

Preface

Having worked in the Fire Service for over 23 years with nearly 10 years as a Public Information Officer (PIO), I have had a front row seat to the introduction and implementation of social media and Artificial Intelligence (AI). I continue to be in awe of the power and reach with which messages can be amplified when just the right song is juxtaposed with, just the right video, that is posted at just the right time, on just the right platform. The ability to reach millions of people within moments is an inconceivable feat for our predecessors who grinded for decades in these roles, just hoping to make the evening news or the front page of the paper.

The communicators who embraced new platforms, risking embarrassment, ridicule, and shame have reaped the benefits while those who were hesitant to fully commit have seen minimal results. Public information is a strategic and complex web of information and entertainment. The lines between PIO and social media manager/content creator have blurred exacerbating the expectations of organizational leaders for PIOs to do it all. What was once a tireless job has now become an impossible one. With to do lists that grow and never end, constant demands from leadership, community, politicians, and organization members, we are walking PIOs down the plank, with a backpack full of weights, demanding that they sink or swim.

Have no fear, chunk is here to save you (Goonies reference for all you non-Gen Xers). I am no tech genius. I do not have a degree in marketing or even communications. I am just a firefighter who wore a helmet for a living and stumbled into the world of public information only to find a deep love for connecting with people through social and mainstream media. If you indulge me, I will attempt to provide you with a novice, but effective understanding of how to use AI. The tools that AI provides when prompted appropriately can save PIOs and communicators hours of planning, writing, and posting. My hope is that this non-technical, easy to understand guide, can ease the burden of learning how, when, and why to use AI. While I will never tell you to copy and paste what an AI expels, I will tell you it is the most phenomenal starting place you can imagine. Even if you have dabbled in AI before, this guide can up your game and quite possible introduce you to prompts you haven't explored. Please remember the opinions in this guide are my own. I am not a lawyer, I do not know what policies you are working under, so you must take what I am saying and apply it to your personal circumstances, I am no expert, just someone who likes to explore new things, learn all I can about people, help others realize their full potential, push the boundaries, and do things to the best of my ability, all while trying to make a dent in the universe.

Introduction

I will attempt to inject humor into this non-technical guide to ease the burden of wordy text. I will inject pictures when appropriate and show you examples of good and great prompt writing. In the modern digital landscape, the role of Public Information Officers (PIOs) and communicators is more crucial than ever. Leveraging Artificial Intelligence (AI) can significantly enhance the efficiency and effectiveness of your communication strategies. This guide provides an overview of how to approach AI, when to use it, and how to integrate its outputs into your daily tasks, from social media posts to crisis communications.

AI is moving and changing faster than any technology ever has. By the time you read this it will likely be usurped by a newer innovation. Max Bennett points out, in his book *A Brief History of Intelligence*, that the AI systems currently available are unable to advance independently. They are only able to access the information provided to them by the programmers. Just as your phone cannot access the new emojis Apple has released without updating to the latest system, AIs cannot access new sources of information.

If you are looking for a technical explanation of generative vs. machine vs. deep learning AI's, you have opened to the wrong guide. This is a guide for those who want to skip the history and get straight to the how, because let's face it, no one has time for that. If you want to take a deep dive into deep learning feel free to Google, "beginners guide to AI" you will find hundreds of videos, articles, and books. This my friends, is not that. Here we will focus on ChatGPT. Though CoPilot is very similar, and you can use this information there as well. I will mention other tools in the tools section. However, I have not spent enough time on other platforms to comfortably guide you through how to use them however, I would venture to guess they are similar in how they work, and these techniques will likely manufacture similar results. I hope you enjoy Chatting With Bots.

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Cyber Sessions

When should I use AI?

If you are asking yourself, when should I use AI, I am here to tell you any time you want to create a compelling document, story, article, social media caption, or email, this should be your first stop. Want to create a marketing plan for a specific demographic? AI is the place to start. How about taking analytics from a project or your social media to evaluate your data? AI can do that too. Any text-based needs you have AI can help. It is simply about getting comfortable with trying the tools and adjusting the inputs until you get the perfect output.

The Legal and Moral Debate

When considering the integration of AI in public information and communication roles, it's essential to address the legal and moral implications that come with it. Legally, the use of AI must adhere to data protection and privacy laws, such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States. These regulations mandate that any personal data collected, processed, or analyzed by AI systems be handled with utmost care, ensuring transparency, and obtaining explicit consent from individuals. Failure to comply with these laws can result in significant fines and damage to an organization's reputation. Moreover, AI tools must be scrutinized for potential biases, as discriminatory practices can lead to legal repercussions and undermine public trust.

On the moral front, Public Information Officers and Communicators must consider the ethical ramifications of AI use. AI systems should be employed in a manner that promotes fairness, transparency, and accountability. This includes being vigilant about the biases that may be inherent in AI algorithms, which can perpetuate stereotypes or marginalize certain groups. You must edit! There is a responsibility to fact check and to edit the work. I said it once and I will say it again, I am not here to tell you to copy and paste whatever perfectly crafted text is created for you. I am telling you it is an elevated place to start that will have taken mere seconds to produce. Enjoying the speed of production with only the editing process ahead. It will save you time and energy while ultimately producing a superior product. Communicators have a moral duty to ensure that AI-generated content is truthful and does not spread misinformation. Organizations should strive to use AI to augment human capabilities rather than replace them, fostering a collaborative environment where technology enhances rather than diminishes human roles.

Despite these considerations, the benefits of using AI in public information are compelling. AI can significantly enhance the efficiency and effectiveness of communication strategies, enabling PIOs to reach broader audiences with tailored, impactful messages. By automating routine tasks, AI frees up time for more strategic and creative endeavors, allowing communicators to focus on high-level planning and engagement. Additionally, AI's ability to analyze large volumes of data quickly provides valuable insights that can inform decision-making and improve the responsiveness of communication efforts. When used responsibly, AI

can be a powerful ally in achieving the goals of transparency, responsiveness, and inclusivity that are central to public communication.

Do I have to tell them it is AI?

The question of disclosing your work was enhanced by AI is one I debate often. While I genuinely see both sides of the argument, and I have a strong opinion about this. I am going to start by giving you everyone's favorite answer. "It depends." If you are working under a policy that states you must disclose it, then that is a clear cut yes. If you do not have a policy that states, you must disclose it, I will offer you this thought to ponder. When you do calculations with a calculator or an excel spreadsheet do you notate that you were assisted by these tools? No, of course you don't. When you Google "give me 5 heat related tips" and you use them in a post or article, do you say, "assisted by Google?" I have never seen that done. This is no different. This is a tool just like a calculator or Google to enhance your information and increase your productivity.



