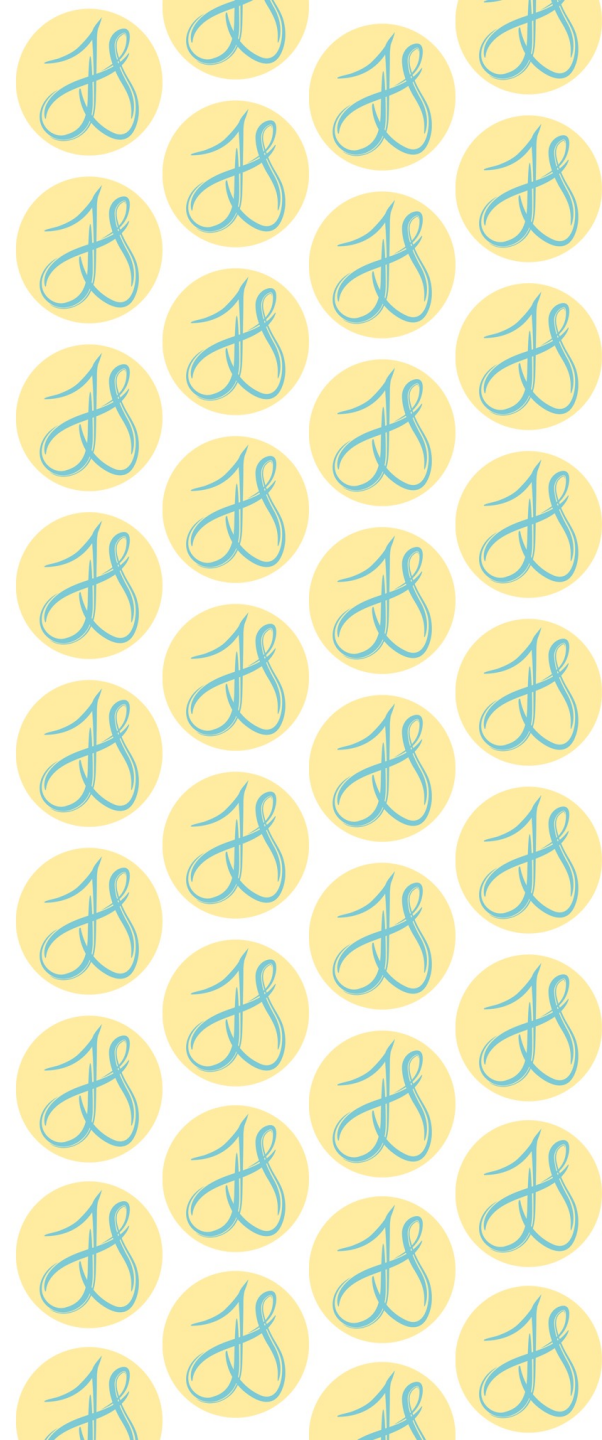


Utilizing AI to Improve Social Media Marketing

Brought to you by Joy Sinclair Marketing



Owner & Fractional CMO



- Mainer with 14 years experience in marketing, communications, and public relations
- Held Director-level roles at national and international B2B and B2C companies
- Loves helping businesses plan and implement a solid marketing strategy
- Appreciates nature, cats, and Maine summers



Overview

- Algorithms vs. AI
- The old days
 - Social scheduling
- AI Integration
- Social media calendar
- Utilizing AI
 - Choose your platform
 - Change the tone of your posts
 - Write for a different audience
 - Create ALT text
 - Create multiple posts from one piece of content
- Schedule your social
 - Meta Business Suite
 - Buffer
- Bonus Content:
 - Hashtag research
 - Accessibility



Algorithms vs. Artificial Intelligence

Al·go·rithm (*noun*)

A process or set of rules to be followed in calculations or other problem-solving operations, especially by a computer

ar·ti·fi·cial in·tel·li·gence (*noun*)

The theory and development of computer systems able to perform tasks that normally require human intelligence



In the “Old Days” Before AI

We’ve had the data to show when the best posting times are for ages.

