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USING AI FOR SOCIAL MEDIA CONTENT

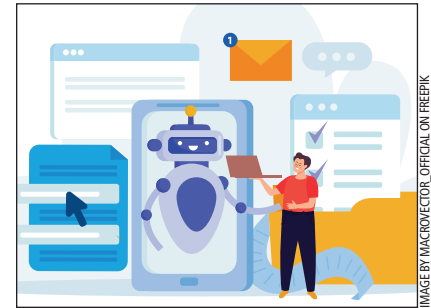


SOCIAL MEDIA TIPS

By Theresa Mintzer

The applications of Artificial Intelligence (AI) are endless. One is for social media content generation. AI can create a list of ideas for your next posts.

Two free AI programs to try are ChatGPT and Magic Write in Canva. Currently, Magic Write is available with Canva Free for up to fifty times. Both work in a similar fashion. For example, try the prompt "Give me five reasons to hire a tax professional." The program will give you five detailed reasons to hire a tax professional. Next, rewrite those points using your own unique tone that you want to convey on social media. Then, turn each point into a social media post with your call to action. Now you have five new posts for your social media. You can also ask it for five upbeat Instagram posts on a specific topic. It will write the posts for you. Remember to go over the post to ensure they are appropriate for your business.



AI can help you generate ideas, but it is important that you take the extra step to make sure you are using your voice to attract clients. Your voice will help you stand out from the other businesses in your field. Your call to action is important too. For the tax professional, suggest scheduling an appointment or clicking on a link to the website for more information.

Generate a list of a few topics about your industry and using AI. Next, find stock or your own photos for each post. Then you can schedule them. This can easily be done for a month in one sitting.

Need help with the process? I offer social media coaching. For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com.

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