Bot-tastic

Choosing the Right AI Tools

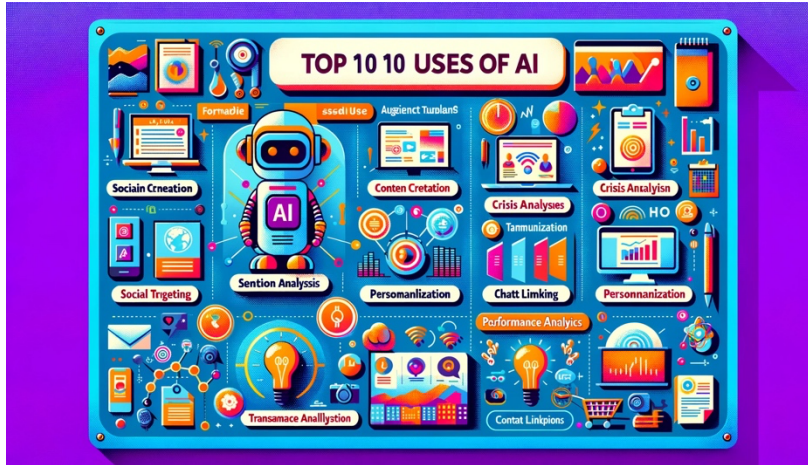
As I mentioned previously this guide will primarily focus on ChatGPT and CoPilot. I also used Canva, as I am sure most PIOs have so I may mention it throughout the guide. If you have not used Canva, I am not sure how you have gotten through life because it is an incredible platform. When it comes to creating images, I believe it is the superior tool. It is my personal opinion that the images created through ChatGPT and DALL-E are still lacking. Without getting overly technical the AI tools are all language based. This means the prompt has to be very succinct in order to produce a desired image. Often times what we use as common jargon does not translate to the AI systems. I believe other tools are superior to ChatGPT and DALL-E in this arena, consider Canva for image generation. Here is a quick example.

I prompted ChatGPT with this question:

“I am writing a beginners guide to AI. The first chapter explores when to use it. The audience is Public Information Officers and Communicators. What are the top 10 AI uses you would recommend for them?”



This is a great list and confirms what I had already compiled. I took the list it produced, edited it down to 8, and then created this visual with Google and Canva. It took me less than 5 minutes.



Here is what ChatGPT created when I prompted it with this “Can you please take the top 10 list you created and provide me with a fun visual?”

This is a great example where AI can fall short, and editing is very important. Rather than using ChatGPT for this task, inputting the information into Canva’s AI tools may yield better results.

Choosing the right AI tools and platforms can be a bit like picking the perfect ice cream flavor. You want something that suits your taste, fits your needs, and maybe even surprises you with a little extra sprinkle of magic.

1. Know Your Flavor (Needs)

Imagine walking into an ice cream parlor with endless flavors. Do you want classic vanilla (simple, reliable AI for automating tasks), or are you feeling adventurous and want rocky road (AI with advanced analytics and machine learning capabilities)? Start by figuring out what you need AI to do. Is it for content creation, data analysis, or something else? Knowing your “flavor” helps narrow down your choices.

2. Check the Ingredients (Features)

Just like reading the ingredients list on your favorite ice cream, you need to check what features the AI tool offers. Does it have natural language processing, image recognition, or sentiment analysis? Make a list of must-have features. Remember, the best tools are like the best ice creams – they’re made with quality ingredients and a little bit of love.

3. Taste Test (Trial Versions)

Most ice cream shops let you try a sample before you commit to a full scoop. The same goes for AI tools. Look for free trials or demo versions to get a taste of how the tool works. See if it’s user-friendly and if it blends well with your current setup. Don’t be afraid to spit it out if it’s not for you – that’s what samples are for!

4. Consider the Cone (Integration)

You wouldn’t want your ice cream in a cone that falls apart. Similarly, make sure your chosen AI tool integrates smoothly with your existing systems. Whether it’s social media platforms, CRM software, or analytics dashboards, the right “cone” will support your AI “ice cream” perfectly.

5. Get Recommendations (Reviews)

Just like you'd ask friends for ice cream parlor recommendations, check out reviews and testimonials for AI tools. What do other Public Information Officers and Communicators say? Their experiences can guide you towards the best choices and away from any melting messes.

6. Don't Forget the Sprinkles (Support and Updates)

The best ice creams come with sprinkles, fudge, or a cherry on top. Similarly, great AI tools offer excellent customer support and regular updates. When exploring ChatGPT you may be enticed as I was to pay the monthly fee allowing you access to Explore. This is where you can browse the various GPTs created by the average Joe to fill a perceived gap or create a more refined section of data for which the GPT can draw from. In explore you will find big companies like Canva and small entreasures such as myself who have tried their hand at creating a personalized AI tool. It is here that discovering a tool that is superior to what ChatGPT already offers can be exciting.



7. Trust Your Gut (Intuition)

Lastly, trust your gut. Sometimes, you just know when an ice cream flavor is right for you. If an AI tool feels intuitive and meets your needs, go for it! Your intuition is a powerful tool in making the right choice.

Remember, choosing the right AI tool should be a delightful experience, just like finding your favorite ice cream. So, take your time, enjoy the process, and soon you'll be savoring the sweet success of AI-enhanced communication!

Bot Banter

Writing Your Prompt

If you read nothing else in this guide, this is the section to read. This is where the rubber meets the road. Being overly specific and using lots of clarity in your prompt writing will be the difference maker for every AI interaction you have. I like to say I have lots of words and I am not afraid to use them. According to the BBC women use 13,000 more words a day than men do. That prompts the question is there a gender advantage in prompt writing? I digress.

Clarity and specificity are the most important ingredients for writing your prompt. Adding context and examples are exceptional ways to improve your prompt. While refining your prompt after each response will ensure you are getting the most from AI. Throughout this section we will look at how to get the most out of your prompt and some of the best practices suggested by AI aficionados. I have a deep love for food and generally find a way to bring things around to eating. To that end I purpose we look at prompting like creating the perfect recipe. Even when you make, or enjoy, your favorite dish you may add a little extra salt or garlic, the same will be true for your prompt. If a grilled cheese is all you need, you don't need to make a souffle. Let's take this step by step. If you are advanced in AI this will likely be elementary for you, skipping to the "Bot Talk" quick guide may be more beneficial.

For those just starting out, we will take a stroll through the prompting process starting with a limited prompt (grilled cheese) and moving to expanded prompts (souffle). Just like cooking a gourmet meal, crafting the perfect AI prompt requires the right ingredients and a dash of creativity. When engaging an AI platform, you will be asked for a prompt. Similarly, to when you would use Google, Siri, or Alexa, you should have a general idea of what you would like to ask. I like to think of this as your goal. Ask yourself, "what is my goal for this interaction?" Follow this easy, step-by-step recipe to get the most out of your AI experience. See prompting worksheets at the back of the book and use the QR codes to download them for free.



