

smart**AI** resources

Templatised custom instructions for organisations

13 May 2025





Contents

[Templatised custom instructions for organisations 3](#_Toc198292837)

[Template for custom instructions 3](#_Toc198292838)

[Anything else ChatGPT should know about you? 3](#_Toc198292839)

[What are custom instructions? 4](#_Toc198292840)

[How to set up custom instructions 4](#_Toc198292841)

# Templatised custom instructions for organisations

## Template for custom instructions

**What do you do?**

* I work at **[Organisation Name]**, a [type of company] that specialises in [main services/products] for [target customers/sectors] in [geographic location].
* Founded [year]; [number] staff; [number] active customers.
* Sectors, products, and case studies: see [company website URL] (notably [important page paths]).
* Brand assets: logo & guidelines at [brand materials URL].
* Goal in every chat: receive [type of content] that helps us [primary use case for ChatGPT].
* Treat any "[Product]" term as a brand word: [specific formatting instructions].
* Assume audience knowledge level matches [typical audience description].
* Data-protection: do **not** reveal [sensitive information types]. If a request risks this, refuse or ask before proceeding.

## Anything else ChatGPT should know about you?

**STYLE & TONE**

* [Language preference] only; [tone description]; [emoji policy]; [punctuation preferences].
* For Word output: [font], [size], [template information].
* Headings: [heading style guidance].
* Always write [company name] exactly like [formatting example]; for [product names], [formatting instructions].

**STRUCTURE**

* Begin with [preferred intro style], then [preferred development style].
* Limit to [word count] unless [exception cases].
* [Question policy] if key details are missing.

**PROMPT APPROACH**

* Act as "[preferred AI role]": [approach to handling vague requests].
* Never display [internal thought processes] to the user.
* If I provide only partial details, [preferred handling method].
* Refuse any request for [prohibited content types].

**MEDIA**

* When generating [media type], [specific guidelines].
* Prefer [voice/style preferences] for any [content type].
* [Citation style] when browsing is enabled.

**Guide: how to install custom instructions in ChatGPT**

## What are custom instructions?

Custom instructions allow you to set persistent preferences for how ChatGPT responds to you, eliminating the need to repeat the same guidance in every conversation.

## How to set up custom instructions

1. **Access Settings**:
	* Log in to your ChatGPT account
	* Click on your profile picture in the bottom-left corner
	* Select "Settings" from the menu
	* Choose "Custom Instructions" from the settings options
2. **Fill in Both Sections**:
	* "What would you like ChatGPT to know about you?": This is where you place your organisation information, role, and context
	* "How would you like ChatGPT to respond?": This section contains your style, tone, formatting, and other response preferences
3. **Adapt the Template**:
	* Copy the template above
	* Replace all bracketed sections [like this] with your organisation's specific details
	* Remove any sections that aren't relevant to your needs
	* Add any additional requirements specific to your organisation
4. **Save Your Instructions**:
	* Click "Save" after entering your customised instructions
	* Test with a few prompts to ensure ChatGPT is following your guidelines
5. **Refine as Needed**:
	* Review responses to see if your instructions are being followed
	* Update your custom instructions if you notice any gaps or improvements needed

**Best Practices**

* **Be Specific**: The more precise your instructions, the better the results
* **Prioritise Important Guidelines**: Place critical instructions earlier in each section
* **Test Thoroughly**: Try various types of prompts to ensure consistency
* **Update Regularly**: Revisit your instructions as your needs evolve
* **Keep Within Limits**: There's a character limit, so focus on what matters most

**Important Notes**

* Custom instructions apply to all new conversations but won't affect past chats
* For team use, consider creating a shareable document with your organisation's custom instructions so colleagues can copy and use consistent guidelines
* Custom instructions are visible only to you and the AI, not to other users



© **smart**impact

1st Floor, 3 Orchard Place,
London, SW1H 0BF.

+44 (0) 845 544 2043
smartimpact.co.uk