



AI FOR CONTENT CREATION





**WILL AI REPLACE
HUMANS?**



**AI CAN'T REPLACE THE
FIRST 5 NETWORK!**

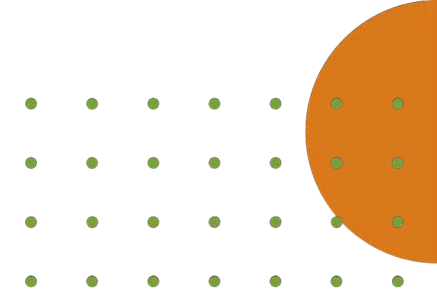
THINK OF AI LIKE A...

Thought partner

Research assistant

Dependable expert





WHAT IS AI?



Artificial Intelligence

- Performs tasks that humans can do but takes up a lot of time
- Allows for freeing up brain space to focus more on creativity and strategy



HOW CAN YOU START USING AI IN YOUR FIRST 5 WORK?

Automate Conversations

Website chatbots

Identify Preferences

Data analysis

Professional Headshots

LinkedIn, websites

Meeting Minutes

Transcribe audio

A photograph of two women, Kelly and Tracy, working together in a modern office at night. They are both wearing white button-down shirts. Kelly is seated and looking at a laptop, while Tracy is standing behind her, also looking at the screen. A large desk lamp with a black shade and a pinkish glow is positioned to the right, illuminating the scene. The background features a brick wall and some office equipment.

USING AI TO CREATE CONTENT

Kelly & Tracy at First 5 Tower County are going to use AI to plan and create content for their “Meet First 5 Tower County” Community Event!



EVENT GOALS

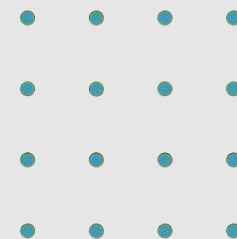
- Increase program attendance
- Create awareness of programs
- Community networking
- Activities for children
- Grow childcare workforce

AI ENHANCES YOUR EXPERTISE!

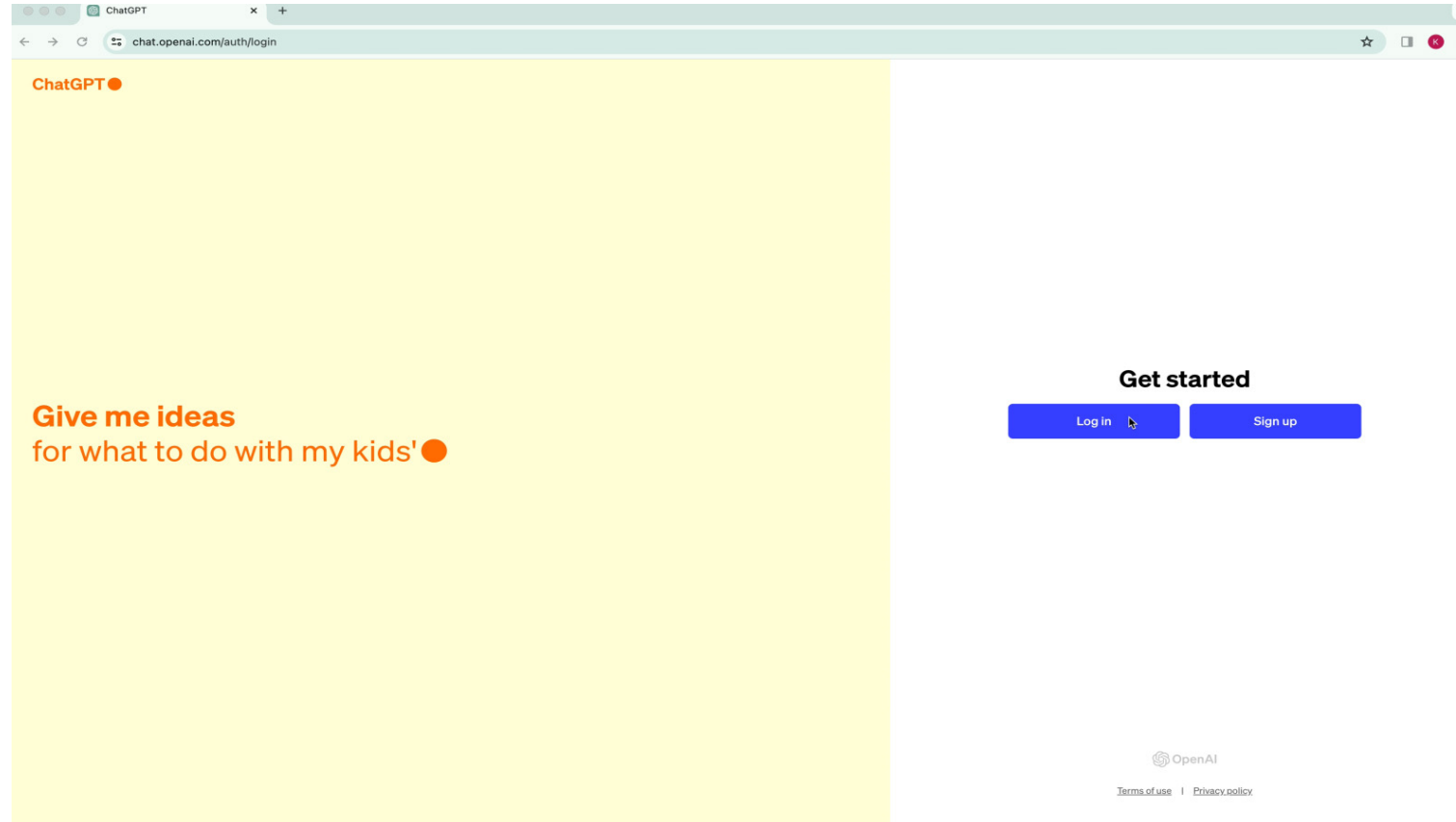
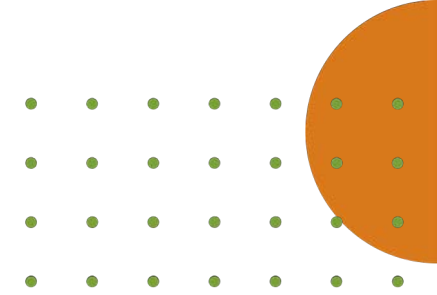
Provides
about a 60-
75%
jumpstart!