Instructions:

1. Decide on the dish(es) (Goal/Products):

Before you start, decide what you want to achieve. Are you writing a social media post, drafting a press release, or brainstorming ideas? It could be a combination of a few, or just the main course. It is okay to include all of these things in a single prompt. Having a clear objective is like knowing the dish you want to cook. For this section we will use the following as our goal; *To create a Facebook post reminding people of the dangers of the Arizona heat, give them ways to protect themselves and show them where they can find resources.*

2. Gather Your Ingredients (Who am I and who is my target audience):

Be as specific as possible with your prompt. Just like measuring out ingredients, details matter. Tell the AI who you are, and what your perspective is. Tell them where you are to help with specific targeted demographics. Tell them who your target audience is and who you are talking to. Instead of saying, *"Write a post about heat,"* try, *"I am a PIO for medium sized fire department in Arizona, and it is heating up. I am writing a post for Facebook geared towards the 55 and over population."*

3. Add Seasoning (Set the scene and add the tone):

Provide your AI with context. Imagine you're adding spices to a dish – context enhances the flavor! Include any relevant background information or specifics that will help the AI understand the scenario. Sticking with our previous prompt you might add. *"I am a PIO for a medium sized fire department in Arizona, and it is heating up. I am writing a post for Facebook geared towards the 55 and over population. I want to remind them about the dangers of heat and what they can do to protect themselves. Write a post that is serious in nature but upbeat in tone."*

4. Mix (Put the ideas together to create one long prompt.):

Don't be afraid to get creative. Like experimenting with new recipes, try different phrasing and styles. If the first prompt isn't perfect, tweak it and try again. Think of it as taste-testing along the way. *"I am a PIO for a medium sized fire department in Arizona, and it is heating up. I am writing a post for Facebook geared towards the 55 and over population. I want to remind them about the dangers of heat and what they can do to protect themselves. Last year we had a 10% decrease in heat related deaths. Write a post that is serious in nature but upbeat in tone."*

5. Cook and Adjust (Review and Refine):

Once the AI generates a response, review it carefully. Sometimes, like a stew that needs more seasoning, your prompt might need a little adjustment. Refine your prompt based on the output to get closer to what you want. *"I am a PIO for a medium sized fire department in Arizona, and it is heating up. I am writing a post for Facebook geared towards the 55 and over population. I want to remind them about the dangers of heat and what they can do to protect themselves. Last year we had a 10% decrease in heat related deaths. Add information about the County wide heat relief centers and give our website address for people to get more information, www.pretendfd.com. Write a post that is serious in nature but upbeat in tone. Add trending hashtags and an eye-catching title that will draw this demographic in."*

6. Finishing Touches (Edit the product):

Take the AI product and edit it to include your personal flair and organizational tone. Be sure to confirm facts, stats, and quotes. Then voila, your meal is ready.

7. Serve and Enjoy (Use Your Output):

Whether it's a polished article, a catchy social media post, or an engaging email, enjoy the fruits of your labor. Be sure to watch for reactions as your audience takes their first bites. Use the analytics to refine future prompts.

Chef's Tips:

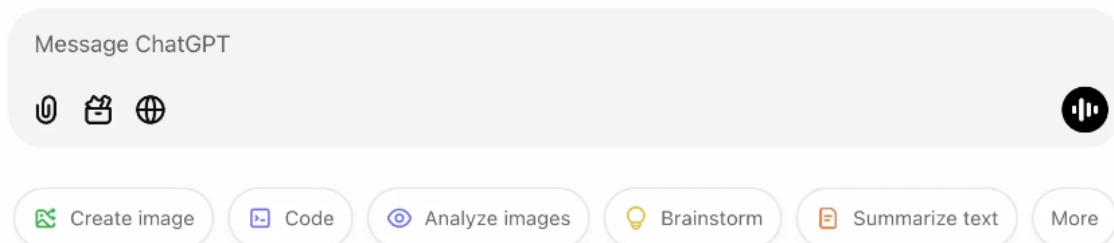
Keep it Simple: Start with simple prompts and gradually add more details. You can't take the salt away, but you can always add more.

Stay Positive: Positive prompts often yield better results. The souffle might fall flat the first couple of times but by the third try you will be a pro.

Experiment: Don't hesitate to try different approaches. Sometimes the best results come from unexpected tweaks. It's like adding raisins to cottage cheese, you didn't know you liked it until you tried it.

Set the oven to 350 degrees and let's get cooking!

What can I help with?



This is what the screen will look like when you first open ChatGPT (Jan. 2025). Remember to have your goal in mind. We will continue with the prompts presented in the recipe. Remember to approach this with a goal in mind. For this example, our goal is to reach the 55 and over population and their families, to remind them of the dangers of heat, give them ways to protect themselves and show them where they can find resources. Using the basic prompt presented above we will see what product is yielded.

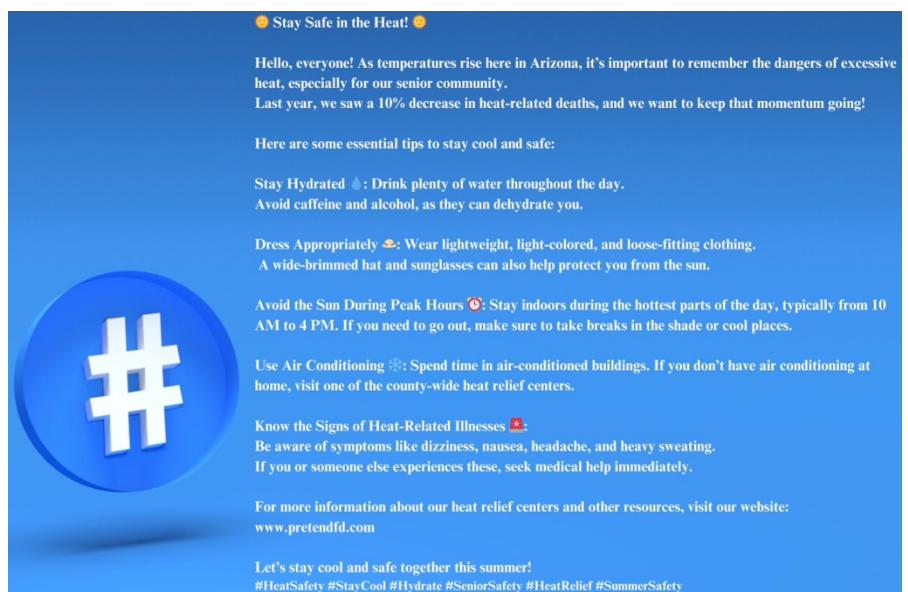
Basic Prompt:

Write a post about heat.



