



Prompting guide 101

A quick-start handbook for effective prompts to increase efficiency and productivity in the public sector

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March 2025 edition

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Writing effective prompts using Google Workspace with Gemini

Public sector organizations rely on Google Workspace to deliver essential services to citizens, enhance productivity and collaboration across school systems, agencies and communities, and securely manage critical information.

Now, with Google Workspace with Gemini achieving FedRAMP High certification, teams across public sector agencies, higher education and K-12 institutions and research organizations can use AI-powered tools to collaborate more effectively, increase efficiency, and improve decision-making,—all while maintaining robust security and compliance standards.

Embedded generative AI-powered features can help public sector leaders draft documents, summarize lengthy reports, organize data, generate images, accelerate workflows, and facilitate richer virtual meetings.

Whether working in Gmail, Google Docs, Drive, Sheets, Meet, Slides, or Gemini App (gemini.google.com), Gemini provides seamless AI-powered assistance directly within your existing workflows. With access to institutional knowledge stored in Drive, Docs, Gmail, and more, teams can automate routine tasks and focus on mission-critical work with less manual effort.

This guide, customized for use cases within the public sector, will equip you with the foundational skills to write effective prompts when using Google Workspace with Gemini. A prompt serves as a starting point for your AI-powered assistant, guiding it to generate useful responses.

As you interact with Gemini, refining your prompts can help you get more precise and actionable results. While the use cases are vast, applying consistent best practices will help you maximize the benefits of AI in your public sector work.

The four main areas to consider when writing an effective prompt are:

- Persona
- Task
- Context
- Format

Here is an example of a prompt using all four areas that could work well in Gmail and Google Docs:

You are a program manager in [branch of government].

Draft an executive summary to [persona] based on

[details about relevant program docs].

Limit to bullet points.

Here are quick tips to get you started with Google Workspace with Gemini:

- 1. Use natural language.**
Write as if you’re speaking to another person. Express complete thoughts in full sentences.

2. Be specific and iterate.
Tell Gemini what you need it to do (summarize, write, change the tone, create). Provide as much context as possible.

3. Be concise and avoid complexity.
State your request in brief — but specific — language. Avoid jargon.
- 4. Make it a conversation.**
Fine-tune your prompts if the results don’t meet your expectations or if you believe there’s room for improvement. Use follow-up prompts and an iterative process of review and refinement to yield better results.

