



TAKING **AI** TO THE NEXT LEVEL

2024 NMMS CONFERENCE

Embracing Technology: Tools to Help You Succeed



Session Agenda

- Intro Robyne, NMMS
- Prompting Chat GPT to get the Copy You Need with Susan, Downtown Las Cruces Partnership
- Writing and scheduling social media using AI with Jacquelyn and Via, Los Alamos MainStreet
- Using Chat GPT to edit documents and make outlines and lists with Ilka, Mora MainStreet
- Other AI Tools, Robyne

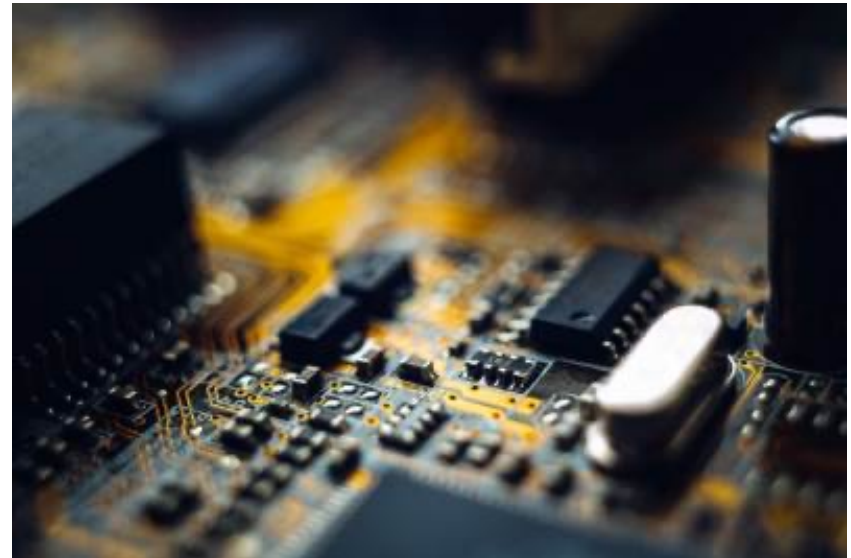
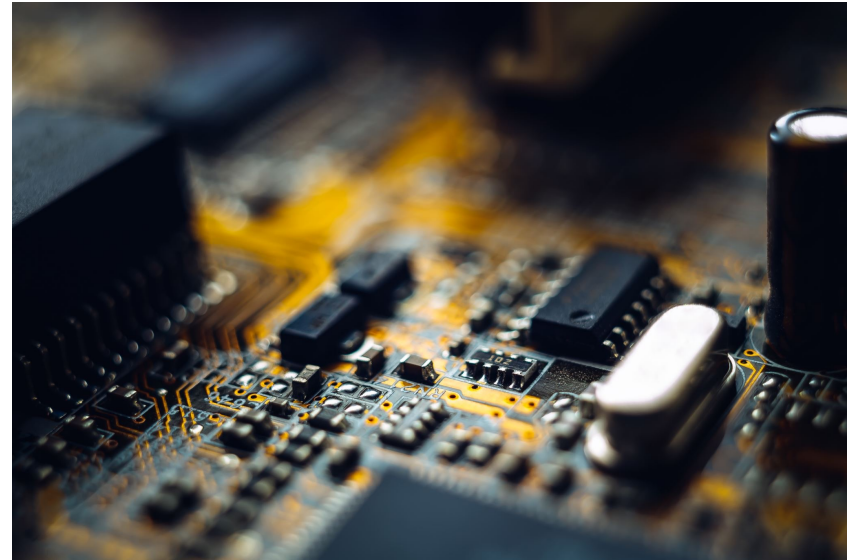


