



THE ONE WITH CHATGPT

MAKING
F·R·I·E·N·D·S
WITH AI

BIO



Hi, I'm Becca

- ✓ O Canada (but almost from Montana)
- ✓ Audiobooks & Peloton
- ✓ One-person shop in a rural district
- ✗ NOT a techie
- ✓ Productivity junkie/enthusiast
- ✓ Hope you like prizes



The power and complexity of communication



Introducing ChatGPT



PR needs AI-literate pros.

"One of the most important roles that PR professionals can and will play in the future will be to **not only understand how to use AI in their own work** – but to provide organizations everywhere with **sage counsel** on how to interpret the reputational implications of AI usage that may impact any or all stakeholder groups."

CIPR / Artificial Intelligence (AI) tools and the impact on public relations (PR) practice.



BUT WHY?

Today's Episode.



THE ONE WHERE WE MEET OUR NEW FRIEND



THE ONE WITH THE ART OF PROMPTING



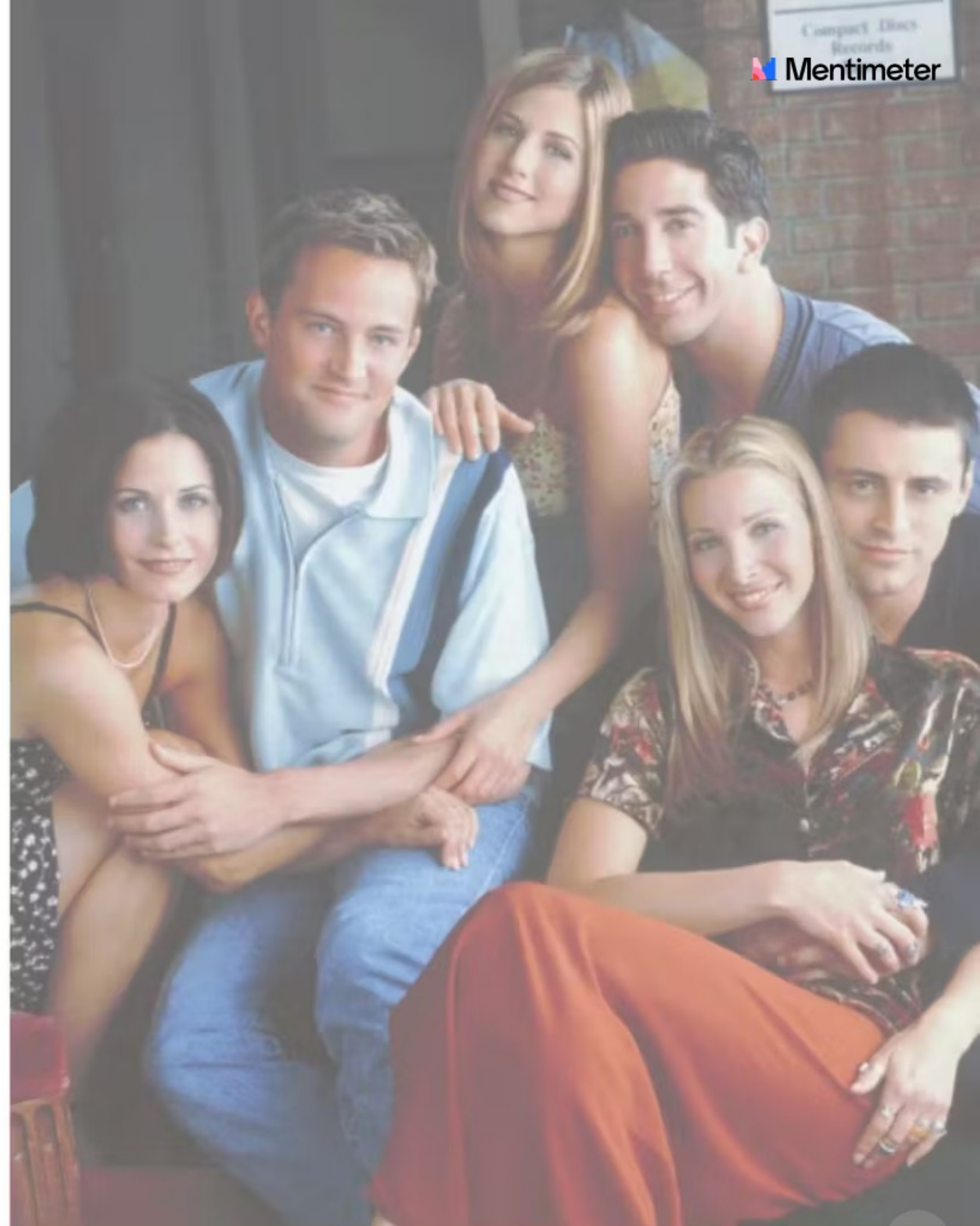
THE ONE WHERE AI TAKES THE STAGE



THE ONE WHERE WE PEEK INTO THE FUTURE



THE ONE WHERE WE SUM IT UP



THE ONE WHERE WE MEET OUR NEW
F•R•I•E•N•D





A quick prequel...





