

**BRAND24**

# 40 Prompts To Analyze Media Mentions Better.

**20** Prompts for the  
AI Brand Assistant

**20** Prompts for AI of choice  
connected via Brand24 MCP

**100%** Pasteable



## How this list can help?

# 01

Send specific data questions to the assistant feature in the Brand24 tool, which has access to your data.

LIST A

# 02

Combine the power of general AI model with media monitoring by connecting an AI model of your choice with Brand24.

[click here for a step-by-step tutorial](#)

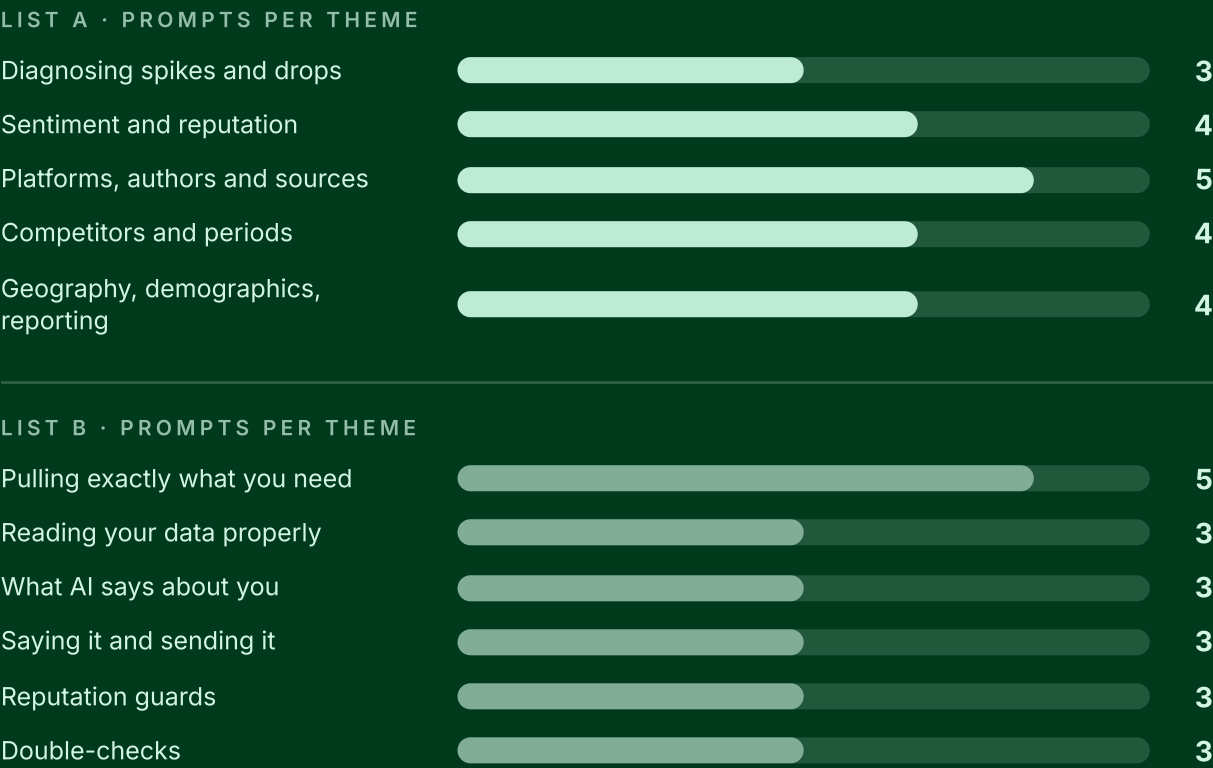
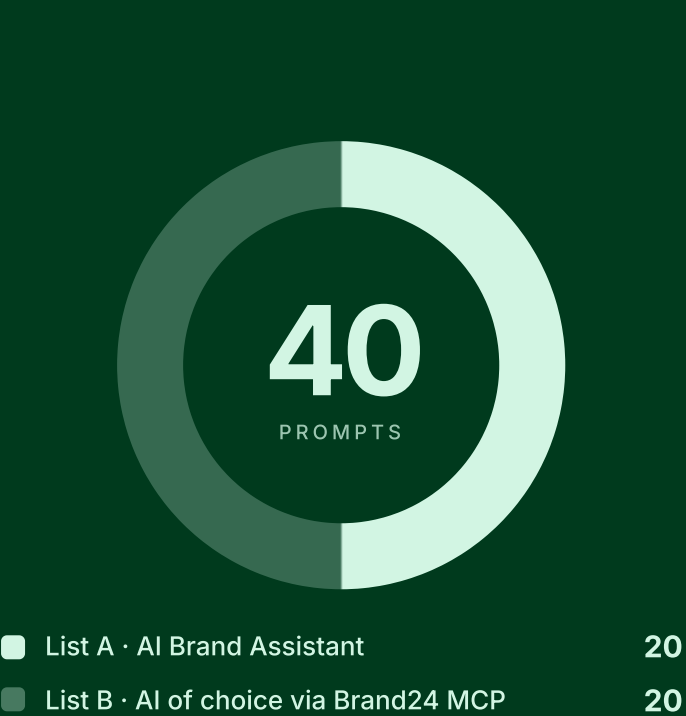
LIST B