Add your own insights,
statistics, stories, and
relevance for the other
25-40% needed!



Chat GPT – The Main AI Tool



chat.openai.com



USING AI TO CREATE MESSAGING



A diverse group of young adults, including people of various ethnicities and ages, are smiling and waving their hands towards the camera. They are dressed in casual, colorful clothing. The background is a bright, overcast sky with some greenery visible in the distance.

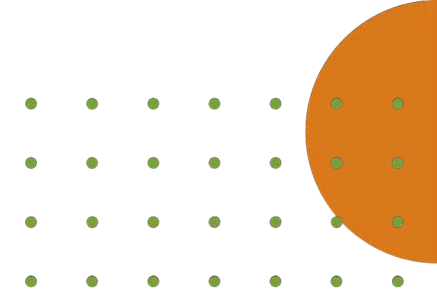
KNOW YOUR AUDIENCE!

Understand who should be attending the “Meet First 5 Tower County” Community Event to create the right messaging to promote attendance.

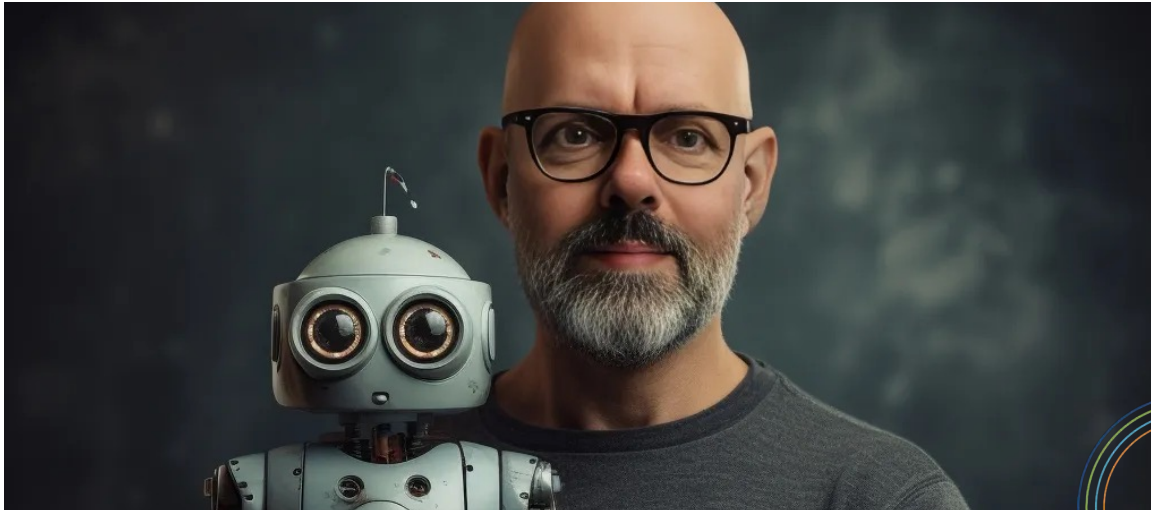


MESSAGING GOALS

- Determine audience segments
- Find overarching message
- Develop segment messaging



CHATGPT: IT'S ALL ABOUT THE PROMPT



Dave Birss' Prompt Framework - CREATE

- **Character** – the role of ChatGPT
- **Request** – tell it what to do
- **Example** – tone, background info
- **Adjustment** – bullets / subheads*
- **Type of Output** – jokes, outlines
- **Extra** – ignore previous prompts, ask questions, explain thinking*

* optional



PROMPT EXAMPLE WITH CREATE FRAMEWORK

(C) You are an event marketer and you're planning a free community event to introduce the new early childhood resource center for community residents.

(R) Please give me 10 ideas on who the different segments of the audience for this event could be, 10 ideas for an overarching message for the entire audience, and 10 ideas for messaging for each segment - using their pain points, concerns, and issues when it comes to early childhood development and resources.

(E) The event needs to showcase the programs available for children, demonstrate family resources, create networking for the community's parents, host activities for children, and provide job resources in early childhood development. The messages need to be in a cheerful, excited tone of voice.

(A & T) Use a bulleted list for each segment and their messaging as an outline.

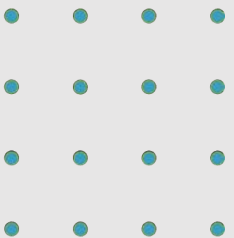
(E) For each segment you identify, please explain why they would be a good fit for attending the free community event.

AUDIENCE PERSONAS

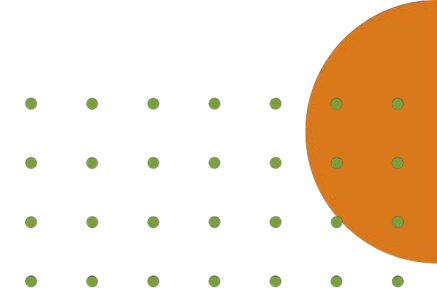
Fictional
person
representing
a specific
group of
people
(segment)




Based on research,
feedback, and analysis to
understand them better
and what they need



User Persona



 User Persona


Blog

Create FREE User Personas for Your Product or Service

Enter a short description of your product or service.

Example: A social media app for dog owners to connect with other dog owners.

GENERATE USER PERSONA



userpersona.dev

PROMPT EXAMPLE WITH CREATE FRAMEWORK

(C) You are hosting a free community event to introduce the new early childhood resource center to parents of young children. They are the primary target audience as they will benefit the most from the resources and programs offered by the center.

(R) Give me 10 ideas on messaging for Emily Smith, a 32-year-old stay at home mom of 2 children.

(E) She is married and prioritizes her children's well-being and development and is always seeking new resources and programs to support her parenting journey. Her pain points are feeling overwhelmed with parenting responsibilities, struggling to find balance between family and personal time, dealing with parenting challenges and uncertainties. Her goal is to provide a nurturing and stimulating environment for her children, to connect with other parents for support and guidance, to engage in activities that promote family bonding.