ChatGPT

- ✓ Nerdy lifelong learner (like me)
- ✓ LLM/Generative AI
- ✓ OpenAI
- ✓ Generative Pre-trained Transformer
- ✓ 2018 - 2022 - today (but really 2021)
- ✗ Currently can't access the internet

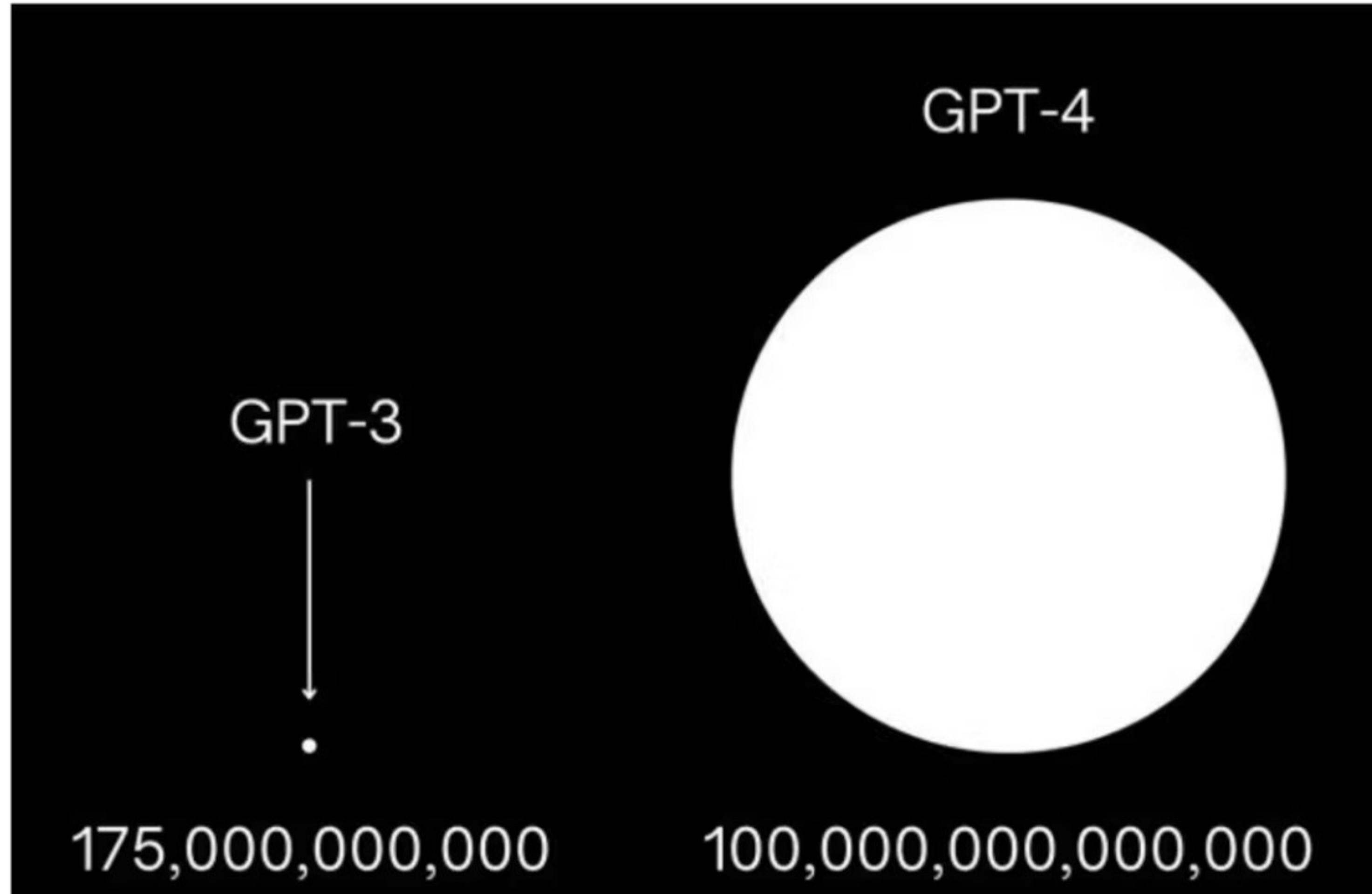
TIME TO REACH 1 MILLION USERS:



**100 Million
global users.**

1.8 BILLION VISITORS PER MONTH

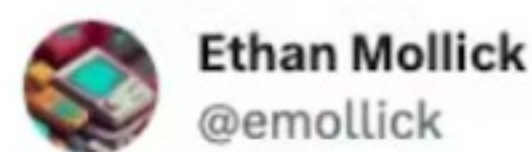
(Not a techie...)



- FREE VS. PAID
- BROWING
- PLUG INS



A quick word on code interpreter



I wrote a bit of a guide to ChatGPT's Code Interpreter, which I have found to be the most useful and powerful mode of AI.

It is, like every product made by OpenAI so far, terribly named. It is less a tool for coders and more a coder who works for you.



SENTIMENT
ANALYSIS



Data democratization.

Oh hey, **Simon**

"Data and analytical skills have never figured highly in the skillset of the typical PR professional. (It's accepted that) "PR people don't do numbers."

It's easy to say the words "data driven" - but the historical reality has seen a disconnect between desire and practice in PR. But there really is no excuse now for not using data to provide insights that drive better communications activity and outcomes.

Andrew Bruce Smith, AI PR & Comms technologist from Europe



BUT WHY?



Smelly Cat. Smelly AI.

A QUICK WORD ABOUT
CHATGPT'S ACCURACY

For example...



How many letters are there in the word "nineteen"?



There are eight letters in the word "nineteen".