- Changes constantly
- Facebook and Instagram show when your followers are online
 - These are not always accurate
 - Still useful!
- API allows social media scheduling software to schedule posts
 - No content suggestions
 - Not as many automations

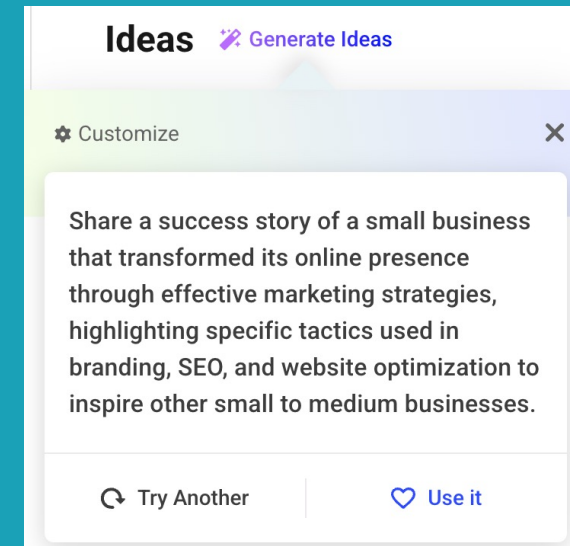
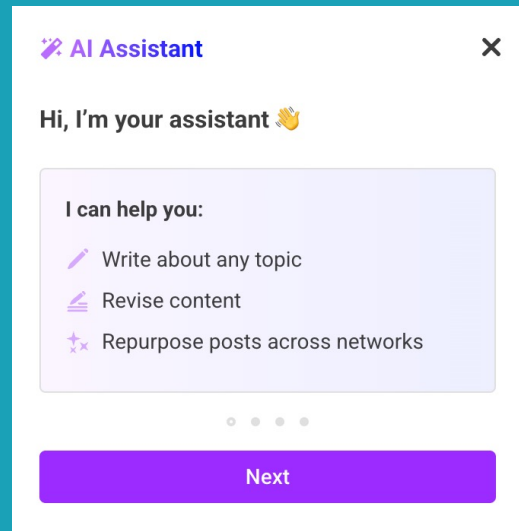
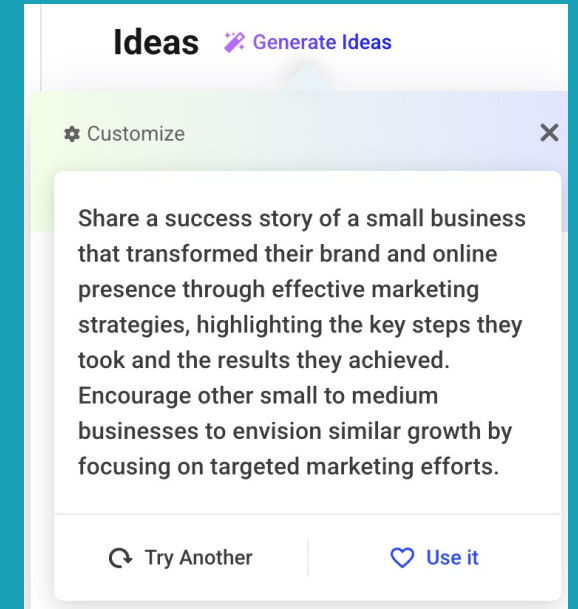
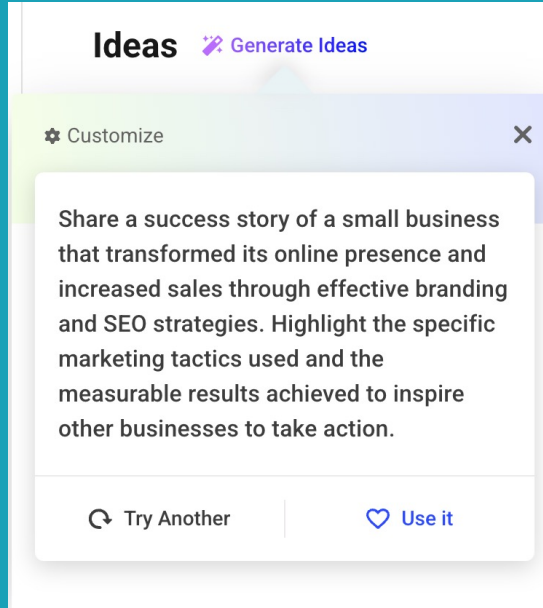


