ATLANTA WRITERS CLUB 2026 · TAKE-HOME HANDOUT

Do's & Don'ts of AI and Social Media for Writers

with Nicki Salcedo · Technology can hinder or help us. Here's how to make it help.



PART 1 · AI

AI is the tool, not the writer

THE AI USE SPECTRUM — In every zone, you still need to fact-check.

Generally fine

- Spelling and grammar checks
- Basic research
- Market and industry research

Use with care

- Brainstorming
- Replacing a human review
- Deeper research

Generally unethical: don't

- AI text claimed as your own
- AI text you revise as your own
- Mimicking another writer's voice

AI RULE	✓ DO	DON'T
Research partner, not ghostwriter	Use AI for background research, then write every sentence yourself.	Paste AI output into your manuscript, word for word or reworded.
Verify (and verify again)	Fact-check every name, date, quote and citation AI gives you.	Trust it because it sounds confident. AI invents facts ("hallucinations").
Read the fine print	Check your contract and publisher AI policy; disclose AI text when registering.	Hand in AI text as original work. It can't be copyrighted.
Guard your drafts	Turn on the setting that stops a chatbot training on your inputs.	Upload unpublished manuscripts or research to public chatbots.
Tell readers the truth	Disclose substantial AI-generated text in front matter or an end note.	Pass off AI-generated writing as human. Readers feel misled.
Respect fellow creatives	Support human translators, narrators and illustrators; set AI limits in writing.	Ask AI to imitate another author's voice or style.

PART 2 · SOCIAL

Social media: be social, on your terms

The good news: no author has to be on social media. The one true must-have is awareness: lurk and learn how it works. Anything more is a choice.

Text-first platforms

X / Twitter — chaotic; publishing has moved on
Facebook — skews older; photos and groups work
Threads — rewards questions and niche topics
Bluesky — publishing crowd; links stay visible

Image-first platforms

TikTok — many personas; BookTok is fan-driven
Instagram — photo and video; hard to link out
Snapchat — casual, disappearing, no polish

SOCIAL RULE	✓ DO	DON'T
Choose your stage	Pick one or two platforms you enjoy, where your readers spend time.	Try to be everywhere. A lukewarm presence won't move the needle.
Lurk before you leap	Follow authors, agents, editors, reviewers, libraries and booksellers.	Mistake viral trends for industry advice. Don't engage in social media fights.
Give before you ask	Offer humor, curation, craft insight and behind-the-scenes peeks.	Only broadcast "buy my book." Inorganic promotion falls flat.
Have a strategy	Stay true to your voice, interests, genre and book themes.	Chase trends or post at random. Stick with what matters to you.
Own your home base	Consider a website or basic presence readers can always find.	Build your whole audience on rented land that can change overnight.
Keep social social	Value replies, conversation and real connection. Take breaks.	Chase likes and followers, or let it steal your writing time.

SAME RULES, TWO TOOLS	WITH AI	ON SOCIAL
Your voice is the asset	Don't let AI write for you.	Be yourself. Don't copy trends.
Trust is the currency	Disclose real AI use.	Be genuine. Give value first.
Own what's yours	Keep drafts out of training.	Try social media or a website.
Tools serve the writer	Research help, not writing.	Use it to gain information.

ARE YOU A WRITER? Then write. Spend more time writing than on AI, social media or research.

SOURCES

Authors Guild · AI Best Practices for Authors (2026)
Columbia Digital Futures Institute · AI for Beginners
Am. Institute for Prof. Training & Dev. · AI For Everyone
Nathan Bransford · Guide to Social Media for Authors (2026)
BookBub · How Successful Authors Use Social Media
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