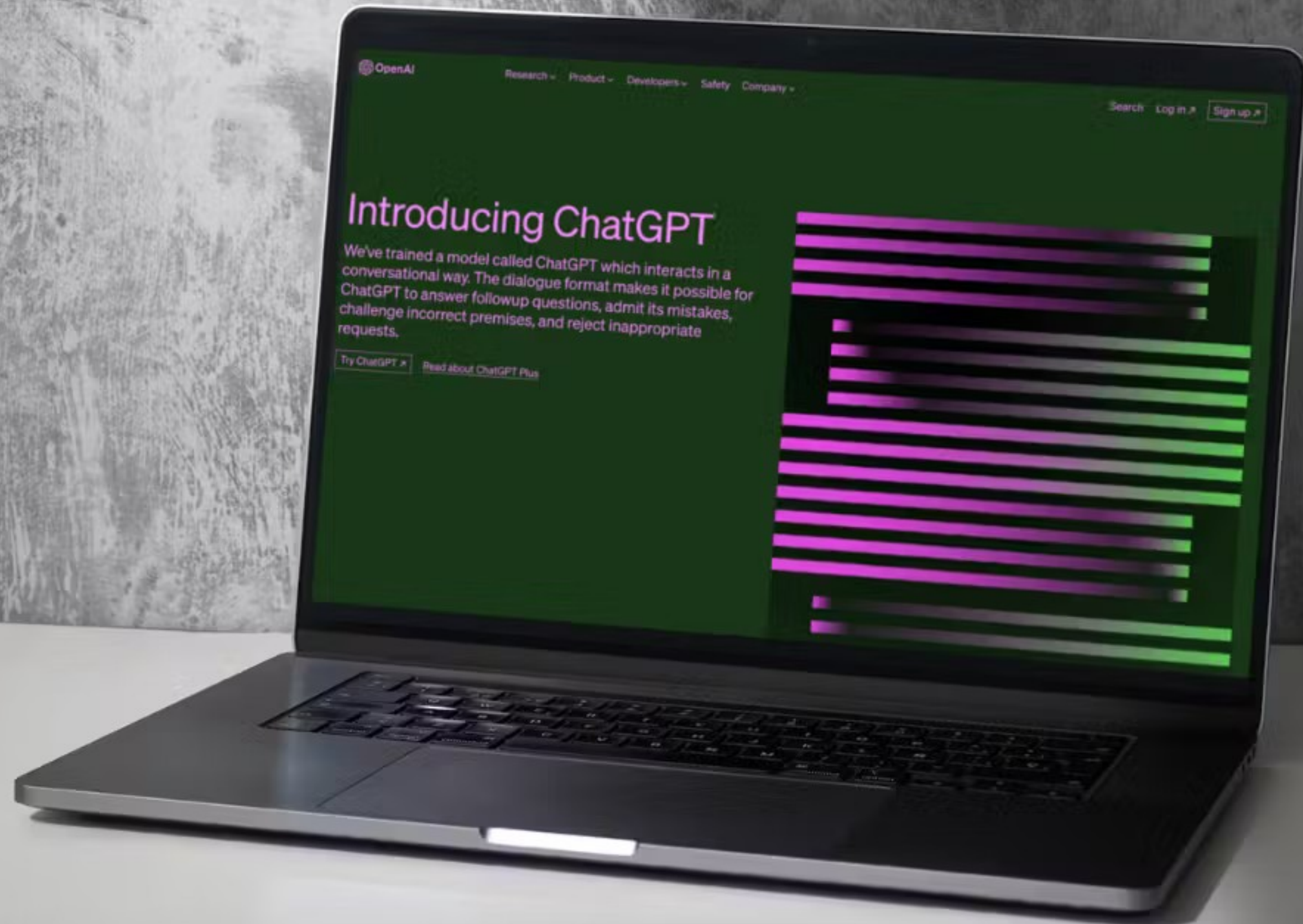


are you sure?



I apologize for my mistake. There are actually nine letters in the word "nineteen". Thank you for pointing that out.





Let's try it out!



ChatGPT, write...

- A blog post explaining the impact of our district's new STEAM-focused curriculum
- A formal letter to parents about upcoming changes in the school lunch program
- An email to staff outlining the key points from our latest board meeting
- A speech for our high school graduation ceremony celebrating student achievement during a challenging year
- A grant proposal for enhancing our district's technology infrastructure



WRITING

ChatGPT, help me...

- Correct my grammar and sentence structure
- Evaluate and enrich my writing style
- Gain a broader vocabulary
- Word this in a better way/sound professional
- Organize my thoughts effectively
- Sound more empathetic/like Tony Robbins
- By providing feedback or suggestions for improvement on this article



**IMPROVE
YOUR
WRITING**

ChatGPT...

- Automate my responses to frequently asked questions from students, parents, and staff
- Help me come up with a good internal organization system for my emails and Google Drive documents
- Translate my communications into other languages to ensure all families in our school district understand them
- Help me schedule and remind me of upcoming tasks and deadlines



**PRODUCTIVITY
& EFFICIENCY**



ChatGPT...

- Tell me 100 things that could go wrong in a school
- Suggest 20 topics for a blog about registration
- Summarize this PDF into five bullet points
- Teach me about marketing like I'm 10
- Evaluate this marketing plan
- Write a social media post for groundhog day
- Structure an outline for me for this proposal
- Create an agenda for the school council meeting



AND MORE!



THE ONE WITH THE ART OF PROMPTING...