AI Integration

Every app utilizes their own version of AI

Buffer (social media scheduling):

- Generate ideas
- Revise content
- Repurpose post content

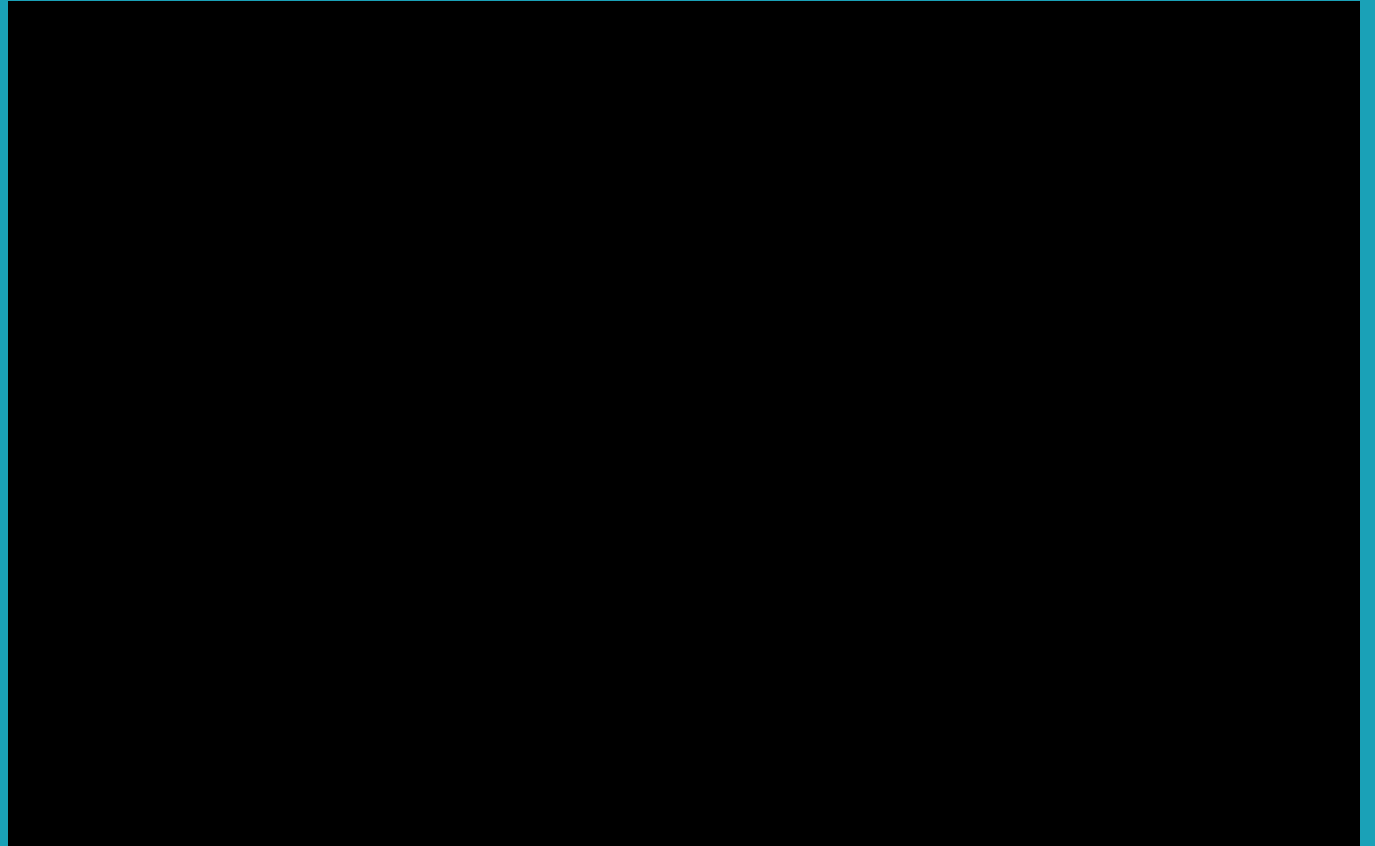


AI Integration

Specific AI platforms tend to give better results.

Chat GPT:

- Multiple revisions necessary
- Similar output each time
- Automatically trains the AI
 - No opt-out available
- Only allows personal content deletion