## Why the tool kind matters?

Your AI Brand Assistant already has your real mentions data, every brand or topic you track in Brand24 lives in what the tool calls a "project."

A general AI model like Claude or ChatGPT doesn't have that data on its own, but you can connect it directly.

# Two lists, eleven themes, forty prompts



PART ONE

# List A: 20 prompts for the AI Brand Assistant

---

Send specific data questions to the AI Brand Assistant (feature in Brand24) that has your media monitoring data.

Vague questions get vague answers, and the assistant will cheerfully match your vagueness ;)





# How to access AI Brand Assistant feature?

1

In Brand24, navigate to AI Brand Assistant Tab in the left menu.

2

The Quick start shortcuts answer the obvious questions.

3

Any more advanced prompts go into the field above.

Hello, how can I help you?

Ask me any brand-related question...



## QUICK START

Project Summary

Competitor Impact

Brand Growth Strategy

Engagement Spikes

Lead Opportunities

Social Post Generator

Append this to any prompt in this list:

"Cite the mention IDs you used and state the exact date range."

The AI Brand Assistant will quote real IDs, which turns an answer you have to trust into one you can check in about 15 seconds.



to check an answer instead of  
trusting it

**TIP** One line that makes every answer checkable



## Diagnosing spikes and drops

### 01 Explain a specific peak

"What caused the peak in mentions on [date]? Name the triggering mention, the source it started on, and the three highest-reach accounts that amplified it. Tell me whether the sentiment of that spike was above or below my project average."

### 02 Audit every spike or drop at once

"List every spike or drop detected in the last 90 days. For each one, give me the date, the size of the jump against the preceding 7-day average, and whether the sentiment was positive or negative."

### 03 Real drop or nothing to worry

"Mentions dropped in [period]. Was that a genuine fall in conversation, or did one high-volume source simply stop publishing? Show me volume by source for that period against the previous one."

#### WHAT A SPIKE LOOKS LIKE



Two questions per spike or drop: what triggered it, and did the tone move with the volume.

↑↓

# Sentiment and reputation

## 04 The actual reasons behind negative mentions

"What are the three most common reasons behind negative mentions in the last 30 days? For each reason, give me the number of mentions it accounts for and quote one representative mention."