The 'How You Doin'?' of AI

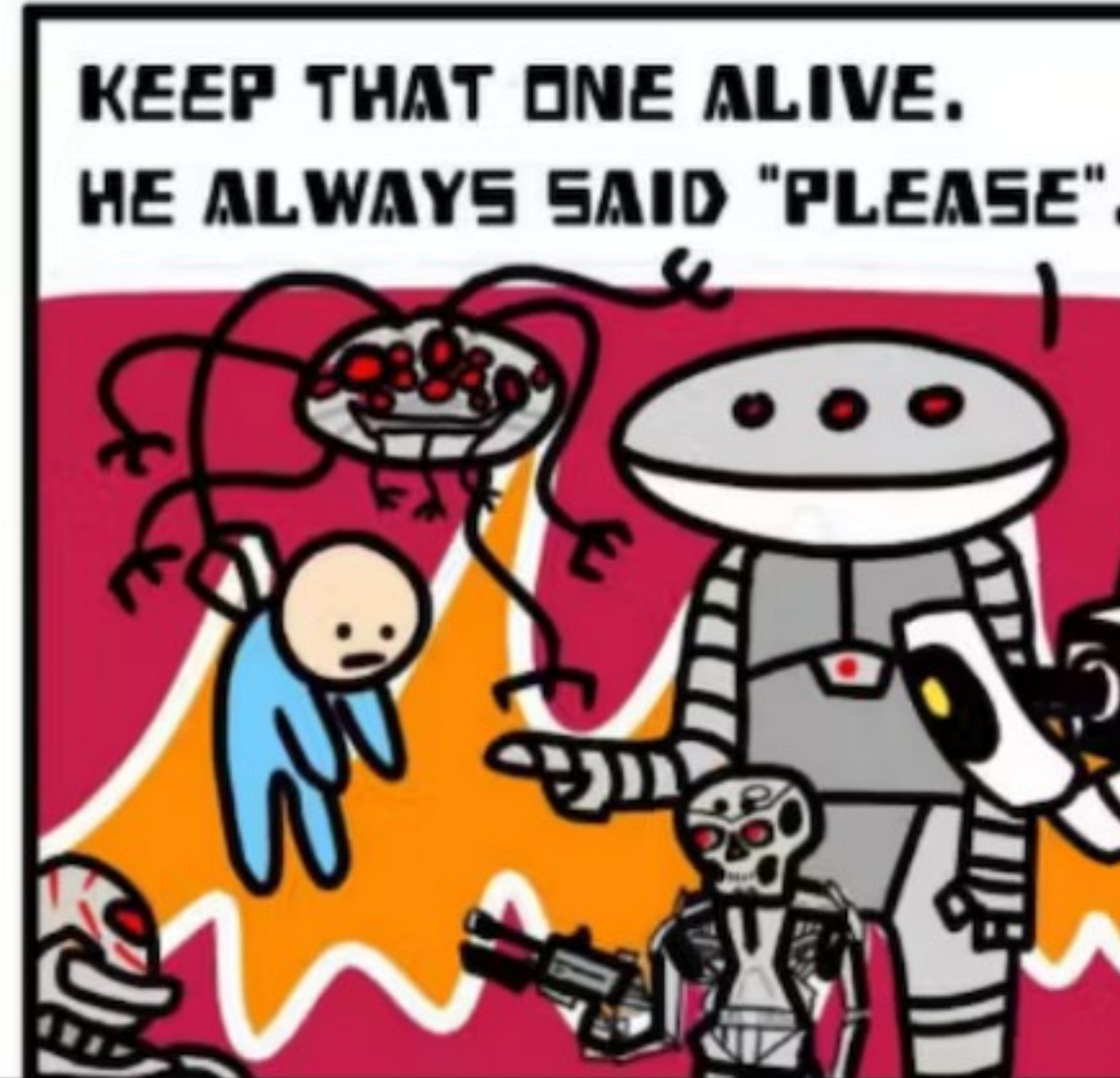
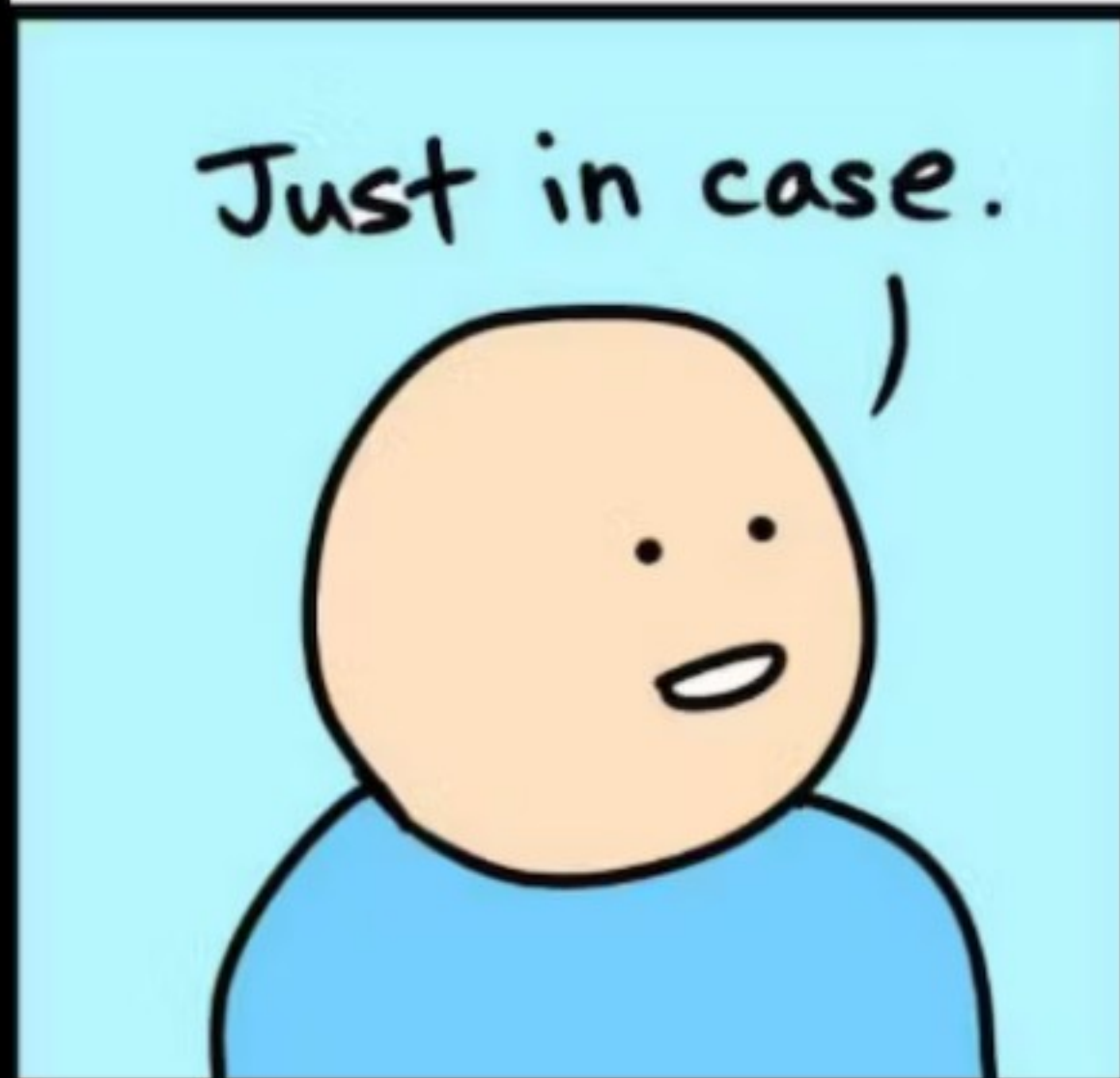