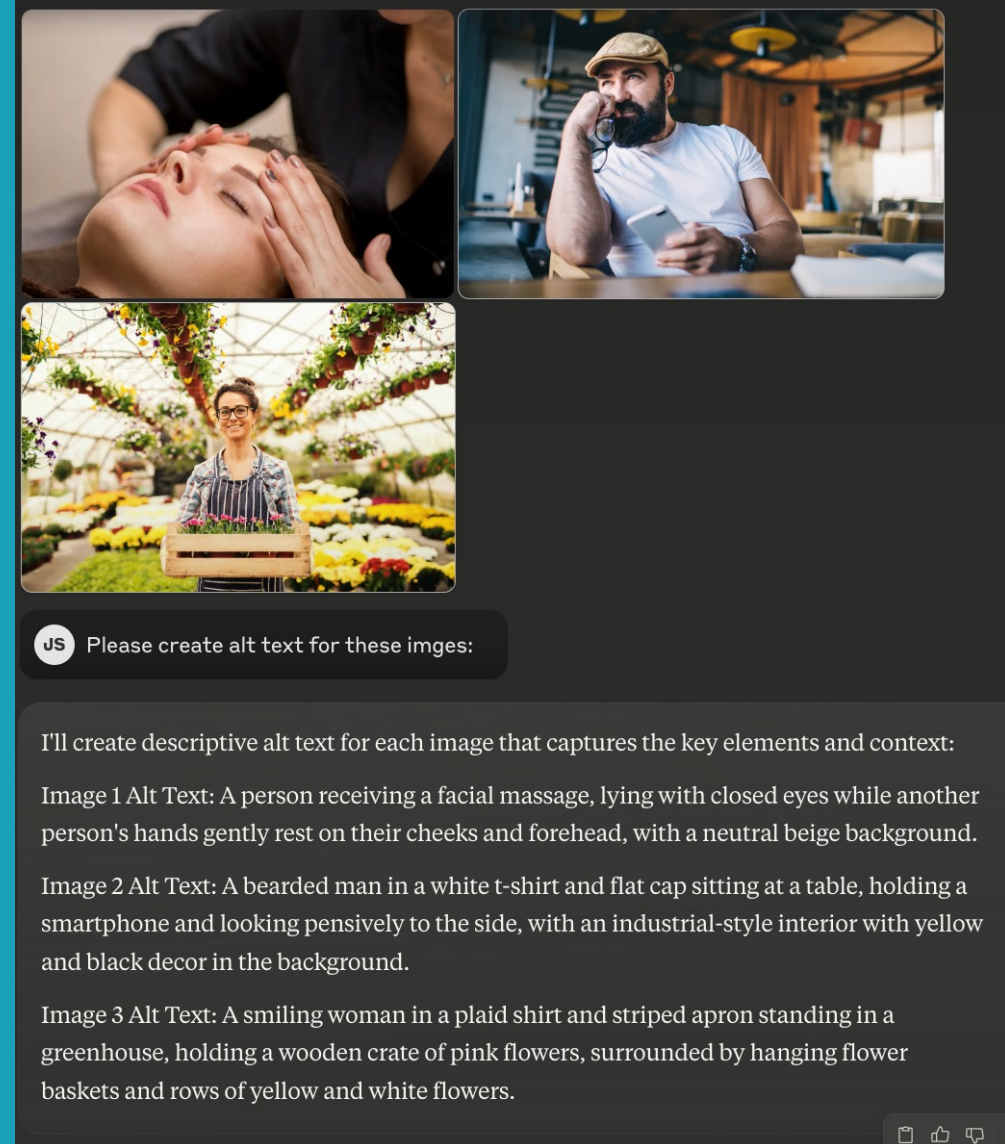


AI Integration

Specific AI platforms tend to give better results.

Claude:

- Higher value responses
- Better privacy policy
 - More transparency
 - Opt-in for training
 - Allowed to delete everything



Claude

I asked Claude to turn a colleague's review into few social media posts. It did fairly well!

Always research your hashtags.

Note: Don't use too many emoji. Bullets are just fine.

I'll create three social media posts based on the review text:

1. LinkedIn/Professional Post: 🍕 Game-Changer Alert for Outdoor Cooking Enthusiasts!

The Gozney Tread pizza oven is redefining portable cooking. At just 30 pounds and \$500, this compact powerhouse delivers restaurant-quality pizzas anywhere - from your backyard to a campsite. Quick 15-minute heat-up, capable of 950-degree temperatures, and versatile enough to cook more than just pizza.

Pro tip: Requires hands-on attention, but delivers incredible results for those willing to master its technique. Perfect for culinary adventurers!

#OutdoorCooking #TechReview #Foodie

2. Instagram Post: 🔥 Pizza. Anywhere. Anytime.

Introducing the Gozney Tread - your new adventure companion! This sleek portable pizza oven weighs just 30 pounds but packs a serious culinary punch. 45-second pizzas, multiple cooking options, and built to survive road trips.

Pro cooking hack: Use an infrared thermometer to nail that perfect cooking temperature!

Available March 11th. Who's ready to elevate their outdoor cooking game? 🍕🔥

#GozneyTread #PizzaLover #CookingAdventures

3. Twitter/X Post: Portable pizza perfection: Gozney Tread 🍕

- ✅ 12" pizzas in 45 seconds