5. Use your documents.
Personalize Gemini’s output with information from your own files in Google Drive.

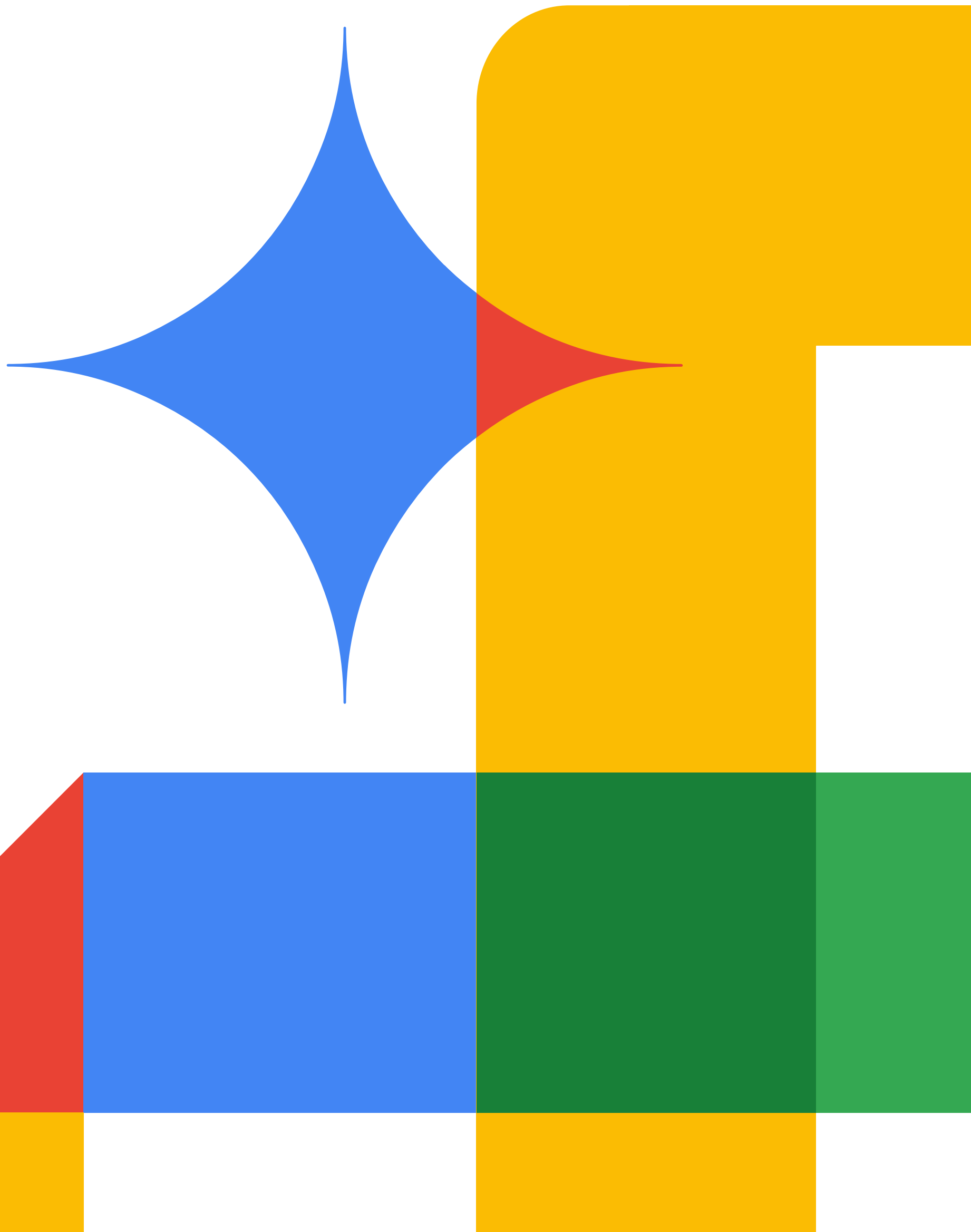
6. Make Gemini your prompt editor.
When using Gemini App, start your prompts with: “Make this a power prompt: [original prompt text here].” Gemini will make suggestions on how to improve your prompt. Ensure it says what you need, and then paste it back into Gemini Advanced to get an output.



Prompting is a skill we can all learn. You don't have to be a prompt engineer to use generative AI. However, you will likely need to try a few different approaches for your prompt if you don't get your desired outcome the first time. Based on what we've learned from our users so far, the most fruitful prompts include person, task, context and format.

Generative AI and all of its possibilities are exciting, but it's still new. Even though our models are getting better every day, prompts can sometimes have unpredictable responses.