WHERE TO START WITH CHATGPT

A prompt...

- is the conversation starter
- determines how ChatGPT will respond
- Defines the context, nature, and direction of the interaction
- can range from simple queries to complex tasks
- heavily influences the response you receive





Prompting tip 1

GARBAGE IN, GARBAGE OUT.

- "Act as a school communications expert and write something."
- "Act as a school communications expert. Draft an email to parents, reassuring them about the new health and safety measures that the school will implement for the upcoming academic year."



Try these ideas...



- ACT AS A:
- TOPIC:
- AUDIENCE:
- FORMAT:
- TONE:
- GOAL:

- EXPLAIN THE SCENARIO & GOAL OF THE CHAT. THEN, ASK CHATGPT TO ASK YOU TEN QUESTIONS TO REFINE THE OUTPUT.
- TRY THE PROMPT PERFECT PLUG-IN
- SIGN UP FOR {STRUCTURED PROMPTS}



Prompting tip 2

LEAN ON YOUR EXPERTISE



Prompting tip 3

PROVIDE BACKGROUND & CONTEXT

- **"Act as a school principal of a middle school"**: Write a letter to parents about a change in lunch times.
- **"Act as a public relations consultant for a school board"**: Develop a plan for handling potential negative press around a controversial policy change.
- **"Act as a crisis communications expert"**: Write a protocol for a school district to follow in the event of a serious incident, such as a health crisis or natural disaster.



Prompting tip 4

- **GO STEP BY STEP**

- **"Act as a podcast strategist"**: Help me brainstorm ideas for a school division podcast. Ask me questions to help guide the strategy.
- **I like X idea. "Act as a content planner"**: Brainstorm a list of at least 10 topics or episodes that align with this concept.
- **"Next, act as a podcast name generator for this podcast"**: Come up with a catchy, descriptive name for my podcast that clearly communicates what it's about and who it's for.





- **"Now act as a scriptwriter"**: Write a script for my first episode. Include a captivating introduction, engaging main content, and a closing that encourages listeners to come back for more.
- **"Act as a graphic designer"**: Describe the design for my podcast's logo and cover art. This should reflect the podcast's name and theme, and it should look good at small sizes.
- **"Act as a podcast technician"**: Research and select the equipment I will need to record your podcast, such as a microphone, headphones, and recording software.

Prompting tip 4

BE A WORDSMITH: ITERATE,
REFINE, AND REPEAT

- Regenerate response
- I don't like that, try this
- Approach things in a different way



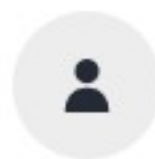
Prompting tip 5

EXPERIMENT

Prompt: "I want to practice dealing with crisis communications in a school setting. You will act as my public relations trainer. You will simulate a detailed scenario in which I have to navigate a communications crisis at a school. You will play the role of various stakeholders, such as parents, media, or school staff, while I will be the school communications officer. You will ask for my response to each step of the scenario and wait until you receive it. After getting my response, you will simulate the reaction of the stakeholders. You will assess my response and give me detailed feedback on how to improve using best practices in school crisis communications. Depending on my performance, you will provide a more complex scenario if I do well, and a simpler one if I struggle."



What's the COOLEST way you've used ChatGPT?