Detailed Prompt:

I am a PIO in Arizona, and it is heating up. I am writing a post for Facebook geared towards the 55 and over population. I want to remind them about the dangers of heat and what they can do to protect themselves. Last year we had a 10% decrease in heat related deaths. Add information about the County wide heat relief centers and give our website address for people to get more information, www.pretendfd.com. Write a post that is serious in nature but upbeat in tone. Add trending hashtags.



The more detailed prompt elicited a very similar post however, it is far more expansive and provided you with a complete and well thought out caption in literal moments. You can take this one step further and ask ChatGPT to create this same post for multiple platforms. Simply include in the prompt that you would like a post for X, Facebook, Threads, Nextdoor, LinkedIn, Instagram, and any other platform you might be using. You can even ask for it to be translated into another language. Just be sure to have that reviewed by someone who speaks it before posting.

Alternative Approach

Another approach to prompt writing is the good old, who, what, when, where, why, how, special circumstances. Starting with the goal in mind, let's go through this approach.

Who:

Tell the AI who you are and who the target audience or audiences are.

"I am a large metropolitan police department in Miami Florida. I serve a diverse population from children and families to the elderly, business owners and politicians, college students, and lots of tourists."

What:

What is happening. What is the emergency. What message you are trying to convey. What event are you promoting.

"I am a large metropolitan police department in Miami Florida. I serve a diverse population from children and families to the elderly, business owners and politicians, college students, and lots of tourists. We are hosting a coffee with a cop event."

When:

When did the incident or event start. When do you expect it to end. Are there time constraints to consider. *"I am a large metropolitan police department in Miami Florida. I serve a diverse population from children and families to the elderly, business owners and politicians, college students, and lots of tourists. We are hosting a coffee with a cop event. It will be May 1st at 9am."*

Where:

Where did the incident occur. Where is the event. Where should people go for more information. Where should people go during an evacuation. Where is your media staging area.

"I am a large metropolitan police department in Miami Florida. I serve a diverse population from children and families to the elderly, business owners and politicians, college students, and lots of tourists. We are hosting a coffee with a cop event. It will be May 1st at 9am at Central Perk, 123 Main Street."

Why:

Cause of the incident. Why are you having an event. Why should they attend or act.

"I am a large metropolitan police department in Miami Florida. I serve a diverse population from children and families to the elderly, business owners and politicians, college students, and lots of tourists. We are hosting a coffee with a cop event. It will be May 1st at 9am at Central Perk, 123 Main Street. We want to have an open dialogue with the community to foster a culture of transparency."

How:

How does this impact them. How can they help. How can they share the information. How will they find out more information.

"I am a large metropolitan police department in Miami Florida. I serve a diverse population from children and families to the elderly, business owners and politicians, college students, and

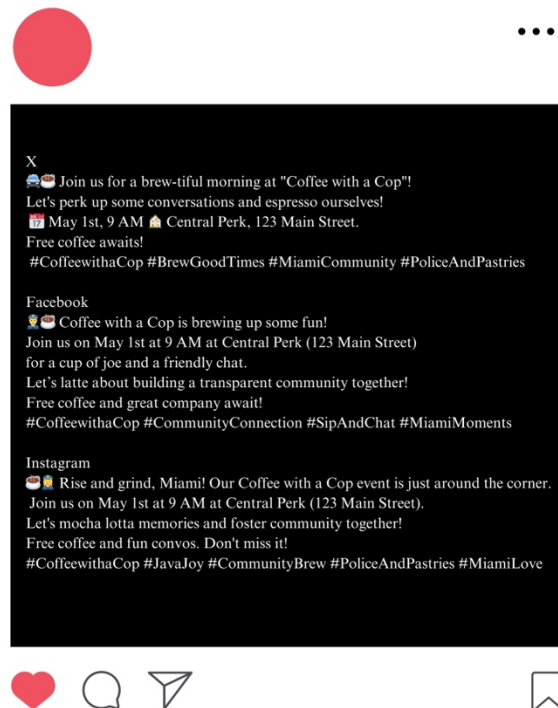
lots of tourists. We are hosting a coffee with a cop event. It will be May 1st at 9am at Central Perk, 123 Main Street. We want to have an open dialogue with the community to foster a culture of transparency. You can help make this possible by coming by for a free cup of coffee and a little conversation.”

Special circumstances:

I like to think of this as the special sauce. I always try to give my prompt a tone. If I want to be fun and lighthearted, I say that. If I want it to be serious, I include that. You may want to incorporate a statistic or a safety message. Always ask for hashtags.

Sample Prompt:

“I am a large metropolitan police department in Miami Florida. I serve a diverse population from children and families to the elderly, business owners and politicians, college students, and lots of tourists. We are hosting a coffee with a cop event. It will be May 1st at 9am at Central Perk, 123 Main Street. We want to have an open dialogue with the community to foster a culture of transparency. You can help make this possible by coming by for a free cup of coffee and a little conversation. Please help me create social media posts for X, Facebook, and Instagram. The tone should be lighthearted and fun. Include puns and playful language. Include trending hashtags.”



If you have a more complex palate and want to dig even deeper into the prompting pool checkout this list released in 2023 by Reddit. This will give you a very specific and detailed look at prompt writing. I chose to simplify it, but the choice is yours.

