

The Dos and Do Nots of Using Generative Artificial Intelligence to Create Social Media Content

Some days, when you prepare to post a message on your community's social media profiles, you likely feel uninspired and not creative. Who doesn't want a cheat code to write social media content on days when writer's block descends? Generative Artificial Intelligence (Gen AI) tools can help you rapidly create social content at the click of a button. However, as this emerging technology continues to provide opportunities to optimize our work, be sure you are using it responsibly. Our list of dos and do nots of using gen AI when creating your social media content follows below.



Do Test Your Inputs

Use different descriptions and instructions and see what the tool produces. A benefit of Gen AI tools is that if you don't like the content you get on the first try, you can ask the tool to generate a new option or send it new instructions.



Do Use More than One AI Tool

If you use a social media scheduling tool, it might now include an integrated Gen AI content creation service. Regardless, test a few Gen AI tools to determine which one best fits your needs and is easiest to use. Many service providers offer free versions if budget is a concern.



Do Check Your Facts

When this was written, AI models were still evolving in their capabilities for sourcing data. If you prompt AI to provide factual information, check it against a reputable source.



Do Use Gen AI for Help Generating Hashtag Ideas

If you've ever felt like you were guessing at new hashtags to try to amplify your social posts organically, ask Gen AI for help and inspiration.



Do Follow Your Administration's AI Policies

If your administration has created and distributed an AI policy, follow it implicitly — especially if the policy is not to use Gen AI tools.



Don't Use Gen AI for Sensitive Subjects

Updates of a sensitive nature should be written and approved by your communications office.



Don't Use Gen AI for Final Copy

Use Gen AI as a first draft, then customize and edit it manually. Remember that whatever you post to your community's social media account is a public record — don't risk quality and accuracy for time efficiency.



Don't Put Proprietary or Personally Identifiable Information into Gen AI Tools

Much was still unknown about data privacy and Gen AI when this was written. Do not put staff members' names, contact information, or proprietary administrative information into Gen AI tools.



Don't Forget to Adjust For Tone And Branding

Not all Gen AI tools can be trained on your community's brand guidelines. Consider whatever you get as a first draft, then edit it to follow your community's communications and brand guidelines.



Don't Forget to Proof Your Content

Never copy and paste content directly from a Gen AI tool. You need to check for tone and branding, and you will also want to check for typos in case you and the bot had a miscommunication.

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