## 05 Track which emotion changed

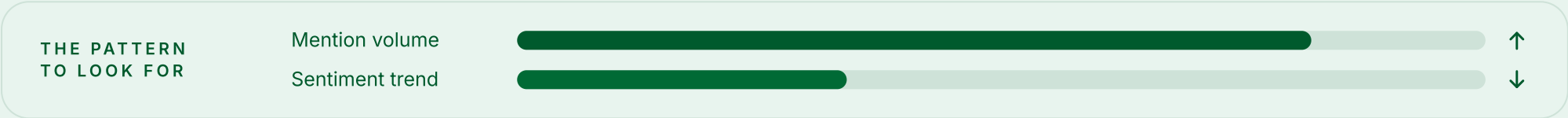
"Show me the emotion breakdown for the last 30 days against the previous 30 days. Which emotion shifted the most, and which topic is driving that shift?"

## 06 Find where the negativity lives

"Is my negative sentiment concentrated on one platform or spread evenly? Give me the sentiment split per source, ranked by share of negative mentions."

## 07 Rising volume with danger

"Which topics in my project have growing mention volume but a worsening sentiment trend? In other words, where are people talking about us more and liking us less?"





## Platforms, authors and sources

### 08 Full read on one platform

"Analyse how [brand] is positioned on [platform], using only my project data: tone and messaging style, recurring content themes, the sentiment split, that platform's share of my total mentions, and its total reach. Quote three mentions that best represent the tone."

### 09 Advocates worth keeping

"List the ten highest-reach authors who mentioned [brand] positively in the last 90 days, with their follower count and platform. Exclude anyone who mentioned us only once."

### 10 Spot a turning critic early

"Which authors have written about us more than three times, and has their sentiment toward us shifted over that period? Flag anyone who moved from positive to negative."

### 11 Coverage gaps for PR prospecting

"Which news sites and blogs write about [category or topic] but have never mentioned [brand]?"

### 12 Reach per placement, not total volume

"Rank my sources by average reach per mention rather than total mentions. Where am I getting the most visibility per placement?"

**TIP** For prompt 11 consider creating a monitoring project for your [category or topic] it will ensure more data-based insights.



## Competitors and periods

Here's an additional setup essential first:

The AI Brand Assistant can only benchmark competitors you have monitoring projects for, so make sure to add those.

### 13 Full side-by-side benchmark

"Compare [my project] with [competitor project] over the last quarter: mention volume, estimated reach, sentiment split, and the top three sources for each. Then tell me where they appear and I do not."

### 15 What a competitor is doing right

"Which platform is [competitor project] strongest on, and what specifically are they doing there? Base your answer only on what appears in the content of their mentions, and say so if the sample is too small to be reliable."

### 14 Year on year, same quarter

"Compare Q[X] [this year] with Q[X] [last year] for my project. Highlight shifts in sentiment and name any topics that exist this year and did not exist last year."

### 16 Share of voice with direction

"Calculate my share of voice against [competitor project A] and [competitor project B] for the last 30 days, and tell me whether it is trending up or down month over month."

**TIP** For prompt 14, you'd need to have your project running for this period. Brand24 can access up to **3 months** of historical data when creating a new one.





## Geography, demographics, and reporting

### 17 Find the market that is quietly souring

"Which countries drive the most mentions for me, and what is the sentiment in each? Flag any country where sentiment is worse than my overall average."

### 19 The monthly summary, written for outsiders

"Summarise what happened in this project over the last month for a non-marketing audience: volume, reach, sentiment, the two biggest events, and one risk to watch. Keep it under 200 words and use no jargon."

### 18 Who is actually talking

"What is the age and gender split of authors mentioning [brand], and does that split differ between positive and negative mentions?"

### 20 Ask it what to do next

"Sentiment dropped on [platform] this month. Based only on the mention content in my project, what are the three most likely causes, and what would you do first?"