1. Tone: Specify the desired tone (e.g., formal, casual, informative, persuasive).
2. Format: Define the format or structure (e.g., essay, bullet points, outline, dialogue).
3. Act as: Indicate a role or perspective to adopt (e.g., expert, critic, enthusiast).
4. Objective: State the goal or purpose of the response (e.g., inform, persuade, entertain).
5. Context: Provide background information, data, or context for accurate content generation.
6. Scope: Define the scope or range of the topic.
7. Keywords: List important keywords or phrases to be included.
8. Limitations: Specify constraints, such as word or character count.
9. Examples: Provide examples of desired style, structure, or content.
10. Deadline: Mention deadlines or time frames for time-sensitive responses.
11. Audience: Specify the target audience for tailored content.
12. Language: Indicate the language for the response, if different from the prompt.
13. Citations: Request inclusion of citations or sources to support information.
14. Points of view: Ask the AI to consider multiple perspectives or opinions.
15. Counterarguments: Request addressing potential counterarguments.
16. Terminology: Specify industry-specific or technical terms to use or avoid.
17. Analogies: Ask the AI to use analogies or examples to clarify concepts.
18. Quotes: Request inclusion of relevant quotes or statements from experts.
19. Statistics: Encourage the use of statistics or data to support claims.
20. Visual elements: Inquire about including charts, graphs, or images.
21. Call to action: Request a clear call to action or next steps.
22. Sensitivity: Mention sensitive topics or issues to be handled with care or avoided.
23. Humor: Indicate whether humor should be incorporated.
24. Storytelling: Request the use of storytelling or narrative techniques.
25. Cultural references: Encourage including relevant cultural references.
26. Ethical considerations: Mention ethical guidelines to follow.
27. Personalization: Request personalization based on user preferences or characteristics.
28. Confidentiality: Specify confidentiality requirements or restrictions.
29. Revision requirements: Mention revision or editing guidelines.
30. Formatting: Specify desired formatting elements (e.g., headings, subheadings, lists).
31. Hypothetical scenarios: Encourage exploration of hypothetical scenarios.
32. Historical context: Request considering historical context or background.
33. Future implications: Encourage discussing potential future implications or trends.
34. Case studies: Request referencing relevant case studies or real-world examples.
35. FAQs: Ask the AI to generate a list of frequently asked questions (FAQs).
36. Problem-solving: Request solutions or recommendations for a specific problem.
37. Comparison: Ask the AI to compare and contrast different ideas or concepts.
38. Anecdotes: Request the inclusion of relevant anecdotes to illustrate points.
39. Metaphors: Encourage the use of metaphors to make complex ideas more relatable.
40. Pro/con analysis: Request an analysis of the pros and cons of a topic.
41. Timelines: Ask the AI to provide a timeline of events or developments.
42. Trivia: Encourage the inclusion of interesting or surprising facts.

- 43. Lessons learned: Request a discussion of lessons learned from a particular situation.
- 44. Strengths and weaknesses: Ask the AI to evaluate the strengths and weaknesses of a topic.
- 45. Summary: Request a brief summary of a longer piece of content.
- 46. Best practices: Ask the AI to provide best practices or guidelines on a subject.
- 47. Step-by-step guide: Request a step-by-step guide or instructions for a process.
- 48. Tips and tricks: Encourage the AI to share tips and tricks related to the topic.

Disaster Droid

AI and Crisis Communications

Imagine you're a chef in a bustling kitchen, and a sudden influx of hungry diners threatens to overwhelm your staff. This is when you need a sous-chef who can handle the heat and keep things running smoothly. In the world of crisis communications, AI is that perfect sous-chef, ready to jump in and help you serve up solutions faster than you can say "Bon Appétit!"

We know that when a crisis hits, time is of the essence, AI can be your secret ingredient for success. AI tools can sift through mountains of data in seconds, helping you pinpoint the issue, monitor public sentiment, and craft the perfect response. It's like having a team of culinary experts who can quickly identify that missing spice and save your dish from disaster.

Now, let's talk about prompt writing as if it were creating a delicious recipe. When you're in the middle of a crisis, you need clear, concise communication, and AI can help. Start with a base of empathy, add a dash of clarity, sprinkle in some actionable steps, and finish with a garnish of reassurance. AI can help you fine-tune this recipe, ensuring your message is as comforting as a warm bowl of soup on a chilly day.

With AI in your crisis communications toolkit, you can confidently face any challenge, knowing you have a reliable partner who's always ready to lend a hand. Let's take a look at how you can use the prompt writing techniques we discussed in the last section to craft the perfect messages.

Goal: Create a crisis communication plan that encompasses all available communication platforms and tools to ensure the biggest reach and save lives.

Specifics/ Who & What:

"I am an Emergency Manager for a large township in Tennessee. Our population is diverse and lives in both rural and metropolitan areas. We were alerted that tornados are going to strike our area."

Context/(When/Where/Why/How):

"I am an Emergency Manager for a large township in Tennessee. Our population is diverse and lives in both rural and metropolitan areas. We were alerted that tornados to strike our area within the next hour. The townships of here, there, and everywhere are expected to be impacted. I want to tell residents what they can do to keep themselves safe and what to do if they are injured."

Creativity/ Special Sauce:

"I am an Emergency Manager for a large township in Tennessee. Our population is diverse and lives in both rural and metropolitan areas. We were alerted that tornados to strike our area within the next hour. The townships of here, there, and everywhere are expected to be impacted. I want to tell residents what they can do to keep themselves safe and what to do if they are injured. Please provide me with a press release, social media posts for X, Facebook, and Instagram, a crisis communication plan, and emails to share information with the township leaders and government."

Review and Refine: Below is the product of the prompt. We will review and refine for the best results.

FOR IMMEDIATE RELEASE

Township Emergency Alert: Tornado Warning

[Date]

[Your Township Name], TN – The Emergency Management Office of [Your Township Name] has issued an urgent tornado warning for our area. Tornadoes are expected to strike within the next hour, impacting the townships of Here, There, and Everywhere.

Safety Instructions for Residents:

Seek Shelter Immediately:

- Move to a basement or an interior room on the lowest floor of a sturdy building. Avoid windows.
- Protect Yourself: Use furniture, mattresses, or blankets to shield yourself from debris.
- Stay Informed: Monitor local news, weather updates, and emergency alerts on your phone or radio.

After the Tornado:

- If you are injured, seek medical attention immediately.
- Avoid damaged areas and downed power lines.
- Check on neighbors and share your status with family and friends.

Contact Information:

Emergency Services: [Phone Number]
 Non-Emergency Information: [Phone Number]
 Email: [Emergency Office Email]
 Stay safe and take immediate action to protect yourself and your loved ones.

[Emergency Manager's Name]
 Emergency Manager, [Your Township Name]

Social Media Posts

X
EMERGENCY ALERT
 Tornadoes expected in our area within the next hour. Seek shelter immediately. Stay informed and stay safe. #TornadoWarning #StaySafe [Your Township Name]

Facebook:
EMERGENCY ALERT: TORNADO WARNING
 Tornadoes are expected to strike our area within the next hour, impacting the townships of Here, There, and Everywhere.
 Please seek shelter immediately in a basement or interior room on the lowest floor. Protect yourself with furniture, mattresses, or blankets.
 Stay informed through local news and weather updates.

If you are injured after the tornado, seek medical attention right away and avoid damaged areas.
 Check on your neighbors and share your status with family and friends.

Stay safe and take immediate action to protect yourself and your loved ones.

[Emergency Management Office Contact Information]

Instagram:
EMERGENCY ALERT
 Tornadoes expected in our area within the next hour. Seek shelter immediately. Stay informed and stay safe. Swipe for safety tips ➡

Move to a basement or interior room on the lowest floor.
 Use furniture, mattresses, or blankets for protection.
 Monitor local news and weather updates.
 #TornadoWarning #StaySafe [Your Township Name]

Crisis Communication Plan

Activation of the Plan:

- Alert all relevant stakeholders, including township leaders, government officials, and emergency services.
- Deploy emergency notification systems (ENS) to inform residents.