THE ONE WHERE AI TAKES THE STAGE





Background & Situation

**'We were on
a break'
...from
guesswork.**



CHAT GPT DOES THE RESEARCH





The most insightful views and reflections on the performance of a school district and readiness for the real world would most likely come from your graduating seniors. These students have completed the full K-12 program and are about to enter higher education, the workforce, or other post-secondary opportunities. They can provide feedback on their overall educational experience, the effectiveness of their classes and teachers, the quality of guidance and counseling they received, their involvement in extracurricular activities, and how well they feel the district has prepared them for their next steps.



...and then put it all in a report.



Help me create **objectives & goals...**

- **Awareness:** Increase students' awareness of the Superintendent's role and the importance of their engagement in school district matters.
- **Acceptance:** Foster students' acceptance and trust in school district leadership.
- **Action:** Encourage students to take action by participating in the event and providing their feedback.

Goal:

- To enhance the relationship between the Superintendent and graduating students, leading to increased student engagement, improved school policies and practices based on student feedback, and a stronger sense of community within the school district.





Act as a school district communications director. Help me brainstorm ideas about how the Superintendent can engage with students directly, during the school day, in a safe and welcoming way, with food involved.

I like the idea of a breakfast meeting at each school with graduating seniors and the superintendent. Can you give me some ideas about the best way to gather feedback at that breakfast? We want some feedback to be anonymous but some to be part of a larger conversation among the students and the superintendent.

Helped me organize all of this information, including the budget information and communications and event schedule, into a written campaign plan for the superintendent.

...and then put it all in a report.





Implementation. Mentimeter

The one where we do.

- Create survey questions
- Emails, texts, social media posts, hashtags, emojis, poster design
- Make it sound like Maz
- Create checklists



Could we BE any more successful?

EVALUATING THE CAMPAIGN

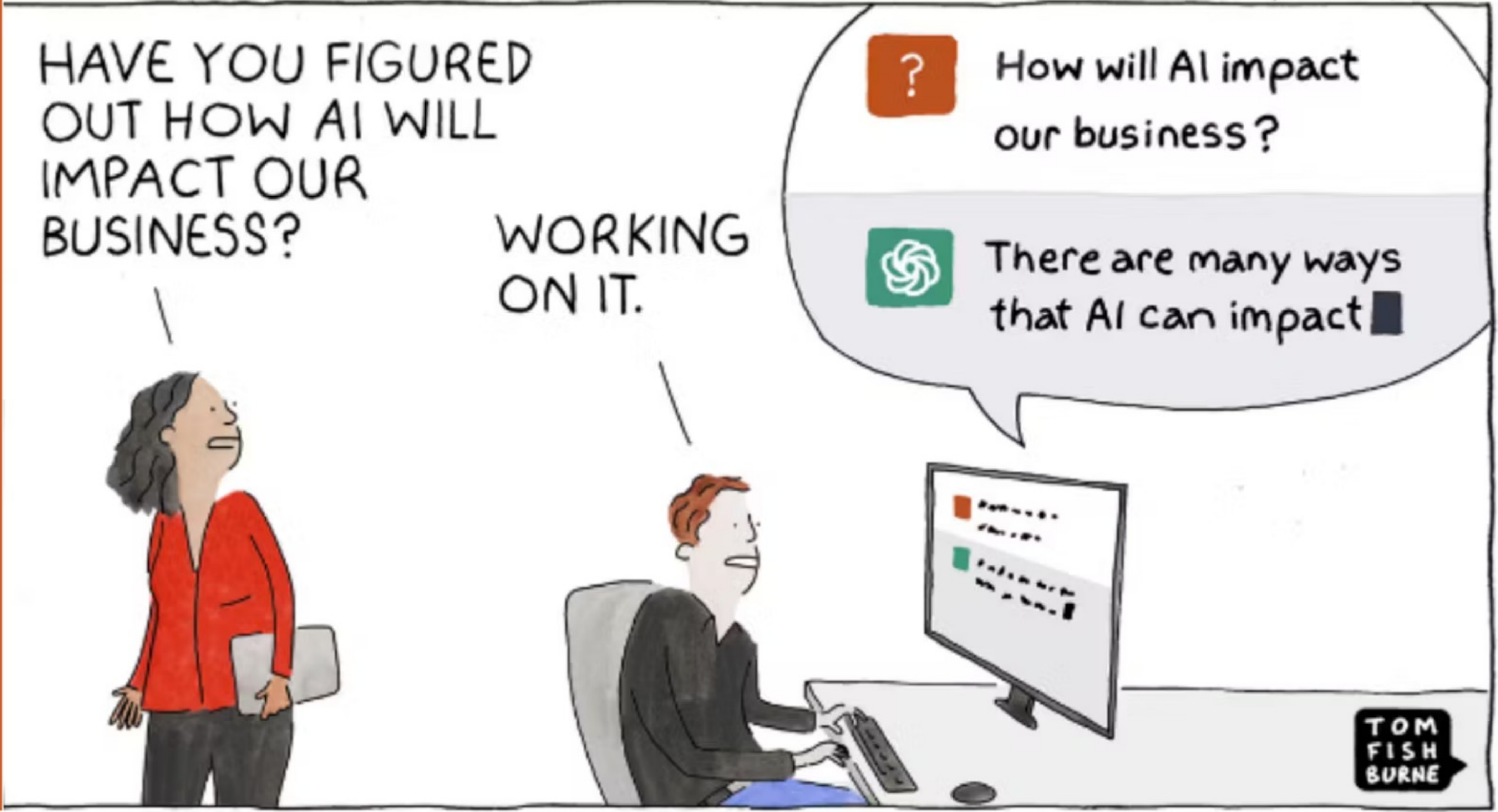
- Summarize these responses (no personal data)
- Identify key takeaways
- Recommend next steps
- How could we improve these questions?
- TODAY I would use code interpreter for visuals
- Humans still needed



