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SOCIAL MEDIA CONTENT GENERATION WITH AI



SOCIAL MEDIA TIPS

By Theresa Mintzer
Artificial Intelligence (AI) is no longer the future. It is now! The

applications are endless. One is for social media content generation. You can use AI to help create a list of ideas for your next posts.

Two AI programs to try are ChatGPT and Magic Write in Canva docs. ChatGPT is free and as of this writing you can use Magic Write with the free Canva for up to twenty-five times. Both work in a similar fashion. You write down a topic. For example, try 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.

Using 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.



Through this process you can easily create a month's worth of content in one sitting. Generate a list of a few topics about your industry and use the AI. Next, find stock photos for each post. Then you can schedule the posts. I offer social media coaching if you need help with the process.

For additional information, call 484.686.2995; email: Theresa@MintzerSolutions.com; and visit: MintzerSolutions.com.

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