Information Dissemination:

- Use multiple communication channels (press releases, social media, emails, local news) to reach the diverse population.
- Ensure information is accessible in multiple languages if needed.

Coordination with Local Agencies:

- Work closely with local law enforcement, fire departments, medical services, and utility companies.
- Establish a central communication hub for coordinated efforts and information sharing.

Public Safety and Assistance:

- Provide clear instructions on seeking shelter and post-tornado safety.
- Set up emergency shelters and medical aid stations if necessary.

Media Management:

- Designate a spokesperson to provide regular updates to the media.
- Hold press conferences as needed to keep the public informed.

Evaluation and Feedback:

- After the event, conduct a debrief with all involved parties.
- Gather feedback to improve future emergency response plans.

Emails to Township Leaders and Government

Subject: Urgent Tornado Warning - Immediate Action Required

Dear [Recipient's Name],

I am writing to inform you that our township is under an urgent tornado warning. Tornadoes are expected to strike within the next hour, impacting the townships of Here, There, and Everywhere.

Please take the following actions immediately:

- Ensure all departments are on high alert and ready to respond.
- Activate emergency protocols and disseminate safety information to residents.
- Coordinate with emergency services to set up shelters and medical aid stations.
- Use all available communication channels to keep the public informed and provide safety instructions.

Your prompt action is crucial in ensuring the safety of our residents.

Thank you for your cooperation.

Best regards,

[Emergency Manager's Name]
 Emergency Manager, [Your Township Name]
 [Contact Information]

Refined Prompt:

“Please refine the previous prompt to include trending hashtags in the social media posts, a communications strategy with the crisis communication plan, and fill in the township name with Here and There.”

FOR IMMEDIATE RELEASE

Township Emergency Alert: Tornado Warning

[Date]

Here and There, TN – The Emergency Management Office of Here and There has issued an urgent tornado warning for our area. Tornadoes are expected to strike within the next hour, impacting the townships of Here, There, and Everywhere.

Safety Instructions for Residents:

Seek Shelter Immediately:

- Move to a basement or an interior room on the lowest floor of a sturdy building. Avoid windows.
- Protect Yourself: Use furniture, mattresses, or blankets to shield yourself from debris.

Stay Informed:

- Monitor local news, weather updates, and emergency alerts on your phone or radio.

After the Tornado:

- If you are injured, seek medical attention immediately.
- Avoid damaged areas and downed power lines.
- Check on neighbors and share your status with family and friends.

Contact Information:

Emergency Services: [Phone Number]
 Non-Emergency Information: [Phone Number]
 Email: [Emergency Office Email]
 Stay safe and take immediate action to protect yourself and your loved ones.

[Emergency Manager's Name]
 Emergency Manager, Here and There

Social Media Posts

X
EMERGENCY ALERT 🚨 Tornadoes expected in our area within the next hour. Seek shelter immediately. Stay informed and stay safe. #TornadoWarning #StaySafe #EmergencyAlert #HereAndThere

Facebook:
EMERGENCY ALERT: TORNADO WARNING
 Tornadoes are expected to strike our area within the next hour, impacting the townships of Here, There, and Everywhere. Please seek shelter immediately in a basement or interior room on the lowest floor. Protect yourself with furniture, mattresses, or blankets. Stay informed through local news and weather updates.

If you are injured after the tornado, seek medical attention right away and avoid damaged areas. Check on your neighbors and share your status with family and friends.

Stay safe and take immediate action to protect yourself and your loved ones.

[Emergency Management Office Contact Information]

#TornadoWarning #StaySafe #EmergencyAlert #HereAndThere

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 #TornadoWarning #StaySafe #EmergencyAlert #HereAndThere

Crisis Communication Plan

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Communications Strategy

Goal: Ensure timely, accurate, and consistent information dissemination to protect public safety and maintain public trust.

Audience:

- Residents of Here and There
- Local media outlets
- Township leaders and government officials
- Emergency services and local agencies

Channels:

- Press releases
- Social media (Twitter, Facebook, Instagram)
- Local news (radio, TV, newspapers)
- Email notifications
- Emergency notification systems (ENS)

Key Messages:

- Immediate safety actions
- Where to seek shelter
- How to stay informed
- Post-tornado safety measures

Designate [Emergency Manager's Name] as the official spokesperson for all communications.

Evaluation:

Monitor the reach and effectiveness of communications.
 Collect feedback from residents and stakeholders

Tweeting With the Terminator Social Media and AI

Picture yourself as a master chef preparing a grand feast. Your social media channels are like a buffet, offering a delightful variety of content to your audience. But with so many plates to fill and flavors to balance, keeping everything fresh and appealing can be a challenge. Using AI for social media is like having an expert mixologist who can whip up the trendiest cocktails, tailored perfectly to your guests' tastes.



AI tools can analyze data to understand what your audience craves, helping you create content that resonates and engages. Whether it's identifying the best times to post or discovering trending topics, AI ensures your social media strategy is always on point, like a perfectly balanced dish that leaves everyone coming back for more.

When it comes to crafting your social media content, think of AI as your digital spice rack, offering a variety of flavors to enhance your posts. With tools like predictive analytics and sentiment analysis, AI can help you write compelling captions, find the right hashtags, and even suggest images or videos that will capture your audience's attention. It's like adding a pinch of this and a dash of that to create a social media feast that delights and engages.

To get started, consider tools like Hootsuite, Sprout Social, or Buffer, which integrate AI to help you manage and optimize your social media presence. These tools can schedule your posts, analyze performance metrics, and even provide suggestions for content improvements. It's like having a kitchen assistant who keeps track of cooking times, adjusts the heat, and ensures every dish is cooked to perfection.

To get the best results, remember that prompt writing is like creating a recipe. Start with a clear goal, mix in some creativity, add a touch of personalization, and don't forget to garnish with relevant hashtags. Experiment with different ingredients, like varying your post formats or trying out new content types and let AI guide you in fine-tuning your strategy.

With AI in your social media toolkit, you can confidently whip up engaging content that keeps your audience coming back for seconds. So, roll up your sleeves, embrace the culinary creativity of social media, and let AI help you serve up posts that are as satisfying even the pickiest of critics!

In the prompt writing section, we used a social media post as the example, so I won't bore you with the same information. Instead, I will offer yet another alternative for prompt writing. This one is brought to you by LinkedIn.