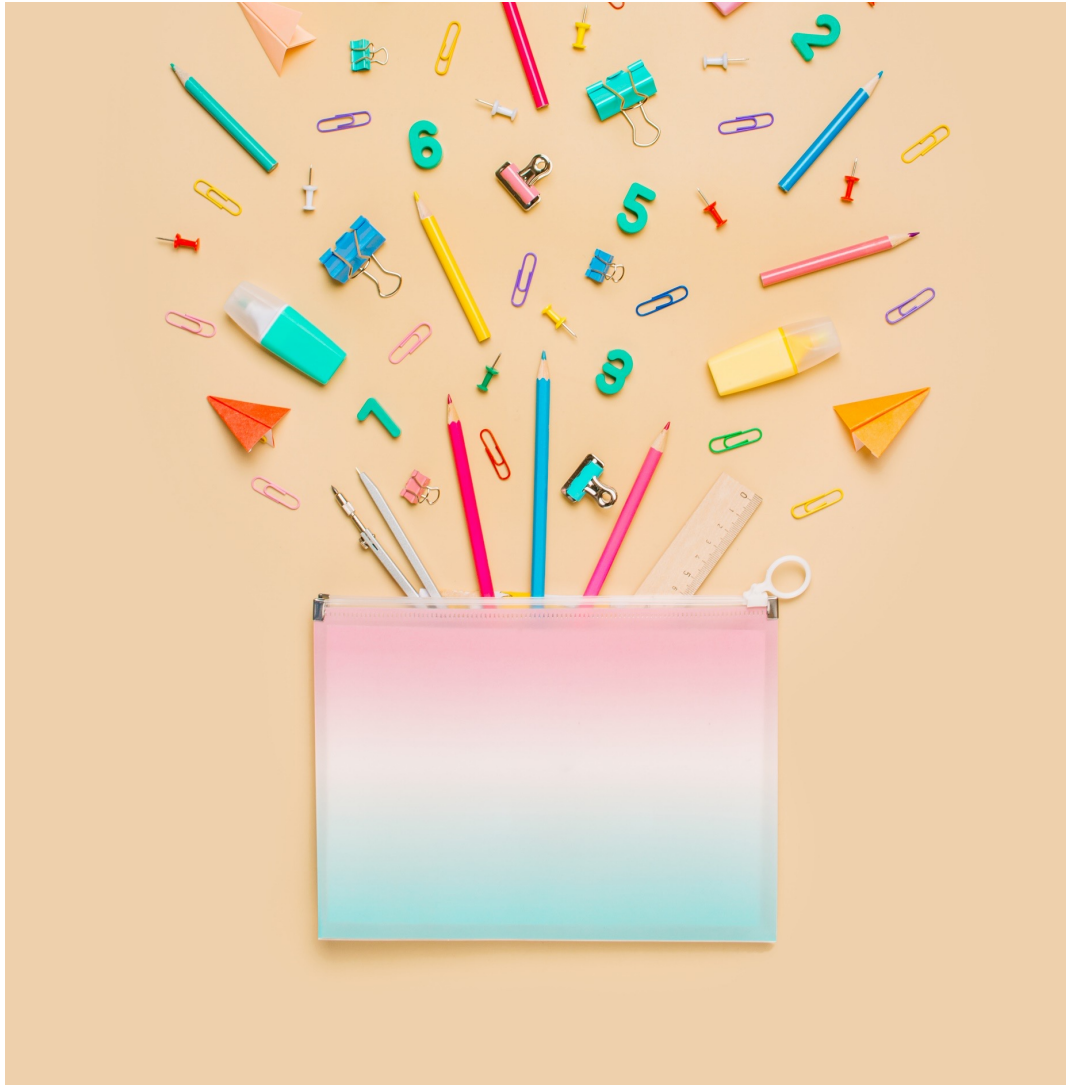


Prompting ChatGPT to Get the Copy You Need

Susan Cabello

Downtown Las Cruces Partnership
2024 New Mexico MainStreet Winter
Conference





Introduction

- Susan Cabello
 - Interim Executive Director, Downtown Las Cruces Partnership
- Professional Background
 - MA English
 - Taught college composition courses for 13 years
 - MPA
 - Public Sector = Never-Ending Essay Contest

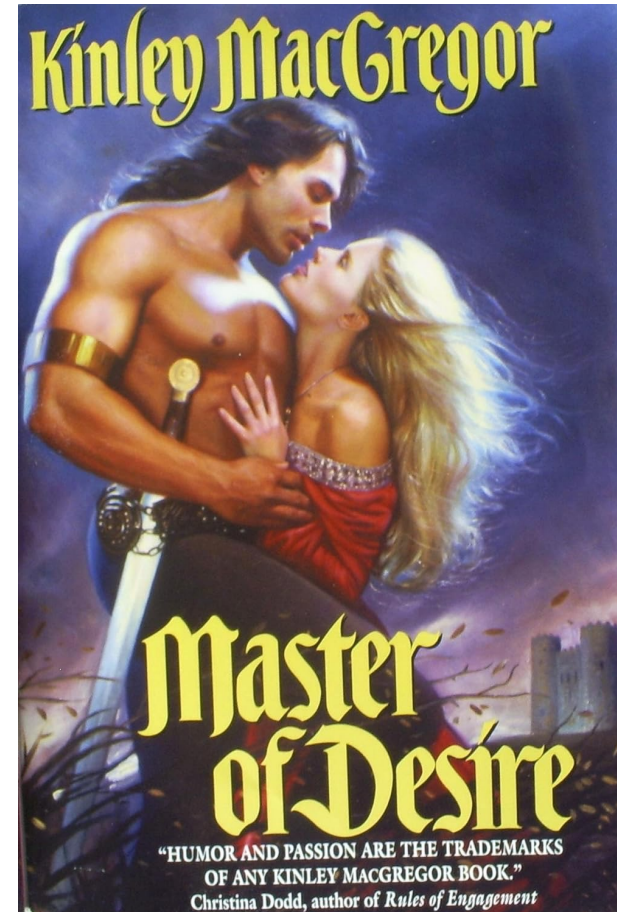
ChatGPT Overview

- According to ChatGPT, ChatGPT is a language model developed by OpenAI, specifically GPT-3.5 architecture. It's designed to generate human-like text based on the input it receives.
- Pros:
 - Free
 - Fast
 - (Mostly) Grammatically accurate
 - Can take on multiple writing types
 - Proposals
 - Plans
 - Copy
- Cons
 - Can not generate ideas, limited to existing information on the internet
 - Has a distinct voice
 - Ethical questions
 - Text generated requires editing and revision
 - Product only as good as prompt given





Why is Prompting so Important?





Information	Examples		
What is it? (audience)	Press Release	Fundraising Letter	Grant Narrative
From a specific person?	ED	Board Chair	
Point of View	First Person (I)	Third Person (they)	Second person (you)
Tense	Present	Past	Future
Tone	Formal	Informal	Gracious
Full Name of Organization and Partners (who)			
Detailed Summary of Content	What	When	Why
Key Words			
Call to action (purpose)	Attend	Give	Support
Contact	Name/title	Email	Phone
Word Count	100 (paragraph)	250 (double-spaced page)	500 (single-spaced page)

ChatGPT Prompt Checklist (General)





Information	Examples		
General Checklist +			
Year of Event	Inaugural	Pilot	10 th Annual
Date			
Time			
Location			
Cost			
Special Instructions	Bring a lawn chair	Costume contest sign-up begins at 6PM	Free parking available at City Hall

ChatGPT Prompt Checklist (Event)





Example

Prompt:

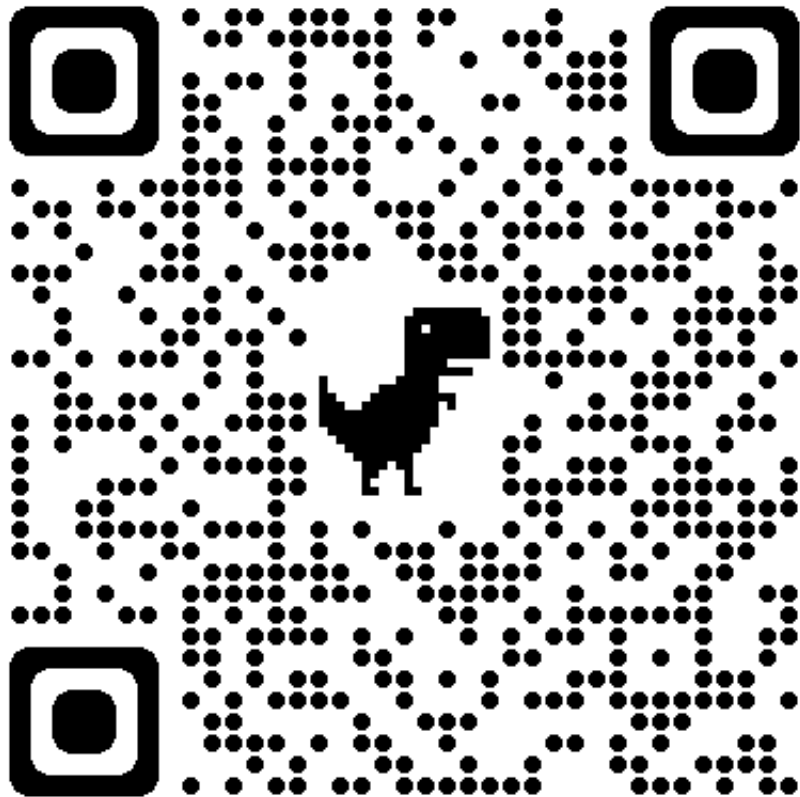
An informative paragraph in the present tense summarizing a PowerPoint presentation about prompting ChatGpt for New Mexico MainStreet projects. Paragraph to be written in the third person professional informal tone. Presentation given by Susan Cabello. Presentation outlines prompting ChatGPT and using a checklist to write prompts. Key words are intuitive and easy. Call to action is to carefully structure ChatGPT prompts to save time and energy later 100 words

Response:

In Susan Cabello's engaging PowerPoint presentation on prompting ChatGPT for New Mexico MainStreet projects, she guides participants through a seamless process. Emphasizing an intuitive approach, Susan highlights the importance of crafting prompts with an easy-to-follow checklist. By structuring ChatGPT prompts meticulously, participants can save valuable time and energy down the road. The presentation encourages a proactive stance, urging everyone to embrace the simplicity of the process. With Susan's insights, the call to action resonates strongly: Carefully structure ChatGPT prompts now to enhance efficiency and streamline project workflows effortlessly.



Q&A





Using AI to Write and Schedule Social Media

Jacquelyn and Vai
Los Alamos MainStreet

Scheduling

- Meta business suite uses AI to determine the best times to post.
- Other AI powered tools can help determine the best times of the day to schedule posts.

Scheduling options

Set date and time

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

 Jan 29, 2024 05:12 PM

Instagram

 Jan 29, 2024 05:12 PM Active times

Active times

Tomorrow, 1/30
8:00 PMThu, 2/1
5:00 PMMon, 2/5
3:00 AM



Audience Engagement

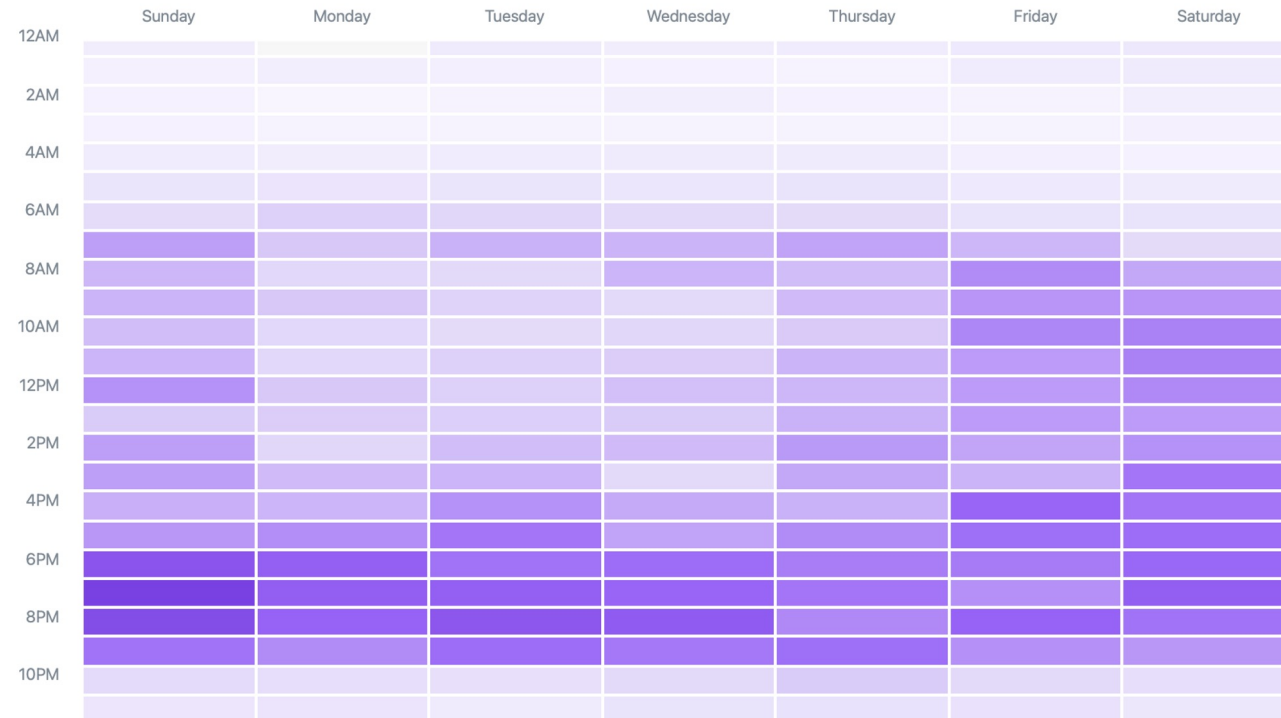
Understand when your followers are on Instagram to better plan your posting schedule.
Note: Due to Instagram restrictions, data is delayed by one week.

