

CREATING SOCIAL MEDIA CONTENT WITH AI



SOCIAL MEDIA TIPS By Theresa Mintzer

Do you struggle with ideas for your social media content? Try using AI tools like ChatGPT or Claude for suggestions. It's an excellent starting point for brainstorming posts, captions, reels, blog ideas, and more. AI can also help write drafts for your content. One thing to remember when using AI is that the responses can sometimes feel generic. In 2026, the most successful content creators are using AI to save time while still keeping their own personality and storytelling at the center of their content.

Another way to use AI for content creation is with tools like Minvo. Minvo will create short-form videos for YouTube, Instagram, Facebook, and TikTok. Minvo will automatically turn longer videos into branded clips and highlight content based on keywords you provide.

Creating social media graphics is time consuming. Canva is a popular design tool for presentations, videos, and social media graphics. The paid version, Canva Pro,



offers additional templates, branding tools, and AI features that will save you even more time.

There are many AI-powered tools available today to help streamline content creation. Always keep your ideal customer in mind when creating content and have fun experimenting with these new tools.

Need help putting this into practice? I offer social media coaching to guide you through the process. Visit mintzersolutions.com to learn more and schedule a session.



EARTH ENGINEERING INCORPORATED

Geotechnical Engineers & Geologists



- Subsurface Investigations
- Geotechnical Design
- Stormwater Infiltration Testing
- Carbonate Site Assessments
- Environmental Site Assessments and Remediation
- Construction Inspection & Testing
- Clean Fill Testing
- Laboratory Soils Testing

www.earthengineering.com

Corporate Headquarters: 610-277-0880

Central PA: 717-697-5701

Lehigh Valley: 610-967-4540

South Jersey: 856-768-1001

QUALITY * COMMITMENT * PERFORMANCE

The New Norm in EMPLOYEE BENEFITS

Group insurance & employer sponsored retirement plans such as 401ks, are changing rapidly. To avoid employer risks and still maintain employee appreciation, a lot of changes need to be implemented. The Conestoga Group provides these services at no additional charge to companies with 2 to 250 employees.



www.cgiadvisors.com
(610) 889-9500
601 Swedesford Road
Frazer, PA 19355
info@cgiadvisors.com



Products

- ICHRAs, QSERAs, Alternate Funding, Reference Based Pricing
- Back Door Roths, Guaranteed Retirement Income, CITs, TDFs

Legislation

- HSA & FSA changes
- Automated Enrollment & PEPs

Technology

- Online Benefits Administration
- Electronic Benefits Integration with Payroll
- Mobile Applications

Communications

- Video vs PDFs
- Compliant Electronic Communications
- Participant Portal Utilization

Service

- Delayed vs Denied claims
- Beneficiary Tracking

Wellness Programs

- Benefits Training
- Wellness Assessments
- EAPs
- Advocacy Service

Fixed Insurance Products and Services Offered Through *The Conestoga Group, Inc.*, its Agents and Employees
401k & Other Qualified Plan Advisory Services Offered Through *CGI Plan Advisors, Inc.*, a Registered Investment Advisor
Wealth Advisory Services Provided by *CGI Wealth Advisors, Inc.*, a Registered Investment Advisor