Introduction



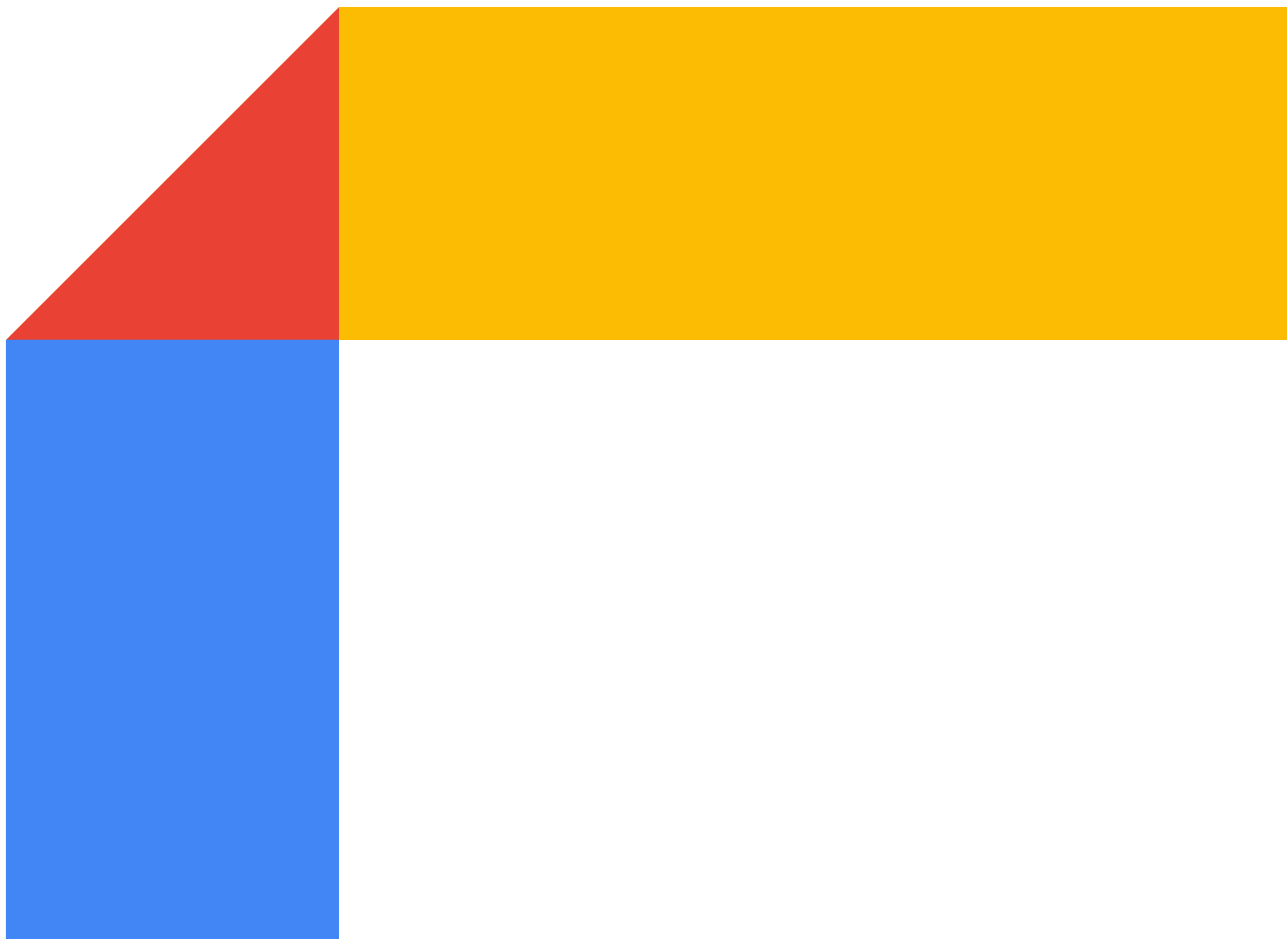
Google Workspace with Gemini: Prompting 101

Google Workspace with Gemini is your AI-powered assistant, seamlessly integrated into the apps public sector agencies rely on daily—Gmail, Google Docs, Google Sheets, Google Meet, Google Slides, and the Gemini App (the standalone chat experience available at gemini.google.com). Whether you work in government, education, or a public institution, Gemini enhances your workflows, helping you analyze data, draft reports, summarize policies, and manage communications more efficiently—all while maintaining strict security and compliance standards.

You can access Google Workspace with Gemini in multiple ways to reduce interruptions and enhance productivity. The side panel within your Workspace apps allows you to generate highly personalized AI-powered outputs based on files within your Google Drive (Office, PDF, etc).

This means you can instantly draft policy memos, generate data-driven reports in Google Sheets, create briefings in Slides based on agency documents, and compose structured emails that reference key details from existing reports.

Understanding how to craft effective prompts will help you maximize Gemini’s capabilities, allowing you to enhance collaboration, and make data-driven decisions more efficiently. This guide will provide best practices for writing prompts that generate accurate, relevant, and actionable AI-powered responses—helping public sector teams work smarter.



