

# SOCIAL MEDIA CONTENT CREATION

## WITH AI TOOLS

**Duration: 1 day; Instructor-led | Virtual Instructor-led**

### WHAT WILL YOU LEARN

- Equip participants with the knowledge to utilize AI tools for social media content creation.
- Provide hands-on experience with ChatGPT, Claude AI, Leonardo AI, Canva, and CapCut.
- Enhance participants' productivity and efficiency in generating high-quality social media content.

### COURSE OBJECTIVES

Participants will be able to:

- Create engaging written content using AI language models.
- Design visually appealing graphics using AI tools.
- Edit and produce videos for social media using AI-powered applications.
- Create digital avatars for enhancing social media presence.

### METHODOLOGY

This program will be conducted with interactive lectures, PowerPoint presentations, discussions, and practical exercises.

### COURSE CONTENTS

#### Module 1

Overview of AI and Prompt Engineering: Brief history and evolution of AI, Understanding Large Language Models (LLMs) like ChatGPT and Claude AI, Importance of prompt engineering and its impact on AI-generated content.

#### Module 2

Creating Written Content with AI: Introduction to ChatGPT and Claude AI for content creation, Practical applications: drafting emails, generating reports, creating social media posts, Hands-on practice with prompts for different types of written content.

#### Module 3

Creating Visual Content with AI: Introduction to AI tools for image generation: Canva and Leonardo AI, Practical applications: creating visuals for social media posts, presentations, and marketing

materials, Hands-on practice with various AI tools for generating and customizing images, Demo Session: Creating Digital Avatars with HeyGen.

#### Module 4

Creating and Editing Videos with AI: Introduction to AI tools for video creation: CapCut and other AI video editors, Practical applications: creating promotional videos, editing social media content, Hands-on practice with video creation and editing tools.

#### Module 5

Enhancing Productivity with AI Tools: Introduction to productivity tools: Canva for social media graphics, AI tools for project management, Practical applications: automating routine tasks, organizing content creation workflows, Hands-on practice with productivity-enhancing tools.

#### Module 6

MCQ Assessment: Multiple-choice questions covering key concepts from the training modules.

#### Module 7

Final Q&A and Closing Remarks: Open Q&A, closing remarks, feedback collection.