

# Amplify Prompt Engineering Tips

UNC System Office | Practical Guidance for Amplify Users, 2025

**Purpose:** This guide helps UNC System Office staff write effective prompts in Amplify to ensure outputs are accurate, useful, and aligned with institutional needs. A **prompt** is the instruction you give the AI; think of Amplify as a knowledgeable assistant where clearer instructions yield better results.

## Core Principles of Effective Prompting

### Be Clear and Specific

Avoid vague requests. Clearly state the desired action.

**Instead of:** "Summarize this"

**Try:** "Summarize the attached report in five bullet points for a senior leadership audience."

### Provide Context

Give background info to help the AI understand.

- **Who:** The audience
- **Why:** The goal
- **How:** The usage

### Define Output Format

Tell Amplify exactly how to structure the response.

- Bullet points or Tables
- Step-by-step lists
- Specific paragraph limits

## Quick Tools & Techniques

### Prompt Structure Template

A reliable formula: **1. Role + 2. Task + 3. Context + 4. Output**

*Example: "You are an internal comms specialist (Role). Draft an email explaining guidelines (Task) to staff (Context). Use 3 short paragraphs (Output)."*

### Iterative Prompting (Refining)

Don't restart; refine within the conversation:

- "Make this more concise."
- "Rewrite in a formal tone."
- "Add an example relevant to higher ed."

## Templates & Setup

### Prompt Templates

Use for recurring tasks to ensure consistency.

*Example: "Summarize {{file}} for {{audience}} in {{length}}."*

### Custom Instructions

Set behavior for the whole chat:

- Set tone (formal/neutral)
- Require citations

### Responsible Prompting

- **Do not** include confidential, regulated, or sensitive data.
- **Avoid** personally identifiable information (PII).
- **Verify** all outputs for accuracy before use.
- **Treat** AI responses as drafts, not final authority.

## Practice Examples

**Poor:** "Write something about Amplify."

**Improved:** "Write a short internal overview explaining what Amplify is and why the UNC System Office is piloting it. Limit to 150 words."

**Poor:** "Fix this email."

**Improved:** "Edit the following email for clarity and professionalism while preserving the original message."