- ✅ Travels anywhere
- ✅ Cooks at 950 degrees
- ✅ \$500
- ✅ 1-year warranty (extendable to 5)

Not for the hands-off cook, but a game-changer for pizza lovers! 🔥 #FoodTech

📌 👍 💬 Retry



AI Integration in Meta Biz Suite

Meta (Facebook, Instagram, Threads, etc.) has left Meta AI out of social media scheduling, except for Advantage+ content...

I encourage my clients to turn it off to decrease ad spend and errors.

If you turn it on, ensure you're reviewing the suggestions!

- Great for selling items in carousel posts
- Shows consumers the items they are most likely interested in based on previous shopping behavior



Organize Your Social Media

Before you can harness social media schedulers, gather all the information you'll be using.

- Photos
- Videos
- Text
- Hashtags
- Links
- Accounts to tag



Develop a Social Media Calendar

- Create a simple template on Google Sheets
- Note monthly and yearly events
 - Community Service Month, Pride Month, etc.
- Note local events that may impact your business
 - Conferences, concerts, fairs, *the day snow tires need to come off*, etc.
- Fill in ideas that relate to *pertinent* “hashtag holidays”
 - National or International Cheese Day
 - Don’t overuse hashtag holidays



Decide How Often to Post

Surprise! You don't *have* to post every day on every network.

- Post 2-3 times a week
 - More if you have daily specials or public interaction
- If you're looking to scale your social quickly:
 - Utilize the Stories feature on Snapchat, Instagram, Facebook, and TikTok
 - Post daily or every other day on TikTok to get a baseline
 - I know. It's a lot. Feed that algorithm!



