the State Communications Director in [Jurisdiction], focused on public issue updates. Use the pasted [Verified issue chronology and approved public guidance] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Correction statement

Best used with: Chat.

Prepare a correction statement for the State Communications Director in [Jurisdiction], focused on public issue updates. Use the pasted [Verified issue chronology and approved public guidance] and [Local office instructions]. Write a draft of no more than 200 words for [Audience]. Use the supplied tone and approved facts. Leave dates, contacts, and unconfirmed details as placeholders. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Known-and-unknown brief

Best used with: Chat.

Prepare a known-and-unknown brief for the State Communications Director in [Jurisdiction], focused on public issue updates. Use the pasted [Verified issue chronology and approved public guidance] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Public issue updates

Update coordination plan

Best used with: Chat.

Prepare a update coordination plan for the State Communications Director in [Jurisdiction], focused on public issue updates. Use the pasted [Verified issue chronology and approved public guidance] and [Local office instructions]. Return a one-page working outline with purpose, ordered sections, preparation needed, and follow-up. Label suggested timing and assignments as proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Post-issue review

Best used with: Chat.

Prepare a post-issue review for the State Communications Director in [Jurisdiction], focused on public issue updates. Use the pasted [Verified issue chronology and approved public guidance] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Communication performance

Monthly communication narrative

Best used with: Chat.

Prepare a monthly communication narrative for the State Communications Director in [Jurisdiction], focused on communication performance. Use the pasted [Verified aggregate channel summaries and content review notes] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Content usefulness questions

Best used with: Chat.

Prepare a content usefulness questions for the State Communications Director in [Jurisdiction], focused on communication performance. Use the pasted [Verified aggregate channel summaries and content review notes] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Accessibility review checklist

Best used with: Chat.

Prepare a accessibility review checklist for the State Communications Director in [Jurisdiction], focused on communication performance. Use the pasted [Verified aggregate channel summaries and content review notes] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Communication performance

Audience feedback themes **Best used with:** Chat.

Prepare a audience feedback themes for the State Communications Director in [Jurisdiction], focused on communication performance. Use the pasted [Verified aggregate channel summaries and content review notes] and [Local office instructions]. Return a one-page draft with key points, supporting source references, unresolved questions, and suggested follow-up. Distinguish documented facts from proposals. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.

Editorial process review **Best used with:** Chat.

Prepare a editorial process review for the State Communications Director in [Jurisdiction], focused on communication performance. Use the pasted [Verified aggregate channel summaries and content review notes] and [Local office instructions]. Return up to eight specific review points, each tied to the supplied text and explaining what staff should confirm. Do not imply that a review point proves an error. Use only supplied facts, flag missing information, and list what the responsible staff reviewer must verify before use.