(A)

(T) Put each messaging idea in a bulleted list.

(E)



USING AI TO OPTIMIZE MESSAGING



A woman with long brown hair, wearing a white button-down shirt, is seated at a desk in a dimly lit office at night. She is looking down at a laptop screen, which is partially visible on the right. The background is dark with some blurred lights and a brick wall. A desk lamp is visible on the right side of the frame.

USE RELEVANT KEYWORDS

To not only generate content ideas, but for deciding which content can be created to uplift the message for each audience segment.

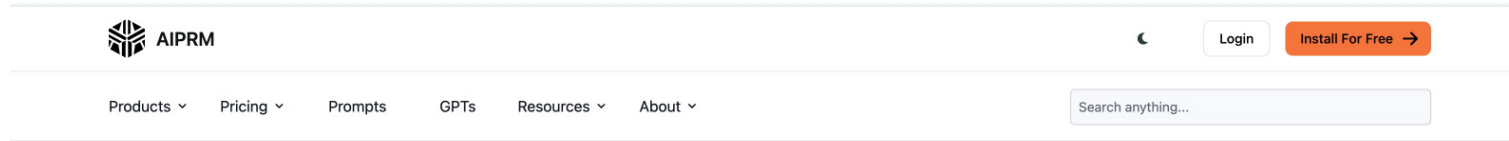
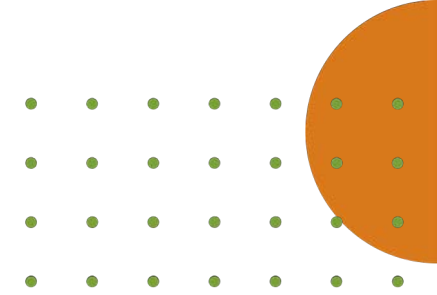
SEARCH ENGINE OPTIMIZATION



Leveraging AI Keyword Research

- Analyze large amounts of data
- Discover relevant phrases, trends
- Insights into user intent
- Long-tail for better relevance
- Incorporate local SEO with geographical info
- Content idea inspiration

AIPRM (for Chrome or Edge)



Quickly Start with 1000s of AI prompts for all your needs

What used to take hours can be done in minutes.

[AI statistics](#) reveal that over half (53%) of companies that use AI have reported a reduction in response time for everyday tasks and dealing with customers.

<p>Prompt: Human Written 100% Unique SEO Optimized Article</p> <p>Writing Prompts</p> <p>Human Written Plagiarism Free SEO Optimized Long-Form Article With ...</p> <p>👁 11,410,390 👍 1,204 📄 8,747,968</p> <p>👤 Jumma 📅 February 19, 2024</p>	<p>Prompt: Fully SEO Optimized Article including FAQ's</p> <p>Writing Prompts</p> <p>[Version: 3.2] Enjoyed the prompt? Hit Like button! Yoast and Rank ...</p> <p>👁 3,541,562 👍 500 📄 2,673,782</p> <p>👤 Muhammad Talha (MTS) 📅 February 20, 2024</p>	<p>Prompt: Write Best Article to rank on Google</p> <p>Writing Prompts</p> <p>Write Best Smart Article Best to rank no 1 on Google by just writing ...</p> <p>👁 2,247,190 👍 413 📄 1,648,546</p> <p>👤 Faisal Arain 📅 February 4, 2024</p>
<p>Prompt: Midjourney Prompt Generator</p> <p>Midjourney Prompts</p>	<p>Prompt: Outrank Article</p> <p>Writing Prompts</p>	<p>Prompt: Human-like Rewriter - V1.6</p> <p>Writing Prompts</p>

aiprm.com/downloads

Content idea example



Early Childhood Resource Guide

for parents of Tower County



PILLAR/CLUSTER CONTENT

Pillar Content

A comprehensive, informational, and valuable piece of content on a specific topic or aimed at a specific audience segment that can hold its value over time.

Cluster Content

Smaller pieces of content like blog articles, videos, infographics, social media posts, worksheets, podcasts, and more that can be created from pillar content.

Free Guide

RESERVE YOURS DURING REGISTRATION



3 NEWBORN BABY CARE TIPS TO HELP NEW MOMMIES

01

HOLDING

New moms may take a few days to hold the baby comfortably. It will take a few days of practice before you can learn how to hold your baby perfectly. What is most important while holding a baby is securing the very delicate neck and head. So, always support the neck and head when you carry the baby in your arms or lay him or down on the mat.



02

FEEDING

Nursing a baby makes you realize how hungry they are and how often they get hungry. Most doctors recommend feeding the baby whenever he or she demands it. Before you hold your baby, wash your hands.



03

BATHING

As the umbilical cord cannot be submerged, you will have to give your baby sponge baths until it falls off. After that, you can start giving him tub baths carefully. Here's a complete guide to bathing a baby.



Reserve
Your
Free
Guide



Free Guide

RESERVE YOURS DURING REGISTRATION





USING AI TO DEVELOP & DISTRIBUTE CONTENT

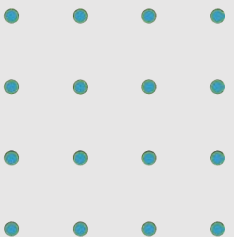


CONTENT CALENDAR

Needs to be
made before
content is
created



An overview of what
content will be published
when and where

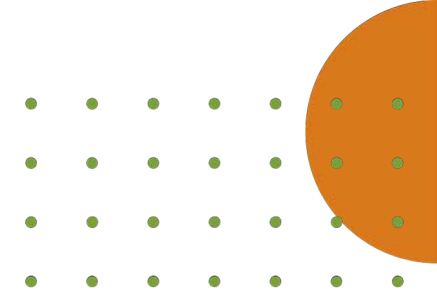







CONTENT CALENDAR GOALS

- Stay organized and know deadlines
- Establish consistency
- Align content with objectives

Easy-Peasy



 Templates Chat with AI **GPT-4 & Claude 2** AI Images AI Transcription AI Text-to-Speech   Login [Sign up for free](#)

Content Calendar Generator

Plan your content for social media to reach more people and grow your audience

Topic

⚙️ Use advanced AI model? [Upgrade](#)


Enable this feature to leverage our cutting-edge AI technology for superior performance and more accurate results! Powered by GPT-4.