Ready, Set, Schedule

Meta (Facebook and Instagram) has built in scheduling options. For other accounts, you can use free or low-cost programs to schedule.

Pros of scheduling:

- Saves time
- Sets up your week or month at once
- Allows for addition of unexpected content



Schedule Your Social



I encourage clients to use Buffer for non-Meta accounts

- 3 free channels
- No incessant emails
- Free link shortening
- Team is amazing
- Help within 24 hours
- Paid version has tons of options including first comment (put your links there)

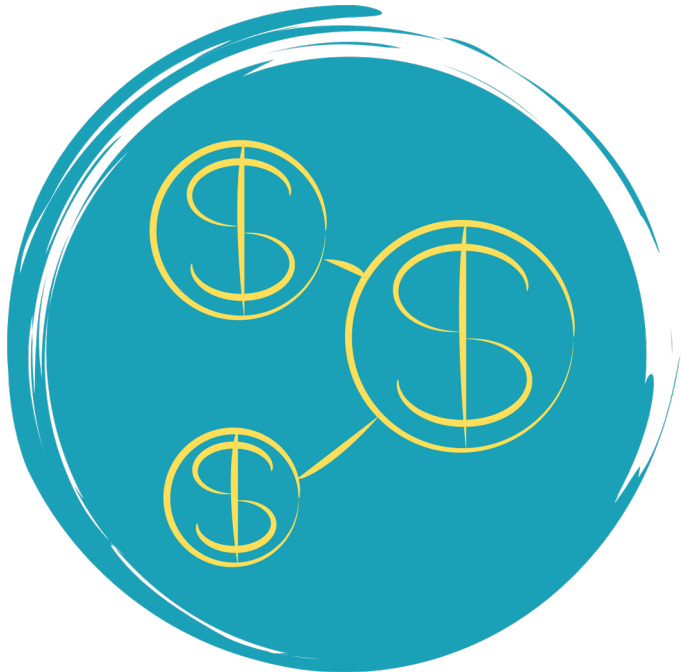




My personal research shows

A post takes up to

- 5 days to gain traction on LinkedIn
- 3 days to show up in my Facebook feed



And most of all...

- Meta and LinkedIn are pay to play
 - If you want consistent eyes on your posts, you need ads



#DoYourResearch

Use hashtags responsibly. Make sure you've researched who else uses them.

Verify any acronyms before using them. They could already be linked to something you don't want to be associated with.

Create a hashtag for your business

- Whether it's a slogan like #WeAreEMCC or a descriptor like #MaineMechanic, use it consistently
- Use Pascal Case (above) or camelCase when you type hashtags to make them easier to read



Accessibility

Did you know that 1 in 4 people have a disability?
Many are invisible.
Some have more than one.

Do you watch videos with the captions on?

More than 7.3 million Americans use screen readers to assist with low vision.



Accessibility

Accessibility is easy!

- Use #PascalCase or #camelCase with hashtags
 - Easier to read
 - Screen reader friendly
- Add captions to videos
 - Most platforms provide auto-captioning
 - Edit and correct your captions quickly and easily
- Utilize alternative (ALT) text for images
 - A description of the image



Accessibility

- Example of ALT text:
 - A turquoise circle with a yellow arrow inside the bullseye of four concentric yellow circles. The graphic looks like it was created with a paintbrush.
 - Meta, LinkedIn, and other platforms have places for ALT text
- Include an image description in your post
 - If there's no place for ALT text, include it after your message.
 - Image: A turquoise circle with a yellow arrow inside the bullseye of four concentric yellow circles. The graphic looks like it was created with a paintbrush.



Questions?



Resources and references

- [Inclusive design reference](#)
- [Accessible Social Media](#)
- [Sprout Social blog](#)
- [Emojicopy.com: Find and copy emoji quickly](#)
- [Emojipedia.com: View emoji on all devices](#)
- [Buffer: free social media scheduling up to 3 accounts](#)



Thank you!



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