# BEST PRACTICES FOR AI INPUTS

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# WHEN IT COMES TO AI, YOU GET OUT WHAT YOU PUT IN!

Optimizing the quality of inputs is key to harnessing the full potential of AI. Clear, precise, and structured data ensures accurate and meaningful outcomes, helping you achieve the best possible results.

ReAgency has put together some best practices for crafting effective AI inputs, based on our experiences as well as expert advice, to help you get the most from your AI tools.

| context | You are an experienced content writer with high level of expertise |
| task | within the tech industry. Your task is to write an article that will be |
| topic | published on LinkedIn. The topic is 'The Future of AI'. Your writing |
| instruction | style is informative yet casual and engaging with real-life |
| clarify | examples. Now, you are free to ask me five questions in order for you to write this article successfully. |

| refine | Rewrite using more natural, expressive language, but less jargon |

Break your input into Context, Task, Topic, Introduction, Clarify, and Refine

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# PROVIDE NECESSARY CONTEXT

Provide background information in your prompt, including the audience, purpose, or specific angle you want addressed. These details that can guide the AI's response.

Explain carbon accounting principles to a non-technical audience.

# STATE THE FORMAT YOU WANT

Do you need bullet points, a summary, a detailed explanation, or a 500-word article?

Provide <u>a step-by-step guide</u> on how to implement a sustainability strategy.

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# CLARIFY THE TONE AND STYLE

Is your piece formal, informal, technical, or conversational? What is the client's brand tone? Try 'Explain it to me like I'm 10 years old' or 'Explain it to me as if I am an expert' to help get the right tone.

Write a <u>conversational</u> blog post introducing sustainable energy solutions for small businesses.

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# INDICATE CONSTRAINTS

What's the word count? Do you need AI to look within specific dates, or provide references?

Summarize the major events in sustainable development from 2020 to 2023 in under 300 words.

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# ASK FOR CLARIFICATIONS OR EXAMPLES

Sometimes AI inputs give useful generalities, but you may need clarifying examples or specifics to get what you're looking for.

Can you give <u>examples</u> of major events in sustainable development?

What does 'green finance' mean in the context of international banking?

# ITERATE AND REFINE

If the initial response isn't quite what you need, give feedback to guide the AI toward a more accurate answer. Be prepared to create multiple iterations.

That's helpful, but can you rewrite this to <u>focus more on</u> how businesses overcame challenges to become more sustainable?

Can you <u>expand</u> on the <u>specific</u> challenges facing businesses?

# ASK FOR MULTIPLE PERSPECTIVES

When addressing complex or controversial issues, you can ask the AI to provide different viewpoints or approaches. This can help you see a fuller picture of a topic and avoid bias.

What are the arguments for and against carbon taxes as a solution to climate change?

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**FACING A BLANK PAGE? ASK FOR IDEAS!**

AI can help with brainstorming ideas, content creation, and creative problem-solving. These can kick-start your human thinking - even when you don't ultimately use the AI-generated output.

# THANK YOU

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