

glystn[♦]

Prompt Guide

Your complete reference for getting the most out of
Glystn

Cultural intelligence + strategic insights + creator ecosystems —
powered by what people actually say on social media.

Traditional social listening = brand mentions + sentiment scores

**Glystn = cultural intelligence + strategic insights +
creator ecosystems**

Glystn understands what people actually say — not just metadata. It maps consumer language to brand values, identifies conversation gaps and whitespace opportunities, vets creators based on content fit and audience quality, and tracks evolution over time.

This guide consolidates everything you need into one place, organized by what you're trying to accomplish. Start with "Your First 15 Minutes," then jump to whatever workflow matches your current need.

1

Your First 15 Minutes

Quick orientation — three prompts to understand how Glystn works

2

Brand & Competitive Intelligence

Brand Values Mapping Competitive Gap Analysis
Share of Voice

3

Trend & Cultural Intelligence

Trend Discovery Trend Timing
Category Scan

4

Creator Discovery & Vetting

Find Creators Vet & Evaluate Power Moves
Compound Workflow

5

Campaign Strategy & Briefs

Brief Development Evidence Building Messaging Angles
Strategic Shift

6

Sentiment & Crisis Monitoring

Early warning signals, perception shifts, issue tracking

7

Audience Intelligence

Segmentation Psychographics
Platform Insights

8

Tips, Tricks & Troubleshooting

Golden Rules Iteration Pattern Quality Filters Do's & Don'ts
Troubleshooting

1. Your First 15 Minutes

Try these three prompts to understand how Glystn works

Three prompts. Fifteen minutes. You'll get it.

1 **Test brand intelligence** (5 min)

"What are the dominant ways consumers naturally discuss [BRAND] on social media? Provide examples of actual consumer language."

2 **Explore a trend** (5 min)

"What are emerging conversations around [TOPIC YOU CARE ABOUT] on TikTok? Focus on genuine consumer interest, not just viral moments."

3 **Refine and go deeper** (5 min)

Take any result from above and ask: "Dive deeper into [SPECIFIC ANGLE that interested you]"

You'll immediately see how Glystn analyzes actual content and conversations, not just metrics.

2. Brand & Competitive Intelligence

Understand how consumers actually talk about your brand — and where the whitespace is

Brand Values Mapping

WHEN TO USE

Validate brand positioning with real consumer language

STEP 1 — PROMPT

"Using this list of values [paste list: Equality, Innovation, Reliability, Family, Community, etc.], analyze social conversation around [BRAND] to identify the top three values consumers naturally associate with the brand. Provide supporting evidence with quotes."

STEP 2 — FOLLOW-UP

"Can you verify these quotes are from real people, not sponsored content?"

WHAT YOU GET

Consumer language around your brand + evidence for positioning strategies

Competitive Gap Analysis

WHEN TO USE

Find whitespace and ownable brand territory

PROMPT 1

"Analyze the past 12 months of [BRAND] to identify 'Dominant Conversation Modes' — the main ways consumers naturally discuss this brand."

PROMPT 2

"Compare consumer perception of [YOUR BRAND] vs [COMPETITOR]. What does each own? Where's the white space? Use organic mentions only."

PROMPT 3

"What conversation territories exist in [CATEGORY] that [BRAND] could own but currently doesn't?"

WHAT YOU GET

Owned vs aspirational positioning + whitespace opportunities

Pro Tip: Add "exclude sponsored content" to any competitive query to get authentic sentiment only.

Share of Voice Analysis

WHEN TO USE

Understand your brand's owned vs. perceived voice during key cultural or competitive moments — and whether your content is actually breaking through

STEP 1 — MAP THE CONVERSATION LANDSCAPE

"I'm interested in how [CATEGORY] brands show up in creator conversations during and immediately after [KEY MOMENT — e.g., competitor product launches, tentpole events, cultural moments]. Analyze the past 12 months to identify 'Dominant Conversation Modes' around these moments. For each mode, categorize whether [YOUR BRAND] is present, absent, or being compared. Source tag each mode as: [COMPETITOR]-Driven, [YOUR BRAND]-

Driven, or Category/Culture-Driven. Rank [YOUR BRAND]'s presence as Top / Mid / Low in each mode."

STEP 2 — BREAK DOWN CONTENT SOURCES

"Of the conversations happening during [KEY MOMENT] windows that mention [YOUR BRAND or PRODUCTS] — what percentage appears to be creator-driven content (sponsored partnerships, organic creator mentions, review content) vs. news/media-driven vs. consumer reaction? Give me a breakdown."

STEP 3 — IDENTIFY WHAT'S WORKING

"Now show me the specific creator content mentioning [YOUR BRAND] during these windows. What formats, tones, and angles are generating the highest engagement? Are creators comparing [YOUR BRAND] favorably, positioning it as an alternative, or just mentioning it incidentally?"