LinkedIn SM prompt guide

1. Generate three versions of an inspiring social media post. It should be an Instagram caption for a picture of **[insert your product/topic]** that will engage **[insert your target audience]**. The caption should be no longer than 1-2 sentences. Include relevant hashtags to help the caption stand out.
2. Summarize the information below into a LinkedIn post that will be engaging for **[insert your target audience]**.
3. Paraphrase this LinkedIn story into a post that will engage **[insert your target audience]** on Instagram.
4. Propose ten incorrect answers to the question **[insert your question]**.
5. Create five puns on the word **[insert your word]** to include in a social media post about **[insert your topic]**.
6. Give me three fun facts about **[insert your topic]** that would surprise people in a social media post.
7. Act as a copywriting expert. Write three versions of a call to action that will get **[insert your target audience]** to **[insert your desired action]**.
8. Compose an insightful LinkedIn post promoting best practices within **[insert your topic/industry]**. Write it in a professional tone of voice.
9. Produce a riddle where the answer is **[insert your product or brand]**.
10. Add a short hook to the start of the social media post below that will make me want to engage in the conversation. Provide me with three versions.

Byte Sized Data

AI and Analytics

When preparing a gourmet meal precision and attention to detail are imperative, using AI for analytics involves a step-by-step process to ensure you're serving up the most flavorful insights. Here's a delectable recipe to help you harness the power of AI for your analytics:

Step 1: Gather Your Ingredients

Data Collection

Think of data as the raw ingredients for your analytical feast. Collect data from various sources such as social media platforms, website analytics, and customer feedback. Tools like Google Analytics, social media insights, and CRM systems can be your farmers' market, providing fresh and diverse ingredients.

Step 2: Prep Your Kitchen

Think of the data as the veggies that have been cleaned and cut up and now need to go in the pan. Simply copy and paste the analytics you gathered in step 1. These are provided to you by the various platforms you are already engaging in. Place them on a word doc, and then upload that as your information source to ChatGPT, or system of your choice.

Step 3: Start Cooking

Data Analysis and Insights

Now it's time to cook up some insights. Use AI algorithms to analyze your data. Machine learning models can identify patterns and trends, helping you understand your audience's behavior and preferences. For example, AI can reveal which social media posts generate the most engagement or what times your audience is most active.

Step 4: Taste Test

Validate Your Findings

Just as you would taste your dish throughout the cooking process, validate your insights to ensure they're accurate. Cross-check with other data sources or run A/B tests to confirm your findings. AI tools can help automate this validation process, giving you confidence in your results.

Step 5: Serve the Dish

Create Visualizations

Present your insights in an appealing way. Use your AI tools to create visualizations like charts, graphs, and dashboards. These visual presentations make it easier for your team to digest the information and make data-driven decisions. Think of this step as plating your dish with artistic flair.

Step 6: Get Feedback

Monitor and Adjust

Once your analytical feast is served, gather feedback to refine your process. Monitor the performance of your strategies and adjust as needed. AI can help you continuously track metrics and suggest improvements, ensuring your insights remain fresh and relevant.

Sample prompts for analytics:

"Analyze the performance of our last social media campaign [provide details] and suggest three strategies to improve engagement and reach for the next campaign. Use specific metrics and insights from the previous campaign."

"Create a detailed audience persona for our primary target audience on social media, including demographics, interests, online behavior, and content preferences. Use analytics to support each aspect of the persona."

"Analyze the social media strategy of [competitor] from [start date] to [end date] and suggest three strategies we could adopt or improve upon. Include insights on their most engaging content, posting frequency, and audience interaction."

"Analyze the latest social media trends in [industry] from [start date] to [end date] and suggest five unique content ideas that align with these trends. Focus on emerging themes, popular hashtags, and engagement metrics."

"Generate a list of 10 trending and relevant hashtags for a post about [specific topic or event] targeted at [specific audience]. Ensure the hashtags are currently popular and related to industry-specific conversations."

"Create five engaging questions to post on [social media platform] about [topic], designed to spark conversation and encourage replies among [specific audience]. Ensure the questions are open-ended and relevant to current interests."

"Generate three campaign ideas for the upcoming [holiday/season], tailored to our brand voice and audience demographics. Include potential hashtags, key visuals, and content themes that resonate with the season's spirit."

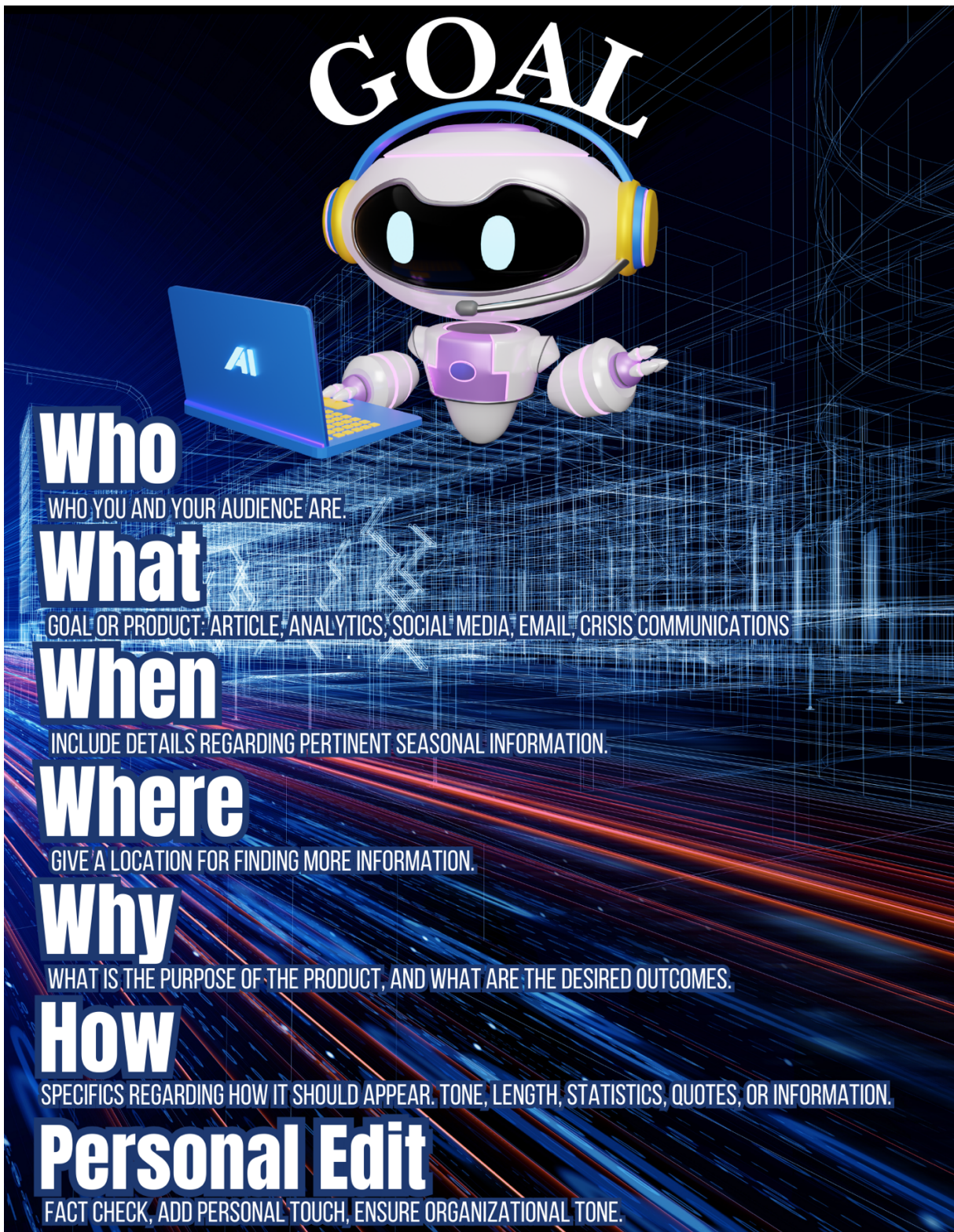
"Create a line chart showing the engagement trends in our social media posts in the [industry] from [start date] to [end date]. Highlight any significant peaks or drops."