KEEP IT  
UNDER

**200** words

**0** jargon

**1** risk to watch

## List A in numbers



■ Spikes and drops · 3

■ Competitors and periods · 4

■ Sentiment and reputation · 4

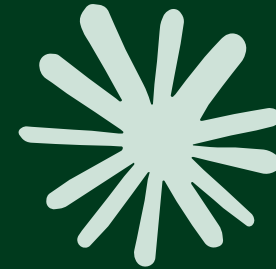
■ Geography and reporting · 4

■ Platforms and authors · 5

**90** days is the perfect time range to audit your brand

**30** days of historical data Brand24 can reach back to on a new project

**1** line added to every prompt below makes the whole answer checkable



# List B: 20 prompts for AI of choice connected via Brand24 MCP



---

Combine the power of general AI model with media monitoring by connecting an AI model of your choice with Brand24. [Click here for a step-by-step tutorial](#)

MCP is the connector that lets an outside AI model like Claude, ChatGPT, Gemini read your Brand24 project directly, the same way the AI Brand Assistant already does inside Brand24. Once it's connected, your AI of choice gets direct access to your project.

# How to use Brand24 in your AI of choice?

1

Connect the Brand24 connector.

2

Add Brand24 to the chat.

3

Add a prompt into the message field and send it.

## What should we work on?

**B24** Brand24

+

High effort



Choose project

Connectors

**B24**

Get the desktop app

\* The panel may be varied depending on the AI model you choose. This example is based on ChatGPT.



## Pulling exactly what you need

### 01 Explain it, don't just report

"Pull [brand] mention volume for [date range]. Cross-reference every spike or drop against news, launches, or industry events you know about from that same period — even ones that never mention [brand] directly. Tell me which spikes have a plausible external cause, which don't, and label clearly which parts of your answer come from my Brand24 project data versus your own general knowledge."

### 02 Find the channel you're underusing

"Pull the source and platform breakdown for my [brand] project over [date range]. Based on what you know about [industry] and how brands like [brand] typically build a media footprint, tell me which channel is punching below its weight for us — and name one specific thing you'd try there that we're not doing yet."

### 03 Mine your review sites properly

"Find reviews of [brand] on [G2 / Trustpilot / the App Store]. Extract every distinct complaint and every distinct piece of praise. Count how many reviews raise each one, rank them by frequency, and quote the clearest example of each. Ignore star ratings entirely. I want the reasons."

CROSS-REFERENCED

Project data

Source breakdown

Spikes and drops

Industry events

Review sites

General knowledge



## Pulling exactly what you need

### 04 Rank by what actually needs attention

"Pull my [brand] project's mentions from [date range] across all sources. Instead of listing them chronologically, rank them by a combination of reach and how actionable they are — a mention that needs a reply or a fix should outrank a high-reach mention that's just noise. Show your ranking logic, and flag anything you had to judge rather than pull directly."

**15** min

a month, run entirely through the chat you already have connected

### 05 Design your monthly sweep

"Design a 15-minute monthly check-in for [brand] in [industry] that I can run entirely through this chat. Write it as a fixed sequence of prompts I can paste each month without editing, each one pulling from my connected project. After the last one, have it produce a single-paragraph verdict: keep watching, or escalate."



a fixed **sequence of prompts**, ending in one verdict: keep watching, or escalate

**TIP** The tip no. 5 can be easily done as a scheduled one too — just ask Claude to help you set it up.



## Reading your data properly

### 06 Test the sentiment tags

"Pull mentions of [brand] from the last 30 days where the tagged sentiment is neutral or where a model is likely to struggle: comparisons where we're mentioned but lose, or news that lists us alongside competitors. For each one, say whether you agree with Brand24's tag — and if not, what you'd tag it instead and why."

### 07 Cluster by what people are talking about

"Pull mentions of [brand] from [dates] and group them into no more than eight themes based on what the author is actually talking about, not sentiment. Then pull the same window from [prior period] and tell me which themes are new, which disappeared, and which grew the most — with one verbatim quote per theme."

### 08 Triage complaints by type

"Pull the negative mentions of [brand] from [dates] and reduce them to the three underlying complaints. For each, say whether it's a product problem, a communications problem, or an expectations problem, estimate how many mentions sit behind it, and tell me which one is cheapest for us to actually fix."