☐

✖ Clear inputs

outputs **3** ▼

language **English** ▼

 Generate

 Powered by best AI models  Supports 40+ languages  No credit card required  5-star ratings

easy-peasy.ai/templates/content-calendar-generator

PROMPT EXAMPLE WITH EASY PEASY

Purpose of the calendar: Early childhood resource center's free community event

Timeframe calendar should cover: Six months from now

Audience segment: For parents of young children

What the pillar content is and its role in calendar's purpose: Parents can reserve copy of early childhood resource guide to pickup at the free community event

**update outputs to 5 to get the most ideas*

PROMPT EXAMPLE WITH CREATE FRAMEWORK

(C) You are an event marketer and you're planning a free community event to introduce the new early childhood resource center for community residents.

(R) Write website copy for the landing page promoting the event with at least 1000 words.

(E) Include the following messaging for each segment:

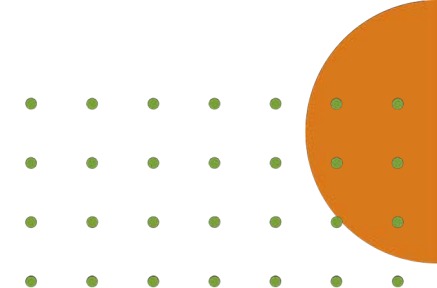
- parents of young children: connect with other parents for support and friendship
- early childhood educators: expand your toolkit with new resources and professional development opportunities
- childcare providers: discover tools and resources to provide high quality care for babies and toddlers

(A)

(T) Provide the website copy in a structured format that is search engine optimized with headers, headings, and paragraphs.

(E)

Rytr.ai



Rytr>CreateHistoryAccount

CopyChatnew

Select languageEnglish

Select tone/voiceEnthusiastic

Choose use caseLanding Page & Website Copies

Write sections of website based on its features

Website nameFirst 5 Tower County

About websiteMeet First 5 Tower Free Community Event

Featuresa free community event for new parents, childcare providers, educators and school administrators featuring early childhood resources, job opportunities, kids activities

3 variantsOptimal

Ryte for me

New document

B i U S H1 H2 H3

Welcome to First 5 Tower County!

Discover a world of opportunities at our FREE community event!

For new parents, educators, and childcare providers

Join us for a day filled with early childhood resources, job opportunities, and fun activities for kids of all ages! First 5 Tower County is your one-stop destination for everything related to early childhood development.

A day of learning and networking

Connect with like-minded individuals, discover new career paths, and explore a wide range of resources designed to support the growth and development of our youngest community members.

An event not to be missed

From informative workshops to engaging kids' activities, First 5 Tower County has something for everyone. Whether you're a parent looking for support or an educator seeking inspiration, this event is guaranteed to leave you feeling empowered and motivated.

Discover First 5 Tower County

Welcome to the ultimate free community event for new parents, childcare providers, educators, and school administrators!

Your go-to resource hub

Explore a wide array of early childhood resources that will support you in your journey through parenthood and education.

Opportunities knocking at your door

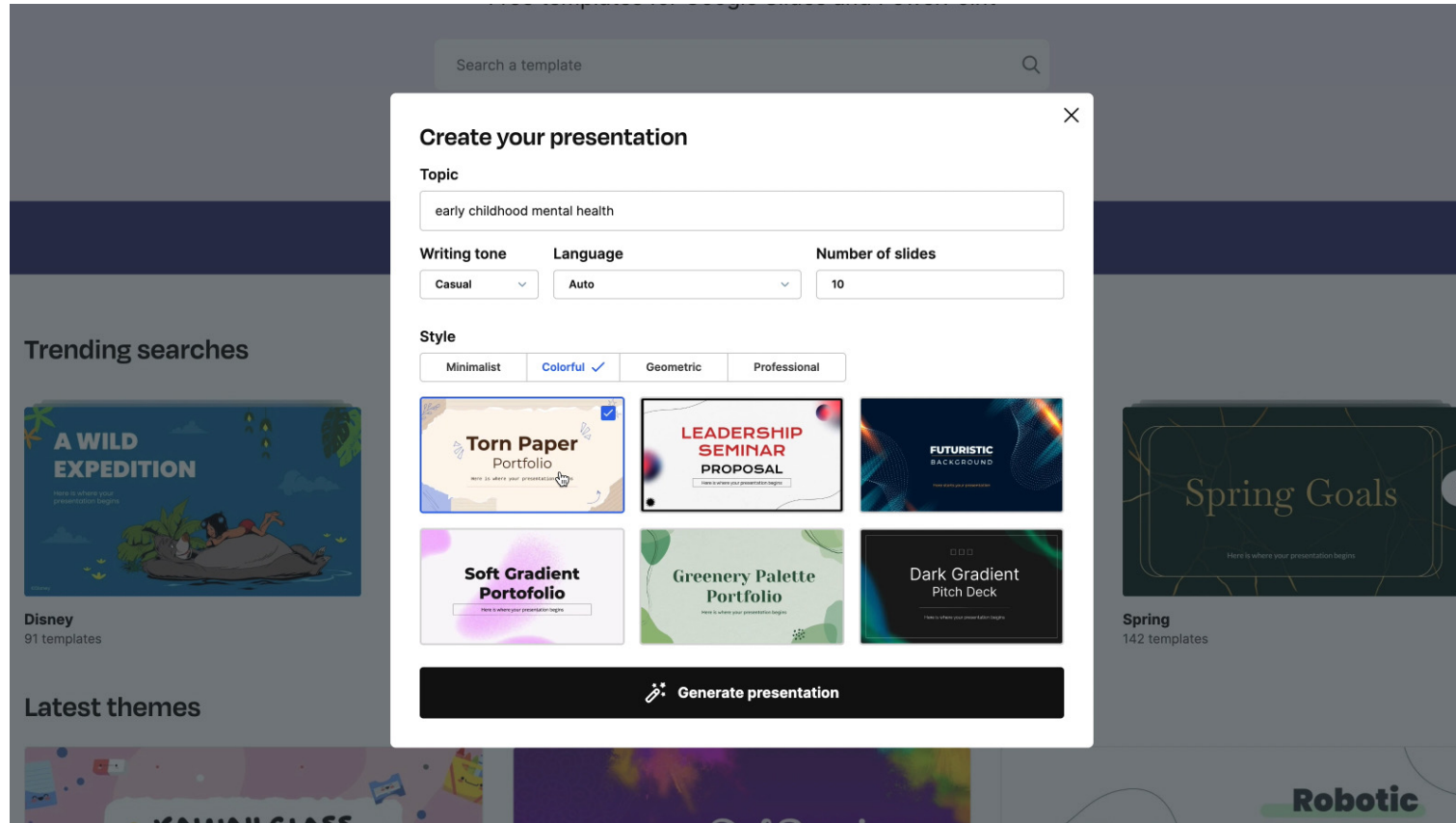
Connect with job opportunities in the childcare and education sector that are waiting for passionate individuals like you to join their teams.