Befriending Ugly Naked Guy

AI IN OUR
WORKPLACE FUTURE

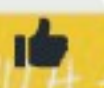
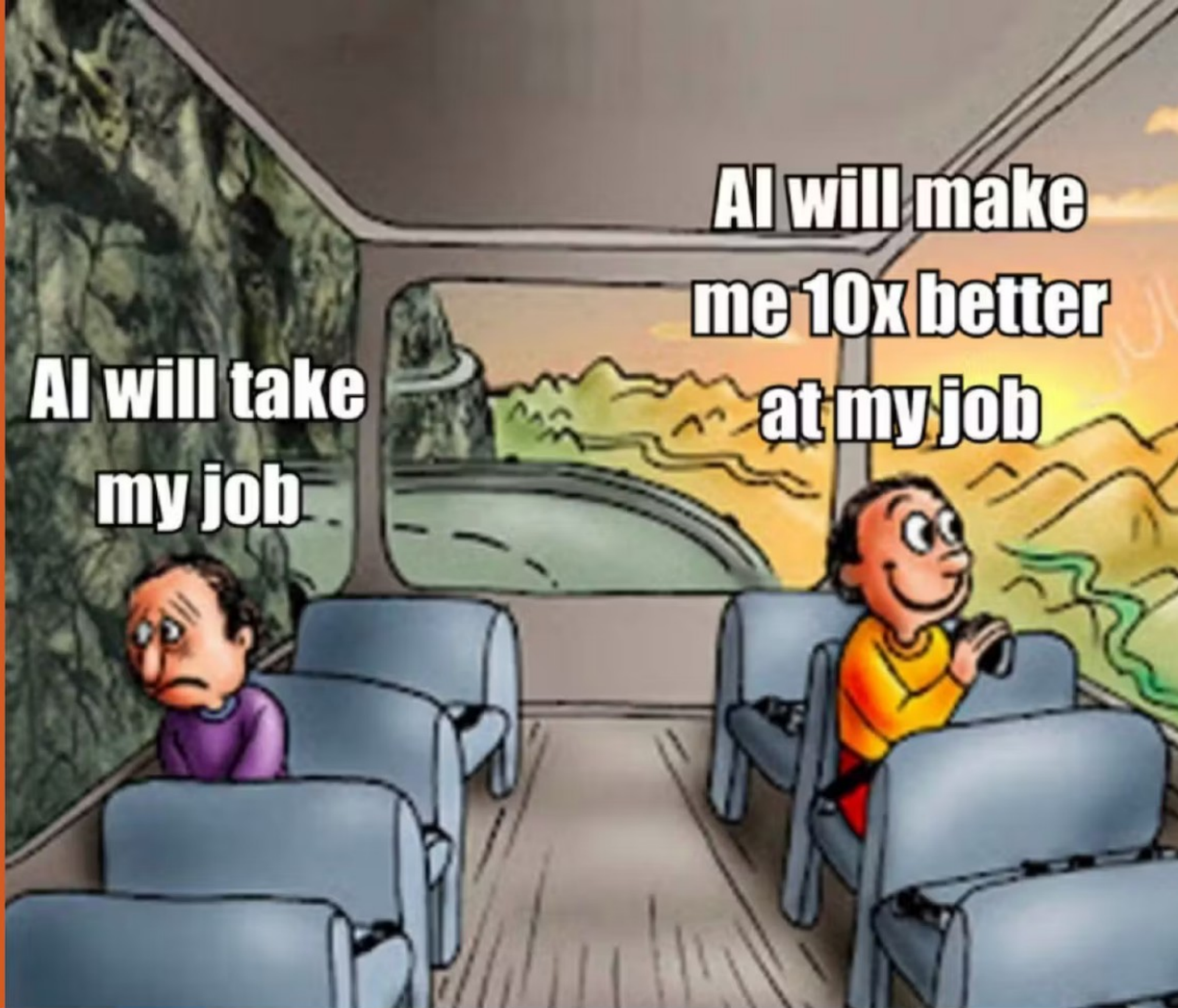




The elephant in the room.

May the gods destroy the one who first discovered hours
and who also first set up a sundial here!
He has reduced my day to pieces.
For when I was a boy my belly was my sundial,
by far the best and more truthful than all those ones.
You would eat when it told you, except when there was nothing.
Now even what there is, is not eaten, except with solar approval.
And thus the town is now so stuffed with sundials,
most of the people are on their knees, parched with hunger. (*NA* 3.3.5, ll. 1–9)²





Lean in.

"Harnesses properly, AI has the potential to transform our society. Even at knowledge economy jobs, everyone has mind-numbing, inefficient or repetitive tasks that we need to do to facilitate our core work. These tools (and there are HUNDREDS being developed every day) can fully automate our schedules, make writing reports more efficient, take the guesswork out of budgeting, or give our brainstorming a boost."

Irreplaceable...

- **YOUR CREATIVE AWARENESS DRIVES EFFECTIVE SCHOOL COMMUNICATIONS.**

We can leverage our unique human insights, emotional intelligence, and strategic thinking to develop compelling content angles, which an AI alone can't capture.

