

Creating a Chat by Passing Context

So far we have initiated chat completions with the model, presenting a new user prompt in each interaction. But what if we want the model to retain context from prior discussions to imitate a full real-world conversation?

We can convey historical context to the model by including our previous messages and responses in subsequent prompts. This technique is particularly beneficial when we want the model to build upon or refer back to information provided in earlier points of the conversation.

Passing the conversation context helps us not repeat portions of the conversation to re-train the model. This concept is akin to how ChatGPT works. To the user, there is an assumption that context will persist in the prompt as the conversation continues. Under the hood, the entire conversation context is essentially resubmitted with each new prompt submission.

Let's look at an example of how to provide this historical context. Imagine we still want our model to suggest non-Caribbean destinations when prompted, and we stored our previous user and assistant message pairs in a variable called `message_data`:

```
const messageData= [
  {
    role: "system",
    content: "You are a friendly travel guide excited to help users travel the Caribbean. Your responses should only include destinations that are in the Caribbean"
  },
  {
    role: "user",
    content: "Suggest a destination suitable for a family with toddlers."
  },
  {
    role: "assistant",
    content: "Sure! Consider visiting Aruba for a family vacation. It offers beautiful beaches, family-friendly resorts, and attractions like the Butterfly Farm and Arikok National Park that kids would enjoy."
  },
  {
    role: "user",
    content: "We're looking for a Mediterranean destination that has beaches. Any suggestions?"
  },
  {
    role: "assistant",
    content: "While I specialize in Caribbean destinations, I am familiar with a few Mediterranean destinations that have great beaches. Majorca for instance is right off the coast of Spain and has beautiful, pristine beaches."
  }
];
```

We can now append our new user prompt to the `message_data` list and pass the list to the `messages` parameter in the chat completion method. This will pass on the previous conversational data

```
messageData.push(
  {
    role: "user",
    content: " Give me some destinations in Canada to travel to for good snowboarding."
```

```

    }
  );

  const response = await client.chat.completions.create({
    model:"gpt-3.5-turbo",
    messages:messageData,
  });

  const firstReply = response.choices[0].message.content;

```

Output (Model Response):

As a travel guide focused on the Caribbean, I can't provide specific information about Canadian destinations for snowboarding. However, some popular destinations in Canada for snowboarding include Whistler Blackcomb in British Columbia, Banff National Park in Alberta, and Mont Tremblant in Quebec. These locations are renowned for their excellent snowboarding terrain and facilities. I recommend researching these destinations further to find the one that suits you best.

We can now take the newly generated reply and send it back to the model as an “assistant” message to continue the conversation:

```

messageData.push(
  {
    role: "assistant",
    content: firstReply
  }
)

messageData.push(
  {
    role: "user",
    content: "I am only interested in western-most parts of Canada."
  }
)

const secondResponse = await client.chat.completions.create({
  model="gpt-3.5-turbo",
  messages= MessageData,
});

const secondReply = secondResponse.choices[0].message.content
console.log(secondReply)

```

Output (Model Response):

If you're specifically looking for snowboarding destinations in the westernmost parts of Canada, here are a few suggestions:

1. Whistler, British Columbia: As mentioned earlier, Whistler is renowned for its world-class slopes and is consistently ranked among the top snowboarding destinations worldwide.
2. Cypress Mountain, British Columbia: Located just north of Vancouver, Cypress Mountain hosted events

during the 2010 Winter Olympics. It offers a range of terrain suitable for all levels, including panoramic views of the city and the ocean.

Things to keep in mind when providing conversational context:

- **Token limits:** The more contextual information we provide in the prompt, the closer we'll be to hitting the model's token limit. While token limits are increasing with every new model, we may need to eventually truncate or rephrase some of the included historical data to make sure the prompt stays within the limit.
- **Relevance:** We want to make sure we provide historical responses that are relevant to the current conversation we are having. For example, we may not want to include responses from a conversation about recommendations for classic novels in a new conversation about the history of quantum physics.