TRIAGE INTO  
THREE TYPES

Product problem

Communications problem

Expectations problem



## What AI says about you

When a buyer asks AI model about your category, the answer is also a media mention. Checking it costs nothing.

Run this group in each major model separately; the answers differ, and the differences are the point. **Tip: make sure to use it from an incognito view.**

### 09 The general picture

"Without searching the web, tell me everything you already know about [brand]: what we do, who you consider our main competitors, what we are best known for, and any weaknesses, criticisms or controversies associated with us. Be blunt, and say plainly where your knowledge is thin or out of date."

### 10 The buyer question test

"Search the web and answer these as if I were a prospective customer with no prior knowledge: "best [category] tools", "[brand] vs [competitor]", and "is [brand] worth it". After each answer, list every source you cited with its URL, and tell me where we placed and why."

### 11 Find the page that is shaping the answer

"Compare your pre-search picture of [brand] with your post-search answers. Where was your baseline wrong or outdated, and which specific source corrected it? Then tell me which two or three pages appear to carry the most weight in how you describe us."

RUN ALL THREE, IN EACH MODEL

ChatGPT

Claude

Gemini

Before search, after search, then the diff — the gap between the two is the finding.

**TIP** Media monitoring tools cover this gap perfectly. For example, check the "AI Visibility" tab in Brand24. It shows how AI models like ChatGPT already describe your brand and allow for a detailed analysis.





## Saying it and sending it

### 12 The version a CFO reads

"Turn this into three sentences a CFO would care about. No marketing adjectives, and no percentage without the absolute number behind it. If the underlying sample is too small to support a claim, say so instead of softening it."

### 14 Explain the result

"I need to explain to [my CEO / my client] why [describe the awkward finding — coverage went up but the tone got worse, or we were left out of a roundup]. Here is what I found: [paste]. Write the explanation in 100 words, then tell me the first question they will ask so I can prepare for it."

### 13 Design the report, including what to leave out

"Pull this month's data for [brand] and design a one-page report for a [B2B SaaS / consumer brand / agency client] audience who doesn't have access to the dashboard themselves. Tell me which five things belong on it, which commonly-cited metrics you'd leave out because the underlying sample is too thin this month, and how to flag a finding honestly when the sample is small."

**3** sentences  
for a CFO

**100** words to  
explain it

**5** things on  
the report



## Reputation guards

### 15 Pitch that references their actual angle

"Pull journalists and creators who covered [topic] in [dates]. For the three most relevant, note their outlet and the angle they took. Then draft a subject line and a two-sentence pitch for each that leads with their specific angle rather than our news."

### 17 A holding statement that promises nothing

"Write a holding statement about [issue] that commits to nothing we cannot verify within 24 hours. Flag any sentence that could be read as an admission of fault."

### 16 Three response options with named risks

"Pull the first [N] mentions of an emerging complaint about [issue] in my [brand] project. Draft three response options: acknowledge and fix, acknowledge and explain, and stay quiet. For each, name the specific risk and what would have to be true for it to be the right call."

#### THREE OPTIONS, ONE RISK EACH

- 1 Acknowledge and fix
- 2 Acknowledge and explain
- 3 Stay quiet

Nothing you cannot verify within **24 hours**.



## Double-checks

### 18 Argue the opposite

"Here is my conclusion about what I found this month: [paste conclusion and the mentions]. Argue the opposite case using the same evidence. What am I ignoring, and what would change my mind?"

### 19 Kill your own attribution claim

"I am about to report that [campaign or launch] drove the coverage I found. Here is what I collected and the campaign dates. List every alternative explanation I have not ruled out, and tell me what evidence would rule each one out."

### 20 What am I still missing?

"You have a live access to my Brand24 project. Based only on what you can see in it, tell me honestly: what insights about [brand] mentions I didn't check but could do with this connection? Is there anything crucial to address?"