 Jan 16, 2024 - Jan 22, 2024

Export CSV

FOLLOWERS ONLINE ACTIVITY

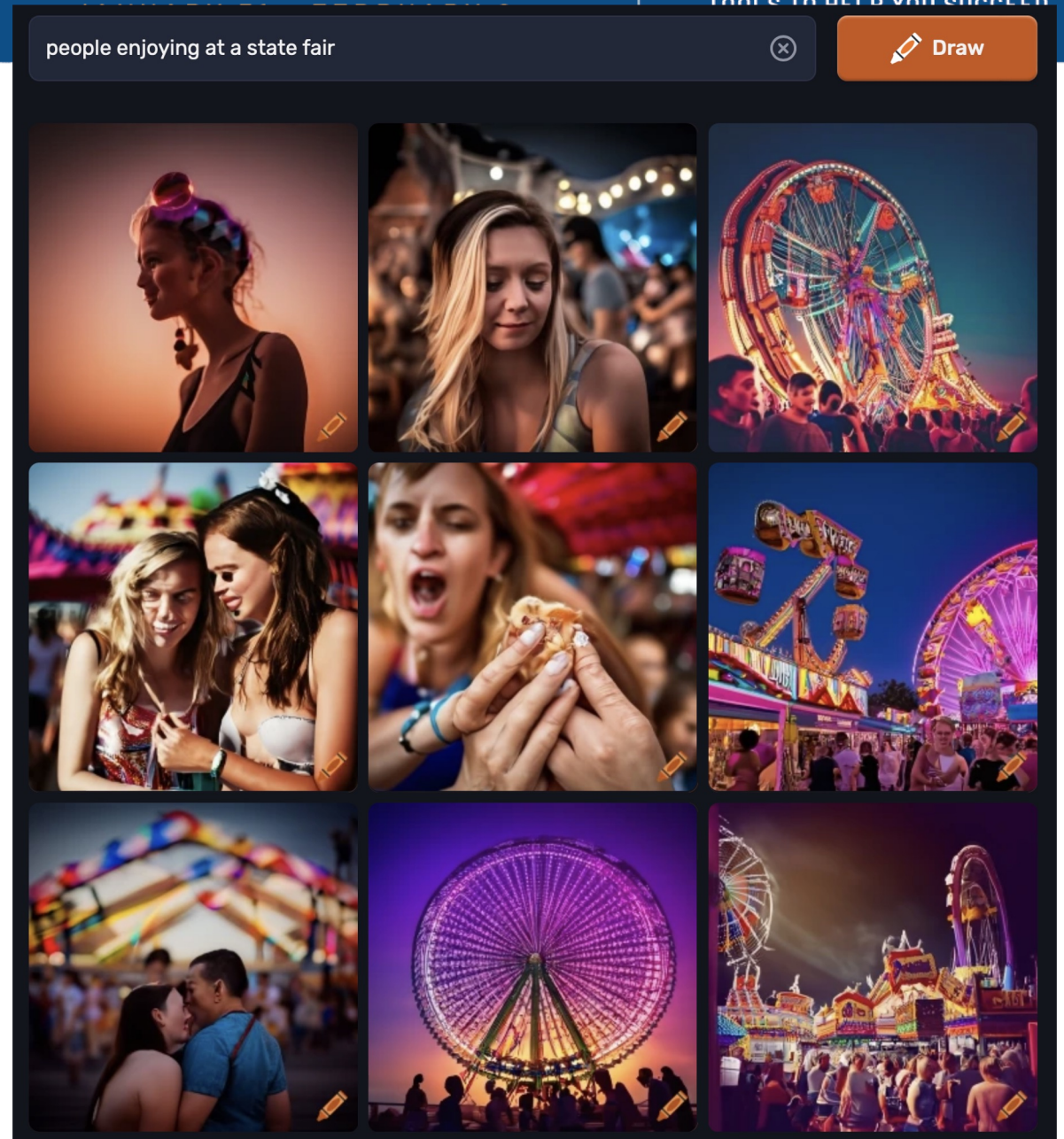
LOW HIGH



TIMEZONE: AMERICA/DENVER

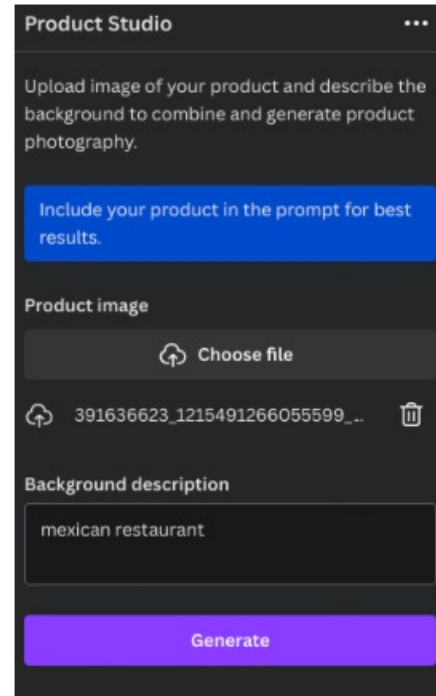
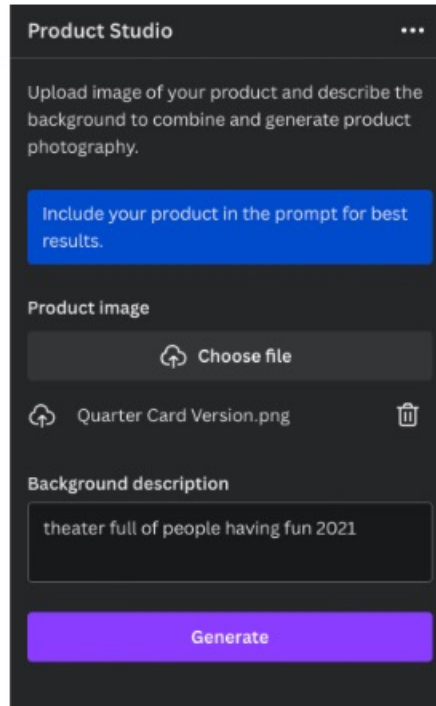
Visual Content

- Would avoid use of AI tools for creation of visuals.
- Pictures of real people, and faces are most popular on social media, something that AI cannot realistically replicate.
- Tools have limits and visuals are not AI's strong suite





Canva





User generated content

-A solution is to promote ourselves through user-generated content.

-Not only is this content completely free and made by your users, it communicates a sense of connection to users.

-This will broaden the reach of your MainStreets, and also increase the legitimacy of your Social Media.

