



## 5-week Social Media Marketing Bootcamp – Week 1

*Note: An AI colleague produced this summary of the course 😊*

This is a summary of the main points covered in week one of the Social Media Marketing Bootcamp organised by Local Enterprise Office Limerick, delivered by Evan Mangan, along with a list of action points for participants.

### Detailed Summary of Week One - AI

The first week of the Social Media Marketing Bootcamp focused on **Artificial Intelligence (AI) and its application in social media marketing**. The session, led by Evan Mangan, provided a comprehensive overview of Large Learning Models (LLMs) like ChatGPT and Gemini, comparing their features and demonstrating how to use them effectively for business purposes.

### Understanding AI and Large Learning Models (LLMs)

- **What are LLMs?:** Evan explained that LLMs like ChatGPT and Gemini are like supercomputers fed with vast amounts of reputable information from the internet, books, and magazines. They are trained on this data using neural networking principles, allowing them to answer questions on almost any topic.
- **The AI Landscape:** The session covered the "arms race" among major tech companies in the AI space.
  - **OpenAI's ChatGPT:** Backed by Microsoft, which has invested \$10 billion and integrated the technology into its products as Microsoft Copilot.
  - **Google's Gemini:** Google's equivalent to ChatGPT, which has evolved from its predecessor, BARD. Gemini is presented as being as good as, if not better than, ChatGPT, especially since many of the paid features in ChatGPT are available for free in Gemini.
  - **Other Players:** Other significant AIs include Meta's AI (embedded in Facebook, Instagram, and WhatsApp), Elon Musk's Grok, Amazon's investment in Claude, and Apple's rumoured acquisition of Perplexity.

## Using ChatGPT and Gemini Effectively

- **Asking the Right Questions (Prompts):** The quality of your output depends on the quality of your prompts. A good prompt should always include:
  1. **Context:** The more context you provide about your business, the more tailored the answer will be.
  2. **Act like an expert:** Asking the AI to assume the role of an expert (e.g., "act like an Instagram marketing expert") will yield more expert-level answers.
  3. **Clear instructions:** Be very specific about what you want the AI to do.
- **Key Prompting Words:** Certain words are particularly effective for marketing. Evan highlighted "Teach Me" to get detailed, instructional content and "Brainstorm" to generate creative ideas. For example, you can ask it to "brainstorm 20 ideas for reels" for your business.
- **Thinking vs. Fast Models:** Both ChatGPT and Gemini have "fast" models for quick answers and "thinking" or "reasoning" models that take longer to process but provide much better, more considered responses, which are ideal for developing marketing strategies. On the free version of ChatGPT, you can access this by clicking "Think Longer".
- **Customisation and Personalisation:**
  - **Custom Instructions:** You can provide permanent context about your business, goals, and how you want the AI to respond in the "Custom Instructions" (ChatGPT) or "Saved Info" (Gemini) sections. This saves time and results in highly tailored outputs.
  - **Memory:** Both platforms now have a memory function that allows them to remember information across different chats, although the free versions have limited capacity.
  - **Writing Style:** You can train the AI to write in your personal style by providing it with samples of your writing and asking it to analyse and remember that style for future requests.

## Advanced Features (Primarily Free in Gemini)

The session highlighted that **Gemini offers many advanced features for free that are only available on the paid version of ChatGPT.**

- **File and Image Uploads:** Gemini allows you to upload images and large documents (like PDFs) for free. You can ask it to analyse the content, write social media posts about a product image, or summarise a long report.
- **Image Creation and Editing (Nano Banana):** Gemini has a powerful and fast image creation tool. Its recent upgrade, codenamed "Nano Banana," allows for amazing image manipulation. You can change colours, add or remove objects, change the background, merge images, and alter the perspective, all while maintaining character consistency.
- **Gemini Mobile App Features:** The Gemini app includes an "enhanced voice" feature that allows you to have a conversation with the AI while it views your phone screen. This can be used to get help with understanding Instagram insights or learning how to use app features. The app also has a camera feature that lets Gemini see and analyse objects in real-time.

## AI Ethics, Transparency, and Accuracy

- **Writing Social Media Posts:** Evan advised against relying solely on AI to write all your social media posts, as audiences may become sceptical of AI-generated content. Brands that maintain a human personality will likely stand out.
- **EU AI Act and Transparency:** The new EU AI Act emphasises transparency. If you use AI to generate content, it is recommended that you disclose it, for example, with a disclaimer like "AI was used in the creation of this content". While there are no "police" checking social media, this builds trust.
- **Detecting AI Content:** There are tools available online that can detect whether text was written by a human or an AI, although they are not 100% accurate.
- **Privacy:** It's crucial to manage your privacy settings. By default, your conversations can be used to train the AI model. You should turn off data sharing in the settings to protect sensitive business information. For one-off sensitive chats, you can use "temporary chat" mode.
- **Accuracy:** AIs are not always 100% accurate. Gemini has a built-in fact-checker ("Double Check Response") which is useful for verifying information.

## Action Point List for Participants

Here is a list of actions to take based on the session content:

1. **Explore Gemini:** If you haven't already, go to [gemini.google.com](https://gemini.google.com), as most participants have not used it and it offers many paid ChatGPT features for free.
2. **Set Up Custom Instructions:** In both ChatGPT and Gemini, fill out the "Custom Instructions" or "Saved Info" section with detailed context about your business, target audience, marketing goals, and preferred tone of voice. This will significantly improve the quality of the AI's responses.
3. **Train the AI on Your Writing Style:** Provide ChatGPT or Gemini with examples of your business writing and ask it to analyse and save your style. This will help you generate first drafts that sound more authentic.
4. **Check Your Privacy Settings:** Go into the "Data Controls" in your AI tool's settings and turn off the option that allows your conversations to be used to "improve the model for everyone." This will prevent your sensitive information from being shared.
5. **Practise with Key Prompts:** Experiment with the prompt structures discussed:
  - [Context] + Act like an expert in [area] + Teach me how to [task].
  - [Context] + Act like an expert in [area] + Brainstorm [number] ideas for [topic].
6. **Use the "Thinking" Model for Strategy:** When you need high-quality strategic ideas for your social media, use the "Think Longer" option in ChatGPT's free version or the "Pro" model in Gemini.
7. **Download and Test the Gemini App:** Install the Gemini app on your phone. Try the "enhanced voice" and "share screen" features to get help with your social media apps. Also, experiment with the camera feature to analyse objects around you.
8. **Experiment with Image Generation in Gemini:** Use Gemini's image tools to create and edit images for your social media. Try uploading a product photo and asking the AI to change the background, alter colours, or remove unwanted objects.