WHAT YOU GET

Owned vs. perceived voice + which narratives are punching through + how you stack against competitors — a more actionable SOV framework than traditional volume metrics

Why this works: Traditional social listening gives raw volume metrics. Glystn focuses on what is being said, by whom, and what messaging is activating — so you understand not just how much share you have, but what kind.

3. Trend & Cultural Intelligence

Identify emerging trends, cultural shifts, and strategic entry points

Trend Discovery

WHEN TO USE

Starting a new campaign or category exploration

PROMPT

"What are the trending conversations in [CATEGORY] right now? Show which themes are rising vs. fading."

Ask for 2-week segments to understand momentum.

GO DEEPER

"Dive deeper into [SPECIFIC TREND]. What are the main conversation angles? What's driving consumer interest?"

FIND UNMET NEEDS

"What unmet needs or frustrations are consumers expressing within this trend?"

WHAT YOU GET

Trend insights + consumer motivations + strategic entry points

Trend Timing

PROMPT

"Split [TOPIC] into four 2-week segments. Label each theme: Rising, Steady, or Fading."

Helps you catch trends on the way up — not after they've peaked.

Category Scan

PROMPT

"Analyze [CATEGORY] over the past 60 days. Show: 1) Top 3 trending topics, 2) Emerging themes, 3) Audience segments, 4) Brand gaps."

A comprehensive scan that gives you the landscape in one shot.

4. Creator Discovery & Vetting

Find the right creators, faster — based on what they actually say, not just their follower count

Most platforms search creator bios and follower counts. Glystn searches the full transcripts of their video content across TikTok and Instagram. You can find creators by what they talk about, how they talk, who they talk to, and what their audiences care about.

Step 1: Find Creators

Start Simple

"Find lifestyle creators with 50K+ followers who make content about home renovations."

Broad enough to get results, specific enough to be useful.

Add Platform + Location

"Find Instagram creators based in the US who talk about sustainable fashion. Under 100K followers, no listed management team."

Combining platform, geography, and follower tier narrows results fast.

Search by Life Moment

"Find creators who are currently going through the home-buying process and documenting their journey on TikTok."

Life-stage targeting finds creators at real purchase moments — far more relevant than age or demo alone.

Search by Brand Affinity

"Find creators who have organically mentioned [YOUR BRAND] on Instagram or TikTok in the past 6 months. No paid posts."

Creators who already love your brand make the most authentic partners.

Refine as you go: After your first results, just tell Glystn what to change — "Narrow to men only," "Exclude anyone who has partnered with [Competitor]," or "Show me only creators under 25K followers." Each follow-up sharpens the list without starting over.

Step 2: Vet & Evaluate

Quick Fit Check

"https://instagram.com/[handle] — Is this creator a good fit for a family-friendly snack brand targeting millennial parents?"

Always include your campaign context. Glystn evaluates fit relative to your brief.

Brand Safety Screen

"Vet this creator for brand safety. Flag any content involving politics, profanity, drug use, or adult themes: https://instagram.com/[handle]"

Batch Evaluation

"Vet these 3 creators for our wellness campaign and rank them by fit: https://instagram.com/[handle1] https://instagram.com/[handle2] https://instagram.com/[handle3]"

Batch vetting saves time. Glystn will compare them side by side.

Check Competitor History

"Has @[handle] done any sponsored posts for [COMPETITOR BRAND] in the past year? Any conflicts of interest I should know about?"

Surfaces undisclosed competitor relationships before you commit.

Step 3: Go Deeper — Power Moves

These prompts set Glystn apart — search in ways no traditional database supports.

Style-as-Search

"Find creators whose content style is similar to @[creator you love] — same humor, editing approach, and audience energy. 25K–150K followers, US-based."

Use a creator you admire as a living search template. Glystn matches on tone and style, not just category.

Audience-First Discovery

"I need to reach new parents navigating sleep training who feel overwhelmed and want judgment-free advice. What creators are authentically embedded in this conversation?"

Define the audience and their emotional state first. Glystn finds the creators who are already there.

Find Real People (Anti-Influencer)

"Find real people — not professional influencers — who are posting genuine, lo-fi content about [TOPIC]. Under 10K followers, no management or agency in their bio."

Perfect for UGC campaigns. Authentic voices that audiences trust because they aren't polished.

Step 4: The Compound Workflow

Chain these four prompts in sequence to go from zero context to a vetted creator shortlist — all in one conversation.

- 1 "What are the biggest cultural conversations happening around [YOUR CATEGORY] right now?"
- 2 "Which of those conversations is [YOUR BRAND] absent from? Where are competitors showing up that we're not?"
- 3 "Find 10 creators who are leading that conversation. Mid-tier, US-based, brand-safe."
- 4 "Vet the top 3 for [MY CAMPAIGN] and rank them by fit."

In four prompts, you went from zero context to a vetted creator shortlist grounded in real cultural intelligence.

5. Campaign Strategy & Briefs

Build strategies backed by social evidence, not assumptions

Campaign Brief Development

WHEN TO USE

Building evidence-backed campaign strategies

STEP 1 — OWNABILITY

"Help me understand the 'ownability' for [BRAND] across social — what conversation territories could they authentically claim based on current consumer discussions?"