-Examples would include reposting images and reviews that people may post or DM to you during event.

-Encourage people to tag/ DM you their images by hosting contests and offering prizes!



Erica Fogerty

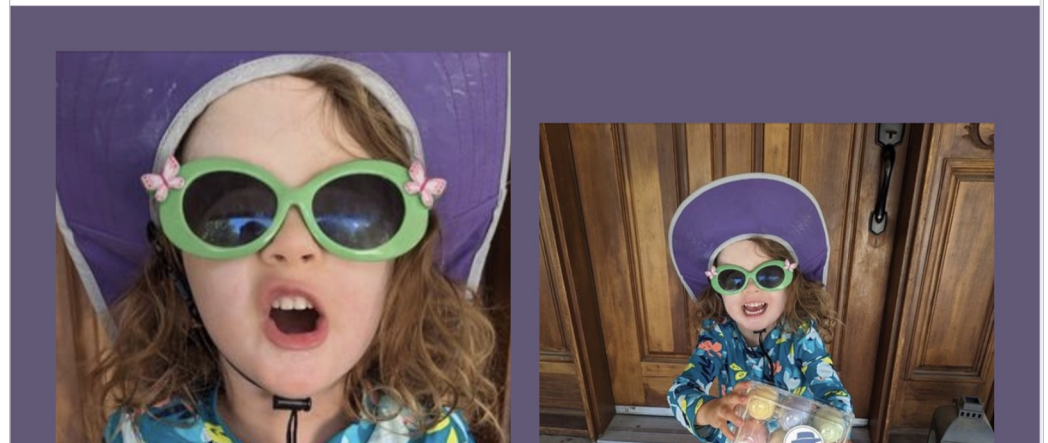
July 15 at 4:55 PM · 🌐

Is your child missing some chalk eggs? Hoping to return these to their rightful owner. They have an Oppie sticker - My daughter found them in a random spot near Pig and Fig. Maeve immediately recognized [#Oppenheimer](#) from her book and her favorite statue! Enjoying [#ScienceFest2023](#)

Getting ready for [#oppenheimermovie](#)

[Los Alamos MainStreet](#)

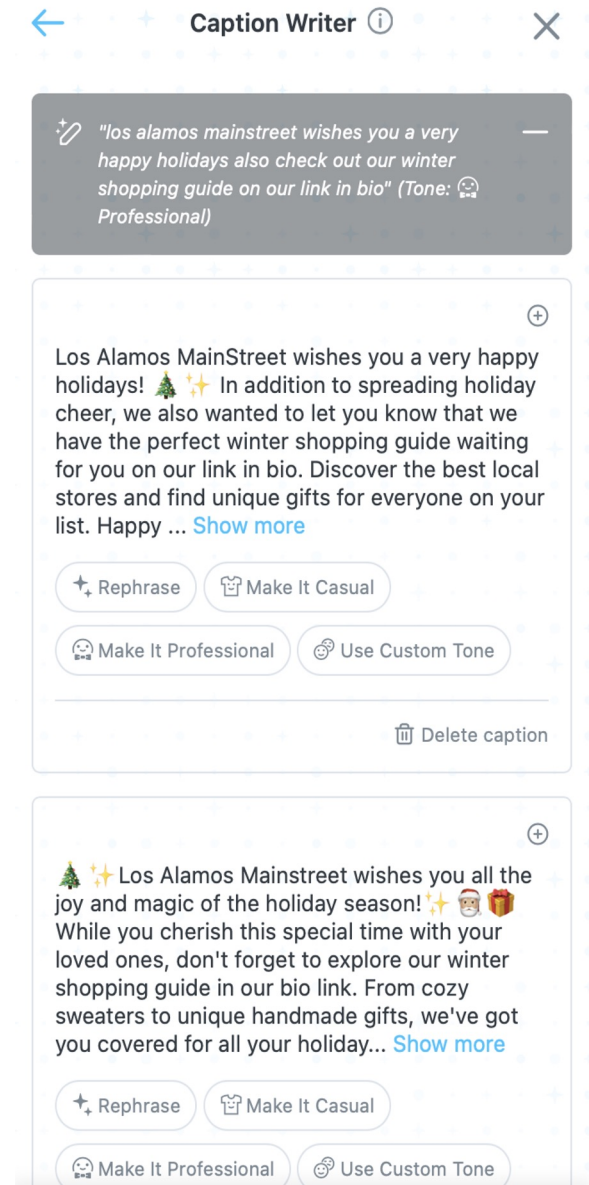
[Los Alamos ScienceFest](#)