Google Workspace with Gemini can help you:



Improve your writing



Organize data



Create original
images



Summarize information
and surface insights



Have better meetings with
automatic note taking



Research unfamiliar
topics easily



Spot trends, synthesize information, and identify opportunities

For 25 years, Google has built helpful, secure products that give users choice and control over their data. It's a bedrock principle for us. This was the case back when we first launched Gmail in 2004, and it remains true in the era of generative AI. This means your data is your data and does not belong to Google. Your data stays in your Workspace environment. Your privacy is protected. Your content is never used for targeting ads or to train Gemini.

How to use this prompt guide

This guide introduces you to prompting with Google Workspace with Gemini. It includes strong prompt design examples to help you get started. Additionally, it covers scenarios for different personas, use cases, and potential prompts.

You will notice a variety of prompt styles. Some prompts have brackets, which indicate where you would fill in specific details or tag your own personal files by typing @file name.

Other prompts are presented without variables highlighted to show you what a full prompt could look like. All of the prompts in this guide are meant to inspire you, but ultimately they will need to be customized to help you with your specific work.

To get started, use the role-specific suggested prompts as inspiration to help you unlock a new and powerful waysof working.



→ Next, learn how you can get started with different features by visiting g.co/gemini/features.



Getting started

First, review the general prompt-writing tips on page 3 and the Prompting 101 section at the beginning of this guide.

Each prompt below is presented with an accompanying scenario to serve as inspiration for how you can collaborate with Workspace with Gemini. The prompt iteration example shows how you could write follow-up prompts to build on the initial generated response.

Government: Policy Analyst


As a Policy Analyst, you evaluate legislative proposals and regulations to provide data-driven recommendations to government officials. You face challenges in efficiently summarizing complex legal documents, identifying key legislative trends, and collaborating across multiple agencies with varying priorities. Google Workspace with Gemini can help you streamline your workflow by providing AI-powered tools that enhance document analysis, collaboration, and decision making.

This section provides you with simple ways to integrate prompts in your daily tasks.

Prompt iteration example

Use Case: Generates a one-page summary of a 50-page healthcare report


You are a Policy Analyst reviewing a new 50-page legislative proposal on healthcare regulations. You need to summarize the key takeaways in a structured one-page policy brief, highlighting the most impactful changes, their implications, and any key deadlines.

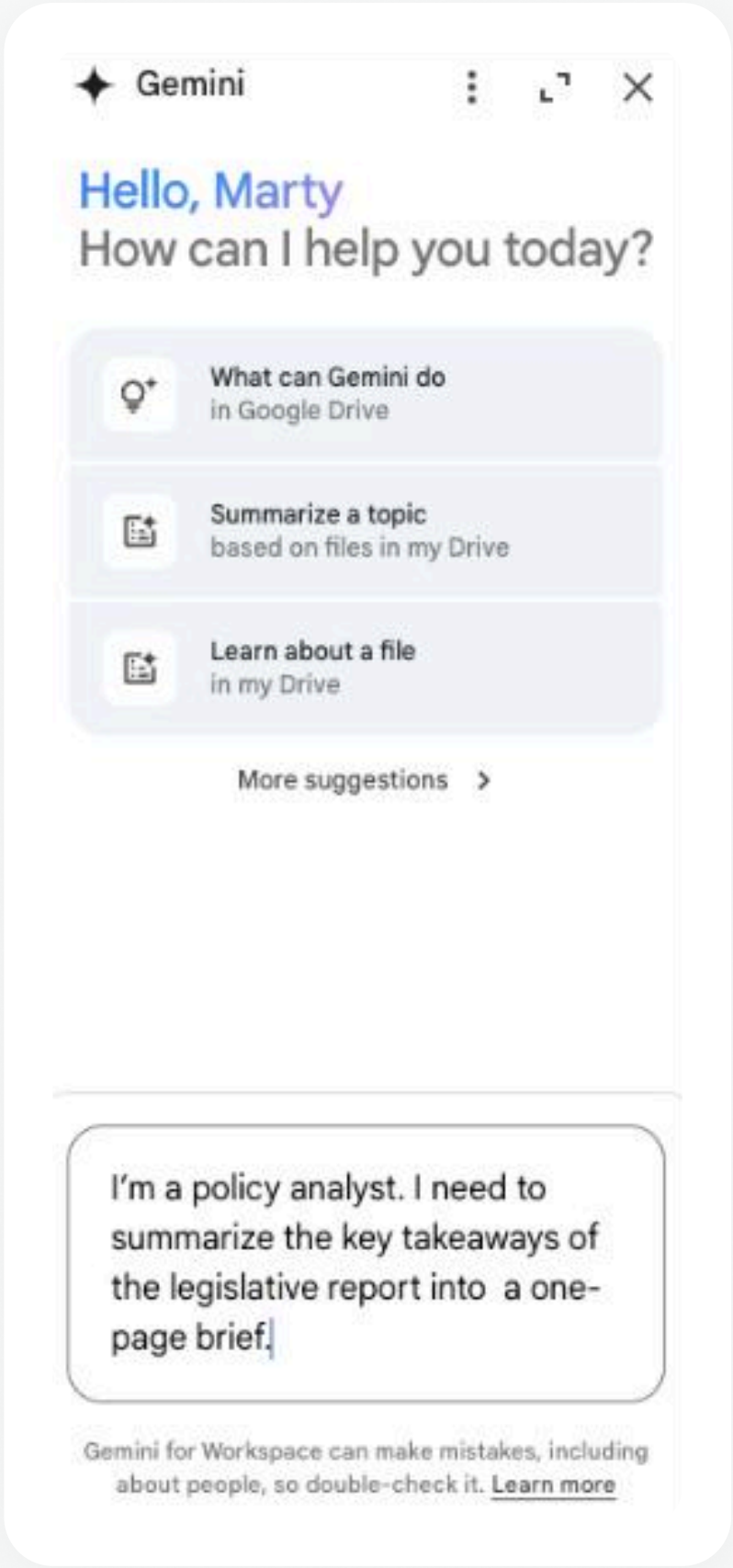
 I'm a Policy Analyst. I need to summarize the key takeaways of the @[Healthcare Report] into a one-page brief.
(Gemini Google Drive Side-Panel)