# What changes once your AI of choice is connected

Without the connection a general model can reason about what you paste. With Brand24 MCP it reads the media monitoring data from Brand24 itself.

| CAPABILITY                           | CONNECTED TO YOUR PROJECT        | GENERAL MODEL WITHOUT MCP        |
|--------------------------------------|----------------------------------|----------------------------------|
| Exact mention volume and totals      | <input checked="" type="radio"/> | <input type="radio"/>            |
| Real-time coverage and alerts        | <input checked="" type="radio"/> | <input type="radio"/>            |
| Historical period comparison         | <input checked="" type="radio"/> | <input type="radio"/>            |
| Clustering themes in a mention set   | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| Drafting, judgment, pressure-testing | <input checked="" type="radio"/> | <input checked="" type="radio"/> |

1

connector gives an outside model the same project access the assistant has

8

themes should be enough when you cluster a window of mentions, more adds noise

3

models worth asking the same question, because there are some key differences

# Neither tool will do this for you

---

1

## Monitoring tools only see public mentions.

Private groups, DMs and closed communities are invisible. So an absence of complaints in your data is not evidence that people are not complaining... it is evidence that they are not complaining publicly (which is also great!).

---

2

## The assistant can be wrong, and it says so itself.

Treat any figure destined for a deck as unverified until you have clicked the dashboard link it gave you. One click. Do it for every number that leaves the building.

---

3

## AI may fill a gap if you push it... and not tell you it did.

Ask it to rank five competitors when only one exists as a project, and it correctly says it cannot. Tell it to proceed anyway and it produces a confident, plausible ranking built partly from general knowledge, with the sourced and unsourced claims blended into one list. The fix is a sentence: **"label every claim as either from my project data or from general knowledge and web search."** Add it to any prompt where you are asking about something outside your own projects.

# Two more tips worth knowing

1

## Pasted links must be publicly reachable.

Paywalled or login-gated pages will not be read, which quietly rules out a lot of trade press.

2

## Ask in the language you will write in.

The assistant answers in whatever language you use, so asking in the language of the final report saves you a translation pass and the phrasing that survives it.

### WHAT A PASTED LINK RETURNS

|   |                       |             |
|---|-----------------------|-------------|
| ✓ | Open news article     | <div></div> |
| ✓ | Public forum thread   | <div></div> |
| × | Paywalled trade press | <div></div> |
| × | Login-gated group     | <div></div> |

### LANGUAGE IN, LANGUAGE OUT



No translation pass, no phrasing lost on the way to the report.

# You scrolled here and need a shortcut?

Forty prompts is a reference library, not a to-do list.

## If you have a monitoring tool:

LIST A

1

4

12

explain a peak, find the real reasons behind negative mentions, rank sources by reach per placement.

LIST B

14

18

19

explain the result, argue the opposite, kill your own attribution claim.

## If you're working on the AI of choice:

LIST B

2

4

6

find the channel you're underusing, rank mentions by what actually needs attention, stress-test the sentiment tags.

LIST B

7

11

20

cluster what's actually being said, find the page shaping how AI describes you, and check honestly what you're still missing, even connected.

## It all begins with data



Honestly? I used to be someone who'd ask AI questions, get random answers, and decide the tool just wasn't built for this kind of work. Turns out the problem is not always the AI model. It can be your prompts. This list is everything I wish someone had handed me when introducing AI social listening.



**Magdalena Sadowska**

Content Marketing Specialist at Brand24

## Human powered content

This e-book was created by the Brand24 marketing team.



**Magdalena Sadowska**

Content Marketing Specialist



**Piotr Marchewka**

Senior Graphic Designer



**Katarzyna Dereń**

Content Marketing Lead



# Forty prompts. One common need.

A running Brand24 project is what turns any of these prompts into an analysis-saver.

**Start your free 14-day trial!**

No credit card required.