Written Content, Personalization and SEO

- AI tools like Jasper and Chat GPT are great for customizing mass scheduling of posts.
- Customizing hashtags is also a helpful way to get a bigger audience reach, especially on Facebook and using generic hashtags that the AI tools provide have a bigger reach than specific tags.
- Use Grammarly to correct errors. Remember, Social media is front facing and impacts your identity as a MainStreet!



← Caption Writer ⓘ ×

🔗 "los alamos mainstreet wishes you a very happy holidays also check out our winter shopping guide on our link in bio" (Tone: 😬 Professional)

Los Alamos MainStreet wishes you a very happy holidays! 🎄 ✨ In addition to spreading holiday cheer, we also wanted to let you know that we have the perfect winter shopping guide waiting for you on our link in bio. Discover the best local stores and find unique gifts for everyone on your list. Happy ... [Show more](#)

🔄 Rephrase 📦 Make It Casual

😬 Make It Professional 🗑️ Use Custom Tone

🗑️ Delete caption

🎄 ✨ Los Alamos Mainstreet wishes you all the joy and magic of the holiday season! ✨ 🎅 📦 While you cherish this special time with your loved ones, don't forget to explore our winter shopping guide in our bio link. From cozy sweaters to unique handmade gifts, we've got you covered for all your holiday... [Show more](#)

🔄 Rephrase 📦 Make It Casual

😬 Make It Professional 🗑️ Use Custom Tone



Tips

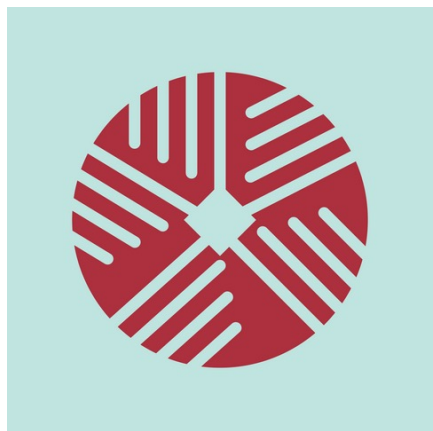
When implementing AI for social media scheduling, it's crucial to monitor results and make adjustments based on performance analytics.

Additionally, always ensure that your AI tools align with your brand voice and goals for effective social media management.

Thank You – Questions?



HOLA! I'M ILKA



MORA
MAINSTREET

Arts & Cultural Compound

MORA CREATIVE COUNCIL

- Born in Panama and now live in Mora
- Translator in four languages: SP, EN, FR, RU
- MA in Arts Administration from the University of Wisconsin, Madison
- Executive Director
- Scrabble geek





HYPE OR HELP?

Pros & cons when creating checklists, bullet point presentations, and meeting agendas.



ChatGPT

- ChatGPT, developed by OpenAI, is part of the GPT (Generative Pre-trained Transformer) series of language models.
- It has undergone several iterations, with GPT-3.5 being the latest version as of my last knowledge update in January 2022.
- OpenAI released GPT-3 in June 2020, showcasing its ability to understand and generate human-like text across a wide range of tasks.
- GPT-3 has 175 billion parameters, making it one of the largest language models to date.
- It excels in natural language understanding and generation, enabling it to perform tasks like text completion, translation, and even creative writing.



Free

USD \$0/month

Your current plan

For people just getting started with ChatGPT

- ✓ Unlimited messages, interactions, and history
- ✓ Access to our GPT-3.5 model
- ✓ Access on Web, iOS, and Android

✦ Plus

USD \$20/month

Upgrade to Plus

Everything in Free, and:

- ✓ Access to GPT-4, our most capable model
- ✓ Browse, create, and use GPTs
- ✓ Access to additional tools like DALL-E, Browsing, Advanced Data Analysis and more

✦ Team

USD \$25 per person/month*

Upgrade to Team

Everything in Plus, and:

- ✓ Higher message caps on GPT-4 and tools like DALL-E, Browsing, Advanced Data Analysis, and more
- ✓ Create and share GPTs with your workspace
- ✓ Admin console for workspace management
- ✓ Team data excluded from training by default. [Learn more](#)

Have an existing plan? See [billing help](#)

* Price billed annually, minimum 2 users



PROS

EFFICIENCY / TIME SAVING
ADAPTABILITY/ CUSTOMIZATION
FORMAT CONSISTENCY

CONS

CONTEXT UNDERSTANDING
LEARNING CURVE
OVERRELIANCE ON TECHNOLOGY
SECURITY CONCERNS



PROMPT:

Create checklist for craft market during
8 Saturdays



CHAT GPT:

Organizing a crafts' market over eight Saturdays involves careful planning. Here's a checklist to guide you through the process:



1. Pre-Event Planning:

1. Define the goals and theme for the crafts' market.
2. Secure necessary permits and permissions from local authorities.
3. Determine the location and layout of the market.

2. Vendor Recruitment:

1. Develop a vendor application process and promote it.
2. Review vendor applications, ensuring a diverse range of crafts.
3. Confirm vendor participation and provide guidelines.