- Persona
- Task
- Context
- Format

Note: Gemini only retrieves relevant content in Workspace that the user has access to. In this example, only the report shared with the Policy Analyst will factor into the analysis.



After you have the brief, you need to add it to a Google Doc for review. Copy the response by clicking the copy icon  in the bottom right corner and paste it into a Google Document.





Government: Grant Coordinator

As a Grant Coordinator, you manage government funding applications and ensure compliance with grant regulations. You spend excessive amounts of time drafting proposals, tracking complex reporting requirements, and extracting key financial insights from multiple funding sources. Google Workspace with Gemini can help you write follow-up prompts to build on the initial generated response.

This section provides you with simple ways to integrate prompts in your daily tasks.

Prompt iteration example

Use Case: Extract key funding details from multiple grant applications

You are a Grant Coordinator reviewing 10 grant applications in Google Sheets. You’ve been asked to identify which grants necessitate quarterly reporting, and calculate the total amount for all grants that have been submitted.



Calculate the percentage of grants that require quarterly reporting and the total funding amount for all grants and display them in a concise table.

- Persona
- Task
- Context
- Format

Note: Gemini only retrieves relevant content in Workspace that the user has access to. In this example, only the data shared with the Grant Coordinator will factor into the analysis.

Metric	Value
Percentage of Grants with Quarterly Reporting	20%
Total Funding Amount for All Grants	\$3,323,635

X Close

✓ Insert

|

👍

💬

The data necessary to report on the percentage of grants with quarterly reporting and the total funding amounts for all grants is now easily and readily available without the need for manual formulaic calculations. The insert button ✓ Insert is then clicked to ensure that the calculated data is added to the spreadsheet.



Government: Public Affairs Officer

As a Public Affairs Officer you handle government communications, crafting press releases and public statements while managing internal messaging. You struggle with maintaining consistent messaging, summarizing key points from lengthy reports, and responding rapidly to media inquiries under tight deadlines. Google Workspace with Gemini can help you enhance communication efficiency, streamline messaging consistency, and improve responsiveness.

This section provides you with simple ways to integrate prompts in your daily tasks.

Prompt iteration example

Use Case: Draft a press release based on internal government report

You are a Public Affairs Officer tasked with announcing a new infrastructure initiative. You use the `create a document` prompt to compose a press release summarizing key details from the year 2024.