Fun-filled day for the little ones

Kids activities galore! Let your little ones explore, play, and learn in a safe and engaging environment while you network and gather valuable information

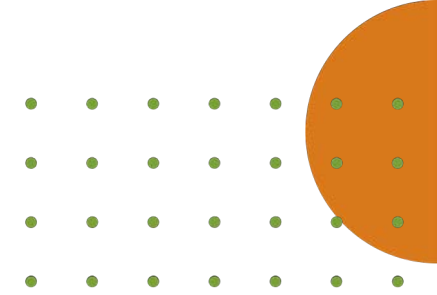
Words 372 Characters 2409

Slidesgo – AI Presentation Maker



slidesgo.com/ai-presentations

Colossyan



Colossyan

Product ▾ Resources ▾ Company ▾ Enterprise Pricing

Contact sales

Get started free

Log in

The AI video platform for workplace learning

Create AI videos from text in minutes and auto-translate
to dozens of languages with the click of a button.

✓ Choose your AI avatar

2 What should your AI avatar say?

Learning & Training
Generate AI videos
can cost up to \$5,000...

Corporate communications
Upgrade dull PPTs or PDFs
into impactful videos with...

Generate your AI video
No sign up required



TRUSTED BY:



colossyan.com

Murf.ai

Find Your Perfect Voice

120+ voices, 20+ languages

English - US & Cana...

Male Female Non-Binary

All age groups

Hide Pro Voices

Reset Filters

Choose a voice style

Promo Conversational

Calm Narration

Storytelling + more

Tailor-made voices for

E-Learning & Presentations

Podcasts/ Audio Blogs

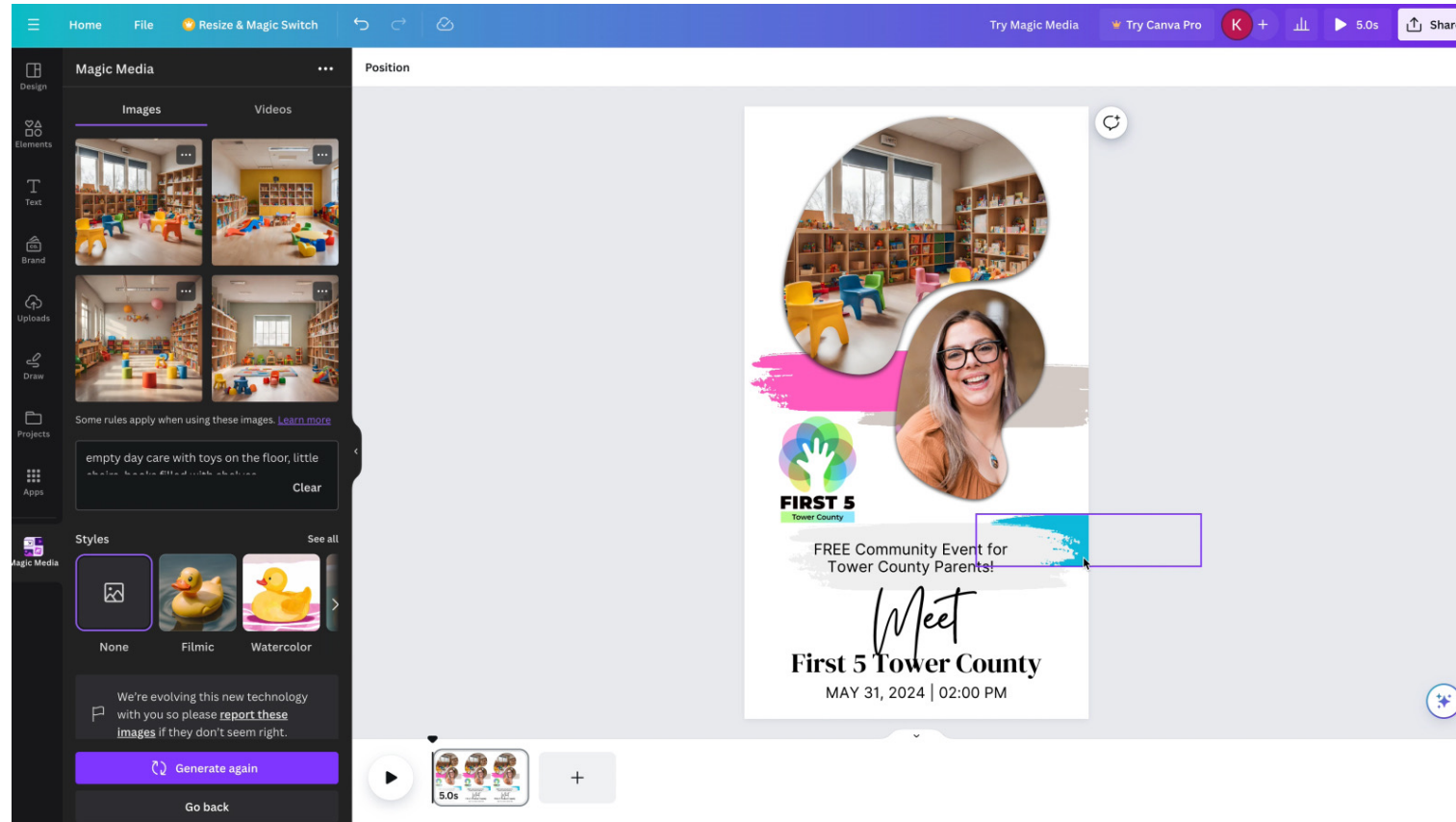
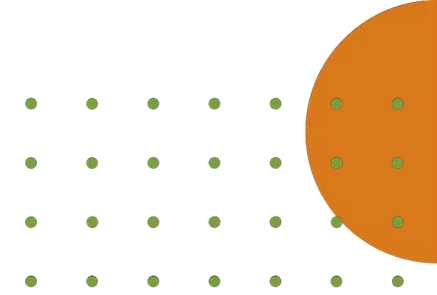
Advertisements + more