3. Logistics and Infrastructure:

1. Arrange for necessary infrastructure (tents, tables, chairs, etc.).
2. Ensure accessibility for all attendees, including those with disabilities.
3. Plan for waste disposal and recycling facilities.



4. Promotion and Marketing:

1. Develop a marketing strategy for each Saturday market.
2. Utilize social media, local press, and community boards for promotion.
3. Create visually appealing promotional materials.

5. Community Engagement:

1. Collaborate with local community groups and organizations.
2. Plan interactive activities or workshops to engage attendees.
3. Consider incorporating cultural elements to enhance inclusivity.

6. Financial Planning:

1. Establish a budget for each Saturday market.
2. Determine entry fees or donation suggestions.
3. Set up a secure payment system for vendors.



7. Safety and Security:

1. Implement safety measures, including first aid stations.
2. Hire security personnel or coordinate with local law enforcement.
3. Communicate emergency procedures to vendors and attendees.

8. Feedback and Improvement:

1. Collect feedback from vendors and attendees after each market day.
2. Analyze the feedback and make necessary improvements.
3. Adjust marketing strategies based on attendance patterns.

Example: In the promotion checklist, tasks might include creating event pages on social media, designing eye-catching posters for local businesses, and collaborating with local influencers for wider reach.

Always adapt the checklist to meet the specific needs of your crafts' market and refer to successful event planning resources for additional guidance.



PROMPT:

Create agenda to discuss organization



CHAT GPT:

Certainly! Below is a sample agenda for a project discussion meeting.



THIS AGENDA INCLUDES 10 STEPS TO COVER VARIOUS ASPECTS OF THE ORGANIZATION PROJECT.

- MEETING AGENDA: PROJECT DISCUSSION
- OBJECTIVE: DISCUSS AND PLAN THE ORGANIZATION PROJECT TO ENSURE CLARITY, ALIGNMENT, AND EFFECTIVE EXECUTION.
- DATE & TIME: [INSERT DATE AND TIME] LOCATION: [INSERT LOCATION OR VIRTUAL PLATFORM]



1. Welcome and Introduction

- Brief welcome and introduction to the purpose of the meeting.
- Introduce attendees and their roles in the project.
-

2. Review of Project Goals and Objectives

- Discuss and reaffirm the overall goals and objectives of the project.
- Ensure alignment with the organization's mission and strategic objectives.

3. Project Scope and Deliverables

- Present and review the defined project scope.
- Discuss and confirm project deliverables and milestones.

4. Team Roles and Responsibilities

- Outline team members' roles and responsibilities.
- Address any concerns or questions regarding individual responsibilities.

5. Project Timeline and Milestones

- Present the project timeline, including key milestones and deadlines.
- Discuss any dependencies and potential risks to the timeline.



6. Resource Allocation

- Discuss the allocation of resources (human, financial, and technological).
- Address any resource constraints or needs.

7. Communication Plan

- Review the communication plan for the project.
- Discuss channels, frequency, and stakeholders involved in project updates.

8. Risk Management

- Identify potential risks and challenges.
- Discuss strategies for mitigating and managing risks.

9. Budget Review

- Present and review the project budget.
- Discuss any budget adjustments or concerns.



10. Next Steps and Action Items

- Summarize key takeaways from the meeting.
- Assign action items and responsibilities for follow-up.

Closing

- Thank participants for their time and contributions.
- Confirm the date and time for the next project meeting, if applicable.

Note: Depending on the nature of the project and the organization, you may need to adjust or add specific items to the agenda. Additionally, consider the time allocated for each agenda item to ensure a productive and efficient meeting.



PROMPT:

Create 3-column table showing strategy to implement economic revitalization and historic preservation



CHAT GPT:

Certainly! Here's a strategy table for implementing economic revitalization and historic preservation.

Objective	Strategies	Examples/Source
Economic Revitalization	- Develop local businesses through targeted support and grants.	- Establish a small business incubator to nurture local entrepreneurs.
	- Encourage tourism by promoting unique local attractions.	- Market historical landmarks through online platforms and travel guides.
	- Foster collaboration with neighboring communities.	- Create joint events and festivals that showcase the region's cultural richness.
Historic Preservation	- Implement preservation incentives for property owners.	- Explore tax credits or grants for maintaining and restoring historic structures.
	- Establish a community-led historical preservation committee.	- Engage local residents in preserving oral histories and traditions through workshops.
	- Collaborate with historical societies for expertise.	- Partner with the New Mexico Historic Preservation Division for guidance and resources.



*AI has an artificial brain,
we have the human brain.*



- ChatGPT may occasionally generate responses that seem plausible but are inaccurate or fictional.
- An example could be providing incorrect historical facts or creating a fictional event that never occurred.
- It's crucial to fact-check information generated by ChatGPT to ensure accuracy.

Source: Open AI's guidelines on ChatGPT limitations and potential inaccuracies.



Questions





Other AI Tools



QUICK LOOK AT AI TOOLS

The rapid advancements in artificial intelligence (AI) technology have paved the way for solutions that can enhance your workflow and maximize productivity. Lets look at some free or low-cost AI-powered tools that will not only boost your efficiency but also empower you to focus on working efficiently and doing things the AI can't do... YET.



Copy.ai

Productivity improvement in content writing

- Works like ChatGPT but better thanks to repurposing content, summarizing long texts, extracting insights from data, transforming any piece of text into a new type of asset and automated workflows. It can help you generate content and save time on other type of work like sales or working with customers.
- Pricing: Free: 1 seat, 2K words in chat / Pro \$36/mo: 5 seats, unlimited words in chat / and more.