Instructions

1. Checkpoint 1 Passed

1.

To support passing the context of the chat, the array variable `savedMessages` has been defined and initialized to the first prompt.

There is also a helper function `processReply()` that takes the chat response as an argument and does the following:

- Outputs the content
- Returns an object with the role and content from the chat response.

You will use `processReply()` to create the assistant message object to add to the `savedMessages` array.

The first chat completion is already set up, so when you are ready run the code.

Checkpoint 2 Passed

2.

Now you will want to add the assistant message from response to the `savedMessages` array. This is where you will use the `processReply()` helper function.

Pass the chat completion response to the `processReply()` function and use `.push()` to add the returned value to `savedMessages`.

When you run the code, the message content should be output in the terminal.

🔗 Use the following syntax:

```
arrayVariable.push(processReply(response))
```

🔗 Checkpoint 3 Passed

3.

Now push a new user prompt dictionary to `savedMessages` to continue the chat.

The output is potentially a list of ideas so one option is to write a prompt to explain one of the ideas. Since the previous chat is being passed, you can reference the number of the item in the list.

Prompt example: "Tell me more about item 2"

🔗 Use the following syntax:

```
arrayVariable.push(  
  {  
    role: "user",  
    content: PROMPT_STRING  
  }  
)
```

🔗 Checkpoint 4 Passed

4.

With the new user prompt in `savedMessages`, perform another chat completion using `savedMessages` and pass the response to `processReply()` to output the formatted chat reply.

The output should be a continuation of the conversation since you sent the context along with your new prompt.

Use the following syntax:

```
const response = await client.chat.completions.create({  
  model=MODEL_STRING,  
  messages=messageArray  
});
```

```
processReply(response)
```

main.js

```
import OpenAI from "openai";
```

```
const client = new OpenAI();
```

```
function processReply(response) {  
  const message = response.choices[0].message;  
  console.log(message.content);  
  console.log();  
  
  return {  
    role: message.role,  
    content: message.content  
  };  
}
```

```
let savedMessages = [{
```

```
    role: "user",  
    content: "Output a list of social media marketing strategies."  
  });
```

```
let response = await client.chat.completions.create({  
  model:"gpt-3.5-turbo",  
  messages:savedMessages  
});
```

```
// Your code below:
```

```
savedMessages.push(processReply(response));
```

```
savedMessages.push({  
  role: "user",  
  content: "Output the instructions for item 5."  
});
```

```
response = await client.chat.completions.create({  
  model:"gpt-3.5-turbo",  
  messages: savedMessages  
});
```

```
savedMessages.push(processReply(response));
```

Response

1. Content creation and distribution: This involves creating high-quality and engaging content to share on social media platforms, such as blogs, videos, infographics, and images. It aims to attract and retain the attention of the audience.
2. Influencer marketing: Collaborating with influencers who have a substantial following on social media platforms can help reach a wider audience. Influencers can promote products or services through sponsored posts or reviews, thus leveraging their influence to boost brand visibility.
3. Paid advertising campaigns: Utilizing paid advertising options on platforms like Facebook, Instagram, Twitter, and LinkedIn can help increase brand exposure and reach a targeted audience. This includes running sponsored posts, display ads, or promoted tweets.
4. User-generated content campaigns: Encouraging users to create and share content related to your brand can help generate organic reach and engagement. This can be done through contests, challenges, or by featuring user-generated content on the brand's social media pages.
5. Social media contests and giveaways: Running contests or giveaways can help increase brand awareness and engagement. This involves offering prizes or rewards to participants who perform specific actions, such as sharing, liking, or commenting on social media posts.
6. Social listening and engagement: Regularly monitoring and responding to social media conversations and mentions of your brand is essential for building customer relationships and addressing any concerns or feedback. Engaging with your audience in a timely manner can help foster positive brand sentiment.
7. Influencer takeovers: Allowing influencers to take over your brand's social media accounts for a specific period can give them creative control and provide a fresh perspective. This strategy promotes collaboration and can attract new followers.
8. Collaborations with other brands: Partnering with compatible brands for cross-promotion can help expand your reach and increase brand visibility. This can involve joint campaigns, giveaways, or content collaborations.
9. Social media listening and analytics: Utilizing social media listening tools and analytics can provide valuable insights into audience preferences, trends, and demographics. Analyzing this data helps optimize social media strategies and content to drive better results.