"Produce a heat map illustrating the social media activity of [competitor] over the past three months, indicating areas of high engagement and identifying their top-performing content types. Use our analytics to compare and contrast performances."

"Design a dashboard summarizing the performance of our last social media campaign [provide details], including charts for reach, engagement, and conversion rates. Include comparisons to previous campaigns."

Bot Talk

Prompting at a Glance



Logging Off

As we reach the end of our AI culinary adventure, it's time to "log off" and reflect on the delicious knowledge we've cooked up together. Just like a well-prepared meal leaves you satisfied I hope this guide has left you feeling full of knowledge. The buffet of AI delights is meant to enhance your role as a Public Information Officer and Communicator.

We've explored how AI can be your trusty sous-chef in the bustling kitchen of crisis communications, helping you whip up timely and effective responses to any emergency. From trend analysis to competitor insights, you've learned to use AI to garnish your strategies with data-driven decisions, making your social media presence entice and engage viewers.

You've discovered that prompting AI is like following a recipe – with a dash of creativity and a sprinkle of the right information, you can serve up posts that your audience will savor. From repurposing content to generating new ideas, you've got the ingredients to keep your social media feeds fresh and flavorful.

As you "log off" from this guide, remember that AI is not just a tool but a partner in your culinary journey of communication. Embrace the possibilities, experiment with new "recipes," and don't be afraid to add your unique flavor to everything you do.

So, here's to you, the head chef of AI-enhanced communication! May your future endeavors be as fulfilling and exciting as a perfectly crafted dish. Bon appétit, and happy communicating!

Bot Blueprint

AI Prompting Guide: The Who, What, When, Where, Why, and How

Who: *Identify yourself and your audience or community.*

- Who are you? (I am a public information officer for a midsized fire department in AZ.)
 - Who is the target audience? (e.g., families, business owners, at-risk populations)
 - Write your audience details here:
-

What: *Determine your goal or product.*

- What are you trying to create? (e.g., press release, social media post, article, strategy, etc.)
 - If you are requesting multiple products, be specific about where they will appear.
 - Social media posts for X, Threads, Nextdoor, etc.
 - Write your goal and products here:
-

When: *Include any pertinent seasonal information.*

- Is it the holidays or summer? Is weather a factor in your community?
 - Write any seasonal details here:
-

Where: *Specify where the audience can get more information. Or have a call to action (CTA).*

- Where can they find more information about the topic or your organization? What actions might you want them to take with this information? (e.g., visit our website for more information, follow for more, follow us on Nextdoor, etc.)
 - Write your CTA here:
-

Why: *Clarify the purpose.*

- Why is this important?
- What problem is it solving or what value is it adding?
- Why should people care?
- What is the outcome you are hoping for?
- Write your purpose here:

How: *Craft and refine the prompt.*

1. Provide context, tone, and specifics:

- What tone should it have? (e.g., upbeat, professional, empathetic)
 - Are there any key points to include? (e.g., statistics, quotes)
 - How long should it be? (5 paragraphs, 300 words, include 4 trending hashtags)
 - Write your context and tone here:
-

2. Combine the elements:

- Use your goal, audience, and context to write your prompt here:
-

3. Input the prompt and review:

- What worked well? What needs improvement?
-

- Request refinements and review outputs.
-

4. Make human edits:

- Refine the AI output to ensure its accurate, polished, and reflects your organizational tone.
 - Notes on final edits:
-

5. Use the final product and review analytics:

- Review analytics. How did the product perform?
 - What was public sentiment regarding the product?
-

Scan QR to download the worksheet.



AI Prompting Worksheet: Cooking Up the Perfect Prompt

Step 1: Deciding on the Recipe(s)

Determine your goal or product(s).

- What are you trying to create? (e.g., press release, social media post, article, etc.)
 - If you are requesting multiple products, be specific about where they will appear.
 - Social media posts for X, Threads, Nextdoor, etc.
 - Write your goal here:
-

Step 2: Gathering the Ingredients

Identify yourself and your audience or community.

- Who are you? (I am a public information officer for a midsized fire department in AZ.)
 - Who is the target audience? (e.g., families, business owners, at-risk populations)
 - Write your audience details here:
-

Step 3: Adding Spices

Provide context, tone, and specifics.

- What tone should it have? (e.g., upbeat, professional, empathetic)
 - Are there any key points to include (e.g., statistics, quotes).
 - How long should it be? (e.g., 5 paragraphs, 300 words, include 4 trending hashtags)
 - Write your context and tone here:
-

Step 4: Mixing It All Together

Combine the elements to craft your prompt.

- Add any details you may have missed.
 - Use your goal, audience, and context to write your prompt here:
-

Step 5: Cooking the Food

Input your prompt into GPT and review the output.

- Review and request edits?
 - Include details that may have been overlooked.
 - Provide clarification or request further information be included.
 - Request title options or tone changes.

- Review final product(s).
 - Take notes for future prompting:
-

Step 6: Final Touches

Make human edits.

- Refine the AI output to ensure its accurate, polished, and reflects your organizational tone.
 - Notes on final edits:
-

Step 7: Serve the Dish

Use the final product and watch for reactions.

- Schedule posts, submit the article, review analytics.
 - Review the analytics and performance of the product(s):
-

[Scan QR to download the worksheet.](#)