Quotify

Extracts quotes – saves time!

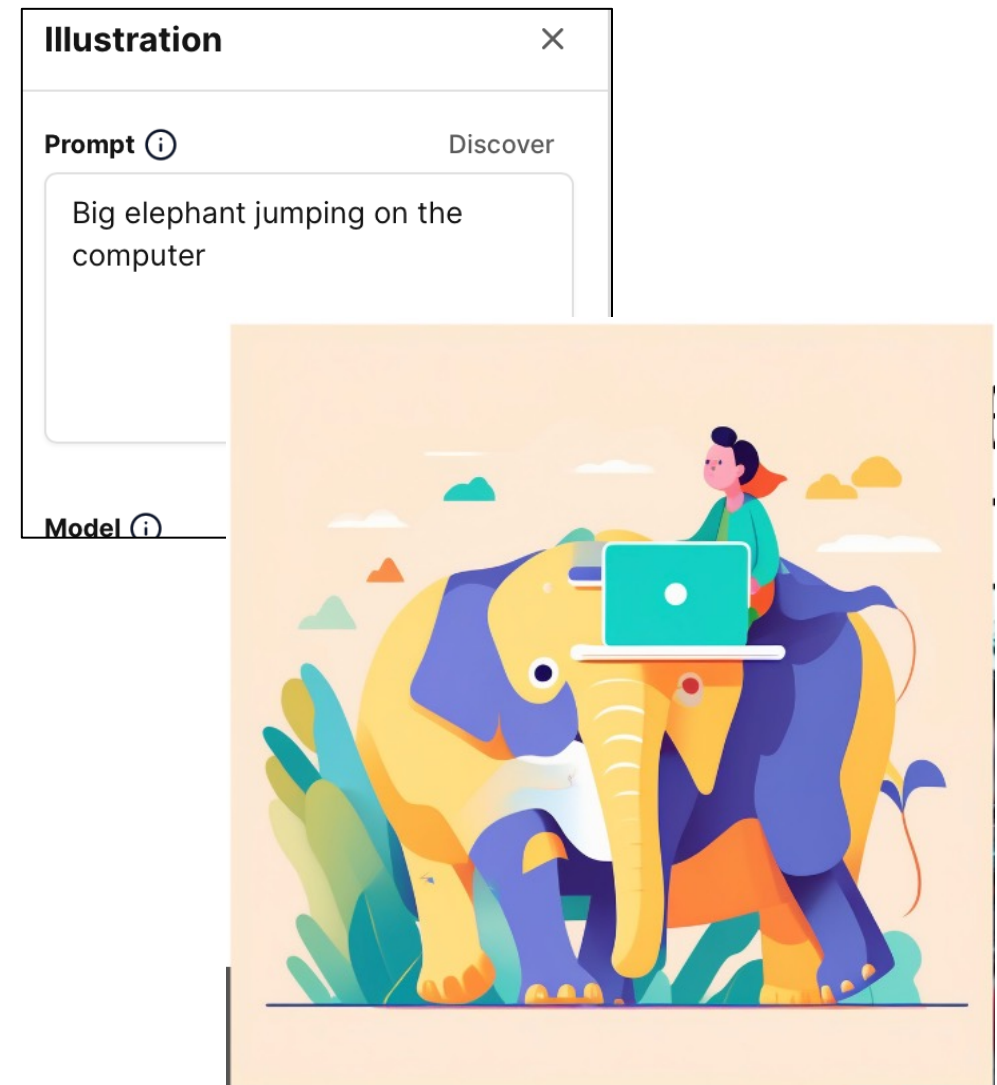
- AI-powered tool to extract quotes about the topic of your interest from books and articles that you upload in .pdf. It can save up to several hours if you just need a quote on a certain topic.
- Pricing: Free



Stockimg.ai

AI Image generation

- To generate stock photos, book covers, wallpapers, posters and more designs. You describe what you want to get and the IA creates an image that you can then enhance or change. It can be not only a way to enhance your efficiency but also pretty good fun.
- Pricing: Free: just 1 image / Starter: \$34/month; unlimited images and 15+ AI models.





Heyday

Meeting recap note generation

- An AI powered memory assistant generates meeting recap notes from your calls and video calls, helps you draft content in your voice based on excerpts from your conversations, reading, and documents and curates your information into topics to improve your memory.
- Pricing: Free 14 days trial, then: \$40/month / \$299/year

(If you are using Zoom – it has an AI Assistant that does summaries for virtual meetings and it is included in your subscription.)



td;lv

Meeting recorder

- The meeting recorder that records, transcribes and summarizes your calls with customers, prospects, and your team on Zoom, Google Meet and MS Teams. The free plan supports German, English, French, Spanish, Japanese, Korean, Portuguese, Polish and more. You can search every spoken word across a meeting with one click.
- Pricing: Free: recording unlimited Google Meet & Zoom meetings, transcribe & summarize in 20+ languages, AI summarize meeting moments with one click. With PRO: you can also get fully automated AI meeting notes & tags, integrations with other tools, possibility to upload audio & video recordings + embed recordings & clips to Wordpress.



Looka AI

AI-powered graphic design

- Helps you design a logo, a simple marketing material or a company swag. Enter your company's name, pick your industry, then choose some logos you like from what Looka shows you and you pick colors you like. In the final stage you can add your slogan or tag line and pick some symbol types and voila! Looka shows you a whole bunch of logos you can choose. This tool can help you save time and energy when in need to quickly generate something basic.
- Pricing: Free



BEAUBIEN CONSULTING

BEAUBIEN CONSULTING



beaubien consulting



BEAUBIEN CONSULTING



AI is a TOOL...

it can't replace the human brain

Use it responsibly.