☐ Apply voice to entire project

× Close

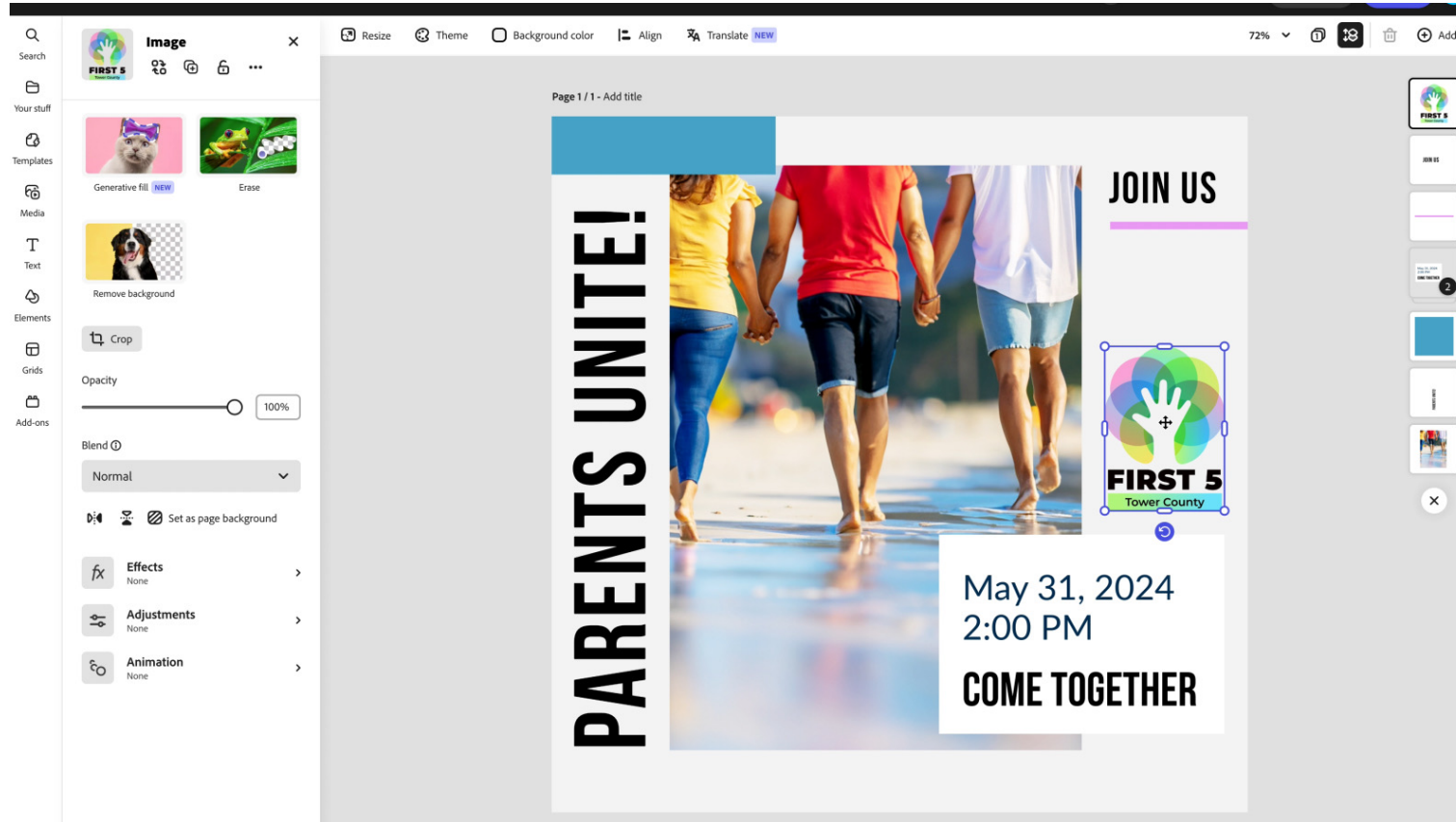
 Natalie (F) Young Adult PRO	 Terrell (M) Middle-Aged PRO	 Clint (M) Middle-Aged PRO	 Carter (M) Middle-Aged PRO	 Miles (M) Young Adult	 Molly (F) Young Adult PRO
 Phoebe (F) Young Adult PRO NEW	 Charles (M) Middle-Aged PRO	 Amara (F) Young Adult PRO	 Ken (M) Middle-Aged PRO	 Alicia (F) Young Adult PRO	 Marcus (M) Young Adult PRO
 Angela (F) Young Adult PRO NEW	 Naomi (F) Middle-Aged	 Dylan (M) Middle-Aged PRO	 Ryan (M) Young Adult	 Daisy (F) Young Adult PRO	 Cooper (M) Young Adult PRO
 Julia (F) Young Adult PRO	 Ronnie (M) Young Adult PRO	 Samantha (F) Young Adult PRO	 Daniel (M) Young Adult PRO	 Caleb (M) Middle-Aged PRO	 Michelle (F) Young Adult PRO
 Finn (M) Middle-Aged	 Lucas (M) Middle-Aged	 Edmund (M) Young Adult	 Rachel (F) Young Adult	 Wayne (M) Middle-Aged	 Iris (F) Young Adult