STEP 2 — UNMET NEEDS

"What are the unmet needs or frustrations consumers express about [CATEGORY]?"

STEP 3 — MESSAGING ANGLES

"Based on these insights, what are 5-7 messaging angles [BRAND] could use for [CAMPAIGN OBJECTIVE]? Provide consumer insights supporting each angle."

WHAT YOU GET

Evidence-backed messaging angles + consumer language you can use in briefs

Brief Evidence Building

PROMPT

"I'm recommending [STRATEGY] for [BRAND]. Find consumer evidence that supports this direction. Include specific quotes."

Quotes from real consumers beat stats in decks. This turns your recommendation into proof.

Messaging Angle Discovery

PROMPT

"How do people naturally talk about [PROBLEM]? What language and frames do they use? Give verbatim quotes."

Consumer language > brand language. Use their words in your creative.

Strategic Shift Analysis

PROMPT

"[BRAND] currently does [X]. Based on consumer conversation, what should they do instead? Show the gap."

6. Sentiment & Crisis Monitoring

Detect perception shifts before they escalate

WHEN TO USE

Monitoring brand health, post-campaign, or during a developing situation

DETECT SHIFTS

"Search posts mentioning [BRAND/CAMPAIGN]. Detect sentiment drops, tone shifts, and potential flashpoints. Identify root causes."

IDENTIFY AFFECTED AUDIENCES

"Which audience segments are most affected? What specific concerns are being expressed?"

TRACK OVER TIME

"Track mentions of [ISSUE] over the past 4 weeks in 1-week segments. Is the conversation growing or declining?"

WHAT YOU GET

Early warning signals + context for response

7. Audience Intelligence

Understand who cares, how they talk, and what motivates them

Audience Segmentation

PROMPT

"Who's talking about [TOPIC]? Break into segments by motivation. Show verbatim quotes of how they naturally discuss this."

Consumer language > brand language. Use their words.

Fan Psychographics

PROMPT

"What are the psychographic profiles of people who organically discuss [BRAND]? What else do they care about? What language patterns do they use?"

Platform-Specific Insights

PROMPT

"Compare how [TOPIC] is discussed on TikTok vs Instagram. What are the differences in tone, audience, and content format?"

Platform behavior varies widely. What works on TikTok won't always transfer.

8. Tips, Tricks & Troubleshooting

Get better results, faster

The Golden Rules

01

Think conversation, not search

It's a research partner, not Google.
Brief it like you'd brief a smart colleague.

02

Context carries forward

Short follow-ups work because
Glystn remembers the conversation.
No need to repeat yourself.

03

Evidence beats opinions

Always request consumer quotes
and specific examples. They make
your work defensible.

04

Iterate rapidly

The first answer is rarely the final
answer. Start broad, then narrow
with short follow-ups.

The Iteration Pattern

This is the core workflow that power users rely on: **Start Broad → Drill Down → Validate → Refine**

- 1 "Trending topics in skincare?" → Glystn returns 5 themes
- 2 "Deep dive on theme #3" → Detailed analysis
- 3 "Show creators driving this conversation" → Creator examples
- 4 "Focus on micro-tier only" → Filtered list

5

"Vet [specific creator URL]" → Full evaluation

Quality Filters — Always Request These

"Organic mentions only"

"Verbatim quotes"

"Specific examples"

"Exclude sponsored posts"

"Past 60 days"

"Top 3 only"

"Slide-ready format"

Useful Refinement Follow-ups

"Dive deeper into [SPECIFIC POINT]"

"What about the [DIFFERENT ANGLE]?"

"More quotes for [TOPIC]"

"Make this more concise"

"Add examples"

"Check brand safety"

"Make it slide-ready"

Do's and Don'ts

Do

- ✓ "Analyze this creator for a family snack campaign targeting millennial parents"
- ✓ Start broad, then narrow with follow-ups
- ✓ Use Glystn to validate creators you found elsewhere
- ✓ Always add "organic mentions only" for authentic sentiment
- ✓ Include your brand, campaign, and audience context

Don't

- ✗ "Tell me about this creator" (too vague)
- ✗ Expect perfect answers on the first try
- ✗ Forget to filter out sponsored content
- ✗ Skip the brand safety screen
- ✗ Use it like a search engine — it's a research partner

Troubleshooting

- "Results too generic"** → Add specificity — brand, audience, objective
- "Too much sponsored content"** → Add "organic mentions only"
- "Response too long"** → "Top 3 only" or "Make it concise"
- "Need more proof"** → "Show specific posts" or "Give verbatim quotes"
- "Not deck-ready"** → "Structure as slide-ready bullet points"

Remember: The more context you share — your brand, your campaign, your audience, what success looks like — the better Glystn performs. Think of it as briefing a smart research partner, not querying a search bar.



Confidential Information. Copyright, Glystn Inc, 2026

Questions? Try asking Glystn directly: "How should I use you for [my specific need]?"