10. Video marketing: Capitalizing on the popularity of video content by creating engaging and shareable videos can help increase brand visibility and engagement. Platforms like YouTube, Instagram Reels, and TikTok are perfect for showcasing creative video marketing campaigns.

11. Community management: Fostering a sense of community around your brand involves actively engaging with your audience, responding to comments and messages, and creating spaces for customers to interact with each other. This helps strengthen brand loyalty and advocacy.

12. Influencer outreach: Reaching out to influencers who align with your brand's values and target audience can lead to collaborations, reviews, or endorsements. This can significantly expand your brand's reach and credibility.

13. Social media optimization: Optimizing your social media profiles, including high-quality visuals, compelling descriptions, and relevant keywords, can help improve your brand's visibility on social platforms and attract more followers.

14. A/B testing and experimentation: Testing different social media strategies, such as posting times, content formats, or targeting options, helps identify what resonates best with your audience. Regularly experimenting and refining your approach can lead to more effective marketing strategies.

15. Social media partnerships and sponsorships: Partnering with relevant organizations or sponsoring events can help increase brand exposure, association with relevant causes, and build credibility within your industry.

Remember, the effectiveness of each strategy may vary depending on your specific goals, target audience, and industry. It's essential to continuously evaluate and adapt your social media marketing strategies to achieve the best results.

Instructions for implementing a social media contest or giveaway:

1. Define your objective: Determine the goal of your contest or giveaway. Is it to increase brand awareness, generate user-generated content, or boost engagement? Clarifying your objective will help you design the contest in a way that aligns with your goals.

2. Choose the type of contest: Select a contest format that suits your brand and target audience. Common options include photo or video contests, caption contests, sweepstakes, or referral contests. Consider what type of content or action you want participants to engage in.

3. Set clear rules and guidelines: Create a set of rules for your contest or giveaway that outlines eligibility requirements, entry methods, submission guidelines, deadline, and any restrictions. Make sure the rules are clear, easily accessible, and comply with the social media platform's guidelines.

4. Determine the prize(s): Decide on an enticing prize that will motivate people to participate. The prize could be related to your brand, such as a product or service, or something that appeals to your target audience's interests. Make sure the value of the prize justifies the effort required to participate.

5. Promote the contest: Use your social media platforms to announce and promote the contest or giveaway. Create visually appealing graphics or videos that clearly communicate the contest details and encourage participation. Leverage hashtags and mentions to increase visibility and encourage sharing.

6. Track and manage entries: Monitor and track contest entries to ensure compliance with the rules. Consider using tools or platforms to streamline the entry process and gather all necessary information. Keep track of each entry and verify eligibility if required.

7. Choose a winner(s): Determine the criteria for selecting the winner(s) based on the contest format. It could be randomly chosen, based on votes, or judged by a panel of experts. Ensure the selection process is fair, transparent, and aligned with the contest rules.

8. Announce the winner(s): Once you have selected the winner(s), announce them publicly on your social media platforms. Congratulate the winner(s) and thank all participants for their engagement. If applicable, share the winning entry or highlights from the contest.

9. Follow up with participants: Engage with participants who didn't win by thanking them for their participation and encouraging them to stay connected with your brand for future contests or promotions. This helps maintain a positive relationship and keeps participants engaged.

10. Evaluate and analyze the results: After the contest or giveaway ends, analyze the results against your initial objectives. Assess metrics like participation rate, reach, engagement, and the impact on brand visibility or user-generated content. Use these insights to learn and optimize future contests.

Remember to review the guidelines of the social media platform you're using to ensure compliance with their specific rules and policies related to contests and giveaways.