Canva



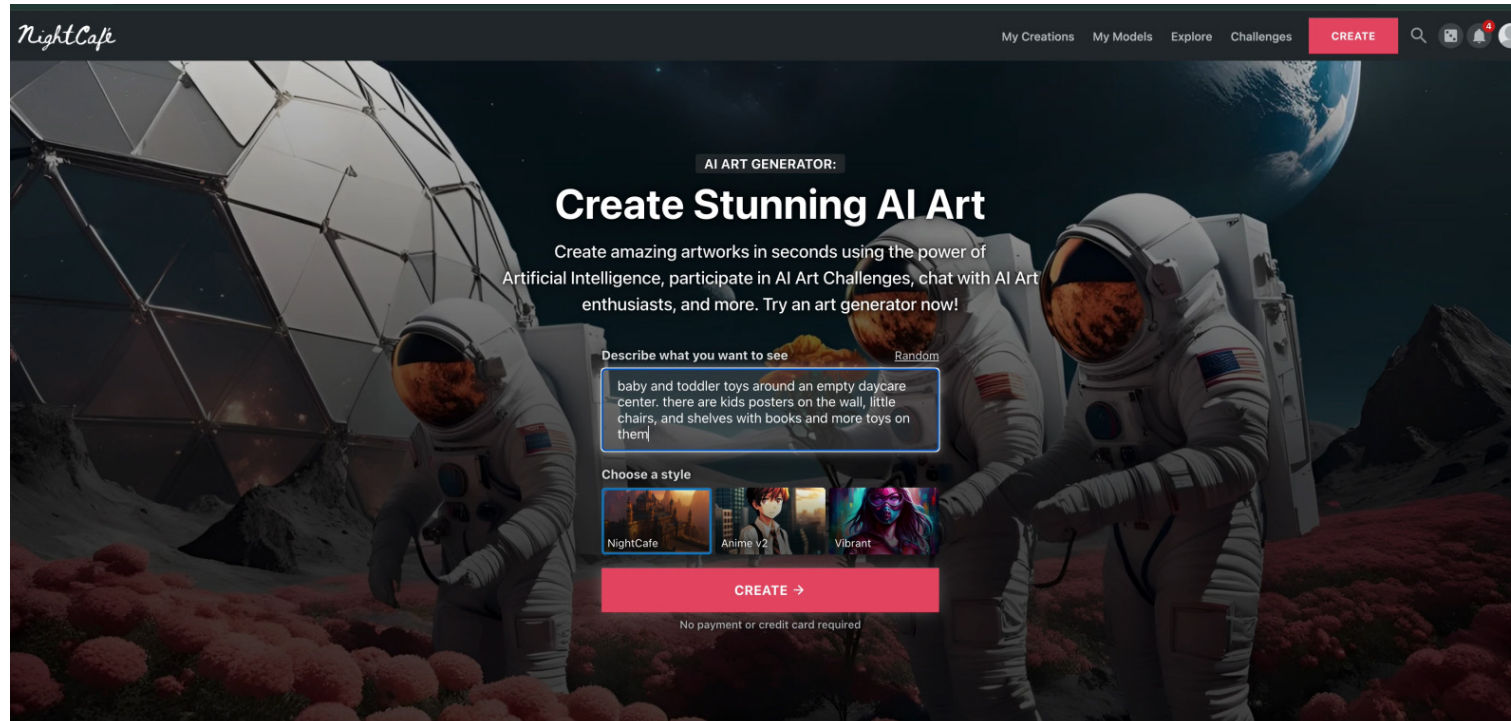
canva.com/ai-image-generator

Adobe Express



adobe.com/express

NightCafe Creator





As Seen In





creator.nightcafe.studio

DeepL

 **DeepL** Translator DeepL Pro For Business Why DeepL? API Plans and pricing Apps FREE Start free trial Login

 **Translate text**
32 languages

 **Translate files**
.pdf, .docx, .pptx

 **DeepL Write** BETA
AI-powered edits

English (detected)

Spanish

Automatic Glossary

Are you a parent, educator, or childcare provider looking for comprehensive support and resources for young children in Tower County? You're invited to join our free community event, Meet First 5 Tower County, where we'll introduce the county's brand new Early Childhood Resource Center!

¿Es usted un padre, educador o proveedor de cuidado de niños en busca de apoyo integral y recursos para los niños pequeños en el condado de Tower? Lo invitamos a participar en nuestro evento comunitario gratuito, Meet First 5 Tower County, donde presentaremos el nuevo Centro de Recursos para la Primera Infancia del condado.

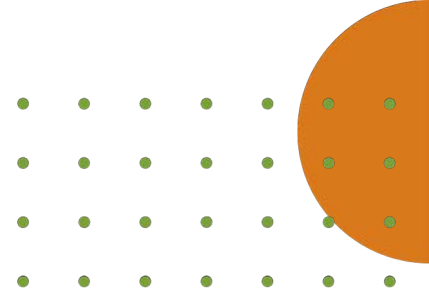
Dictionary


Click on a word to look it up.

 Perfect your writing with DeepL Write BETA

deepl.com/translator

Monica



 **Monica**

English ▾ Features Tutorial Pricing Login

Home > AI Translate

Free AI Translator Powered by ChatGPT 3.5/4


Auto detect ▾

Spanish ▾


Tone of Voice: **Auto** Amicable Casual Friendly Professional Witty Funny Formal


Are you a parent, educator, or childcare provider looking for comprehensive support and resources for young children in Tower County? You're invited to join our free community event, Meet First 5 Tower County, where we'll introduce the county's brand new Early Childhood Resource Center!

¿Eres padre, educador o proveedor de cuidado infantil en busca de apoyo integral y recursos para niños pequeños en el condado de Tower? ¡Estás invitado a unirse a nuestro evento comunitario gratuito, Conoce First 5 Tower County, donde presentaremos el nuevo Centro de Recursos de la Primera Infancia del condado!