I am a Public Affairs officer. Draft a Press Release summarizing key details of year 2024 @[Report Name]. Include the project, applicant organization, proposed award and proposed 117(d)(2)(a) Amount.

- Persona
- Task
- Context
- Format

Note: Gemini only retrieves relevant content in Workspace that the user has access to. In this example, only the reports shared with the Public Affairs Officer will factor into the analysis.



A press release summarizing the requested information and key variables for customization has been prepared. Please proceed with tailoring the content to your specific requirements.

Government:

Emergency Response Coordinator

As an Emergency Response Coordinator you manage crisis communications, resource coordination, and real-time situation updates during emergencies. You need to rapidly summarize evolving events, draft accurate situation reports, and streamline cross-agency communication under extreme time constraints. Google Workspace with Gemini can help you optimize crisis response, improve communication clarity, and enable real-time situational awareness.

This section provides you with simple ways to integrate prompts in your daily tasks.

Prompt iteration example

Use Case: Compile a briefing on a natural disaster

briefing for city officials on the current wildfire situation. You utilize Gemini to generate a Slide that encompasses essential updates, impacted regions, and response initiatives.



I am an Emergency Response Coordinator. Create a Slide that summarizes the key updates, impacted areas and response efforts based on the @[Report Title] @[Document Title].

- Persona
- Task
- Context
- Format

Note: Gemini only retrieves relevant content in Workspace that the user has access to. In this example, only the reports shared with the Emergency Response Coordinator will factor into the analysis.

A summary slide is generated kicking off the creation of your briefing deck.
A summary slide is generated, initiating the creation of your briefing deck.



Wildfire Update and Response

- 95% contained, but thousands of structures destroyed and civilian fatalities in both fires.
- Evacuation orders remain in some areas; Pasadena and Altadena Disaster Recovery Centers open.
- Shelters available for people and animals.
- Angeles National Forest temporarily closed.
- Residents can apply for federal assistance and check for updated road closures.
- [Image of Wildfires Aftermath and Response Efforts]

Gemini

Create a slide that summarizes the key updates, impacted areas and response efforts based on

Eaton Fire_ Incident Update on 01_...

Palisades Fire_ Incident Update on...

Eaton Fire

Palisades Fire

Include an image.

Slide created and inserted

Enter a prompt here

Gemini for Workspace can make mistakes, including about people, so double-check it. [Learn more](#)



Department of Defense: Operations Intelligence Analyst

As an Operations Intelligence Analyst for the Department of Defense (DoD) you gather, analyze, and interpret classified intelligence data to support military decision-making.

You struggle with synthesizing vast amounts of intelligence into actionable insights quickly while ensuring secure collaboration across agencies without compromising sensitive information. Google Workspace with Gemini can help you to refine analysis, accelerate decision making, and enhance interagency collaboration.

This section provides you with simple ways to integrate prompts in your daily tasks.

Prompt iteration example

Use Case:

Analyze the Military Intelligence Program's appropriated funds

You are an Operations Intelligence Analyst searching Google Drive for previous US intelligence budget reports on appropriated Military Intelligence Program funds. You need to analyze the appropriated Military Intelligence Program over the last three years.



I am an Operations Intelligence Analyst. Analyze the
@[Report Name] comparing the MIP budgets
appropriated over the last three years. Include
the total amount.

- Persona
- Task
- Context
- Format

Note: Gemini only retrieves relevant content in Workspace that the user has access to. In this example, only the reports shared with the Operations Intelligence Analyst will factor into the analysis.

I am am an Operations Intelligence Analyst. analyze the

US Intelligence Community Budget

comparing the MIP budgets appropriated...

As an Operations Intelligence Analyst, let's analyze the MIP (Military Intelligence Program) budgets appropriated over the last three fiscal years, based on the data provided:

- **2024:** \$29.80 billion
- **2023:** \$27.90 billion
- **2022:** \$24.10 billion

Total MIP budget appropriated over the last three years: \$81.80 billion

This represents a clear upward trend in MIP funding over the past three years, which


What has been the average MIP budget appropriation over the past three years?