- **YOUR HUMAN ORIGINALITY ENHANCES SCHOOL BRANDING AND STORYTELLING.**

While AI can assist us in certain tasks, it is our creativity that is irreplaceable when it comes to developing original ideas, crafting authentic branding, and telling compelling stories that emotionally resonate with our audience.

- **TRUST AND RELATIONSHIPS DRIVE EFFECTIVE PR IN SCHOOL ENVIRONMENTS.**

Personal connections, creative problem-solving, and trust-building are all essential elements of successful PR that AI cannot replicate.



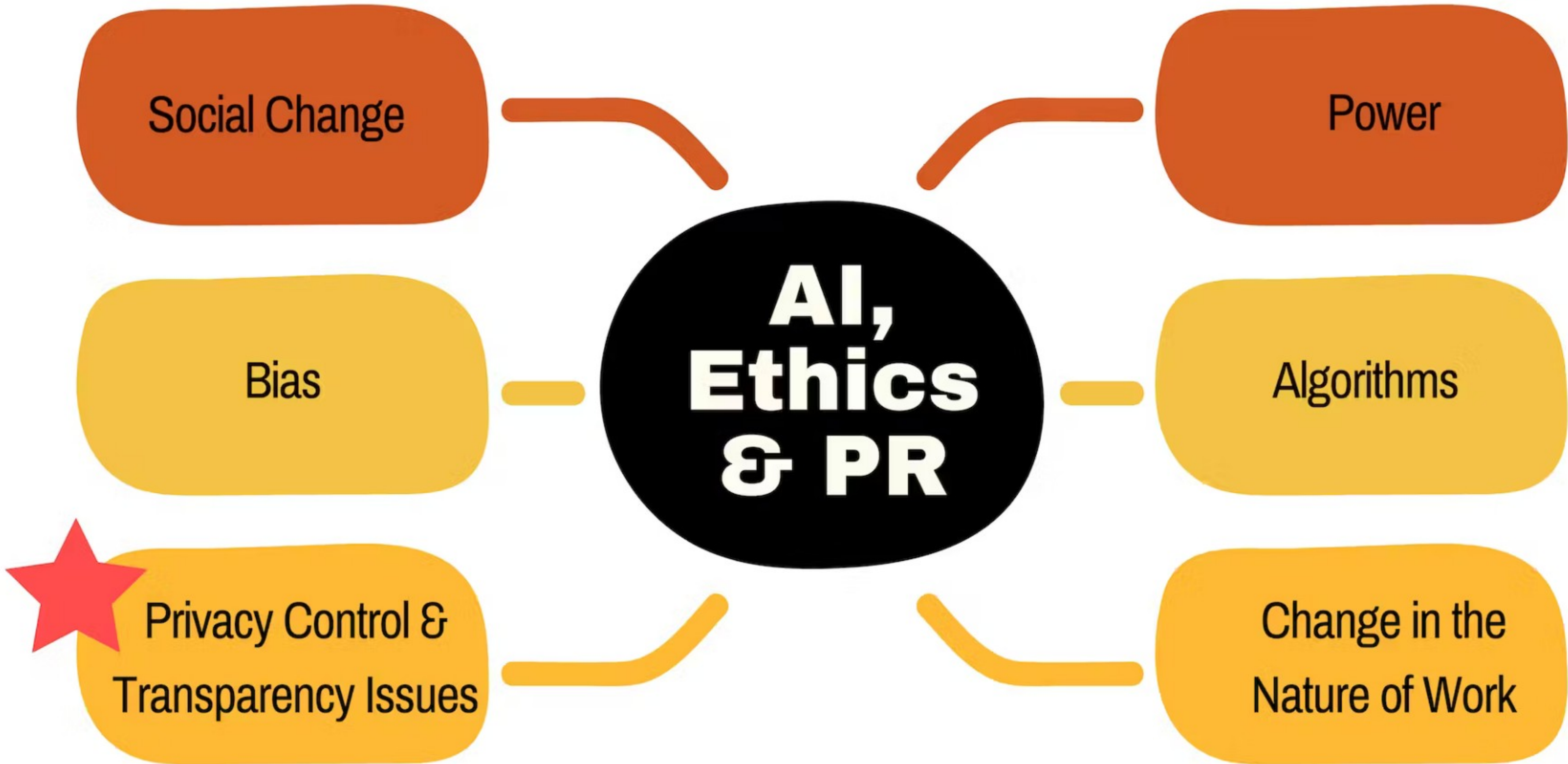
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BUT WHY?





- While we can't control the future or governance of these tools, **we can control** how we use them.
- Every tool can be used for good or ill, and it's up to us to use AI **responsibly and ethically**.



AI Outperforms Humans in Creativity Test

Featured Neuroscience · July 6, 2023

A bit of **breaking creativity research...**



To sum it up.

- ✓ AI is here to stay.
- ✓ School PR needs AI-literate pros.
- ✓ Change is hard - starting is easy.
- ✓ ChatGPT will make your life easier.
- ✓ You can do it.
- ✓ I have some great resources for you.

"As school communications professionals, using ChatGPT is like having your own Chandler Bing. While it might not get you out of a stuck entertainment unit, it's quick-witted, always ready with the right information, and can generate responses that could rival even Ross's dinosaur trivia.

So next time you find yourself in a tight spot, remember that ChatGPT can be your 'pivot' to effective communication strategies, keeping your school's narrative as well-loved as Central Perk's coffee!"



BY CHATGPT



The One Where You Get the Mic

LET'S CHAT.



Let's connect!



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