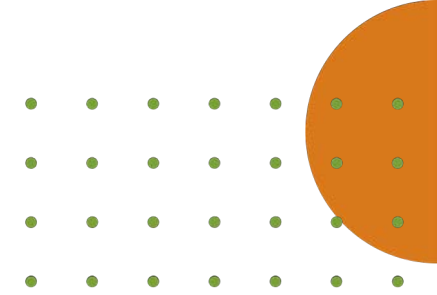
287 / 5000 

GPT-3.5 ▾ **AI Translate**

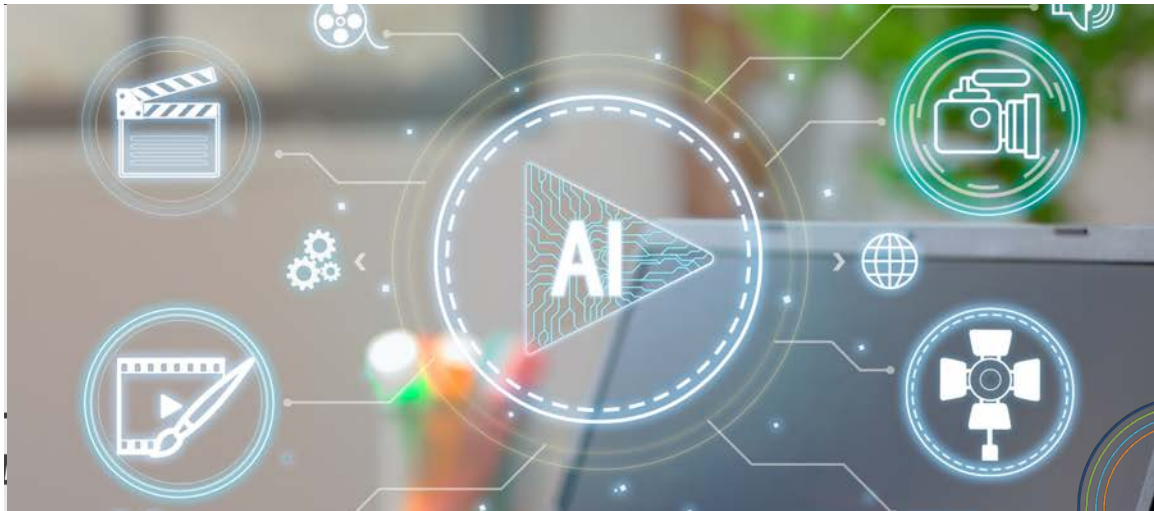
Rate This tool ★★★★★ 4.9/5  History

 Get Free GPT-4 Words

monica.im/ai-translate



AI INTEGRATIONS ARE EVERYWHERE!



**Your favorite tools
might already use AI!**

- Automate workflows
- Optimize performance
- Identify partners/influencers
- Redistribute content





MINIMIZE THE RISKS OF USING AI





THE “A” IN AI = ARTIFICIAL!

Content still needs the
human touch to eliminate:

- Stereotypes
- Biases based on certain perspectives
- Misinformation / made up facts
- Plagiarism

LET'S RECAP!

CREATE – Prompt Framework

- **Character** – the role of ChatGPT
- **Request** – tell it what to do
- **Example** – tone, background info
- **Adjustment** – bullets / subheads*
- **Type of Output** – jokes, outlines
- **Extra** – ignore previous prompts, ask questions, explain thinking*

*optional

Use Pillar / Cluster Content

Use AI to Create Messaging

- Learn audience segments and create personas
- Develop messaging for each segment in relation to objective, e.g. event, sign up

Use AI to Optimize Messaging

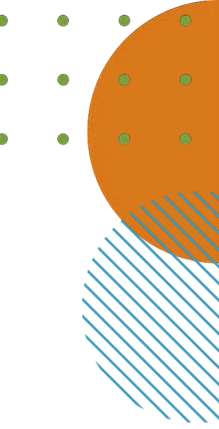
- Keyword research for relevant phrases so Google can suggest content
- Incorporate phrases in content to resonate with audience segments
- Understand user intent for additional content ideas, e.g. guides, lists

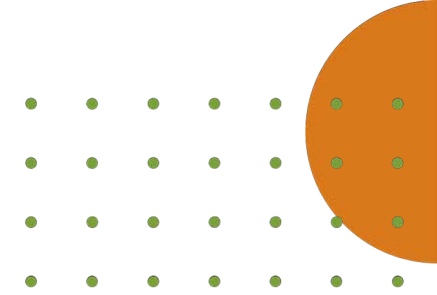
Use AI to Develop & Distribute Content

- Create a content calendar to organize content ideas in a logical way
- Write “foundational” copy that will be injected with expertise and facts
- Get creative with making images based on text descriptions and generative fills
- Translate copy into multiple languages, if needed
- Use AI integration in tools to effectively reach audiences, identify partners, and for repurposing/redistributing content

Minimize Risks of Using AI

- Use your knowledge and insights to eliminate bias, stereotypes, misinformation, made up facts, and plagiarism





Disclaimer

The content presented in these slides and accompanying videos regarding the use of artificial intelligence (AI) for content creation is provided for informational purposes only. First 5 Association of California is not endorsed or sponsored by any of the specific tools showcased herein. While many of the tools featured are available in free or trial versions, their efficacy and suitability for individual needs may vary. The demonstrations provided reflect the functionality of these tools within their respective free or trial account statuses, and their performance may differ when utilized in full, paid versions. We acknowledge that some of these tools have been integrated into our daily workflow and have proven beneficial to us; however, we cannot guarantee their effectiveness for every user or scenario. The selection and implementation of AI tools should be based on thorough research and consideration of their own requirements and constraints. We encourage you to explore the vast array of AI tools through resources like Google and other platforms, as the landscape of AI technology continues to expand, offering solutions tailored to diverse needs and budgets. Ultimately, the decision to integrate AI tools into your workflow should be made judiciously, considering factors such as usability, compatibility, and alignment with specific objectives. Please exercise discretion and seek additional guidance or consultation, if necessary, before implementing any AI-driven solutions.