Show more suggestions

Enter a prompt here

Gemini for Workspace can make mistakes, including about people, so double-check it. [Learn more](#)

After you have the analysis, you need to add it to a Google Document for review. Copy the response by clicking the copy icon in the bottom right corner and paste it into a Google Document.



Higher Education: Academic Program Coordinator

As an Academic Program Coordinator you oversee curriculum planning, course scheduling, and program evaluation to ensure academic programs align with institutional goals.

You face challenges in synthesizing feedback from faculty and students, tracking accreditation requirements, and efficiently updating program documentation across multiple platforms. Google Workspace with Gemini can help you to streamline curriculum management, simplify accreditation tracking, and enhance collaboration across faculty and administration.

This section provides you with simple ways to integrate prompts in your daily tasks.

Prompt iteration example

Use Case: Communicate the curriculum changes to faculty

You are an Academic Program Coordinator drafting an email to faculty members about curriculum updates for the upcoming semester. You need to clearly outline the changes, the rationale behind them, and any required actions, maintaining a professional and supportive tone.



I am an academic program coordinator. Write a professional and supportive email informing faculty that there will be changes to the upcoming semester's curriculum. The changes are as follows the integration of digital literacy modules, updated assessment criteria and new elective offerings. We are marking these changes to ensure industry alignment, meet accreditation compliance and integrate student feedback. Please attend next week's faculty meeting for more information.

- Persona
- Task
- Context
- Format

I am an academic program coordinator. Write a professional and supportive email informing faculty that there will be changes to the upcoming semester's curriculum. The changes are as follows the integration of digital literacy modules, updated assessment criteria and new elective offerings. We are marking these changes to ensure industry alignment, meet accreditation compliance and integrate student feedback. Please attend next week's faculty meeting for more information.



Cancel>Create



New Message

Recipients

Subject

 I am an academic program coordinator. Write a professional and s... 

Dear Faculty,




I am writing to inform you of upcoming changes to the curriculum for the next semester. These changes include the integration of digital literacy modules, updated assessment criteria, and new elective offerings.

We are making these changes to ensure that our program remains aligned with industry standards, meets accreditation compliance, and integrates valuable student feedback.

To discuss these changes in more detail, please plan to attend next week's faculty meeting.

Thank you for your continued dedication and support.


Sincerely,
Marty McFly
Academic Program Coordinator

Rate this suggestion:   

This is a creative writing aid, and is not intended to be factual. [Learn more](#)

↻ Recreate

≡ Refine

 Insert

Leveling up your prompt writing

This guide is meant to serve as inspiration, and the possibilities are nearly endless with Google Workspace with Gemini.

Build on your prompt-writing skills using these tips.



Break it up

If you want Workspace with Gemini to perform several related tasks, break them into separate prompts.



Give constraints

To generate specific results, include details in your prompt such as character count limits or the number of options you'd like to generate.



Assign a role

To encourage creativity, assign a role. You can do this by starting your prompt with language like: "You are the head of a federal agency Public Affairs department..."



Follow up

In your conversation with the Gemini App, include all the relevant details, and then describe the output you want. Continue the conversation by asking questions like, "What questions do you have for me that would help you provide the best output?"



Say it another way.

Fine-tune your prompts if the results don't meet your expectations or if you believe there's room for improvement. An iterative process of review and refinement often yields better results.



Consider tone

Tailor your prompts to suit your intended audience. Ask for outputs to have a specific tone, such as formal, informal, technical, creative, or casual.



Generative AI and all of its possibilities are exciting, but it's still new. Even though our models are getting better every day, prompts can sometimes have unpredictable responses.

Before putting an output from Google Workspace with Gemini into action, review it to ensure clarity, relevance, and accuracy. And of course, keep the most important thing in mind: Generative AI is meant to help humans, but the final output is yours.

The example prompts in this guide are meant for illustrative purposes.

Stay up to date

- ↪ Google Workspace for Government at goo.gle/GWS-Gov →
- ↪ Google Public Sector blog at goo.gle/GWS-Blog →
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Google Workspace
with  Gemini

Happy prompting!

