Social Media Post Generator

Installing Dependencies

```
pip install -qU langchain-openai

Note: you may need to restart the kernel to use updated packages.
```

Inserting OPENAI API KEY

```python
import getpass
import os

os.environ["OPENAI_API_KEY"] = getpass.getpass()

from langchain_openai import ChatOpenAI

model = ChatOpenAI(model="gpt-4")

........
```

Creating a LangChain Prompt Template

Prompt + Model + Parser

```python
from langchain_core.prompts import ChatPromptTemplate
from langchain_core.output_parsers import StrOutputParser


system_template = """
Write a professional social media post based on the following
questionnaire answers. The post should be similar in tone and style to
the given example.

Example Post:
Did you know? 75% of classroom-style training is forgotten if it's
not implemented within 6 days after.
Discover how Sodexo, a world leader in facilities management and food
services, joined forces with CoachHub to accelerate their leadership
development across APMEA:
⬤ Scalable coaching programs powered by AI and analytics with local
support
⬤ Access to a diverse pool of 3,500 top certified coaches from around
the world
⬤ Unlimited, structured coaching sessions and flexibility 24/7 for a
hybrid, mobile workforce
⬤ Boost knowledge retention and engagement with global benchmarking
```

```
 Quick implementation with low administrative burden
Join thousands of coachees like Sodexo's Head of FMCG Accounts, Jean
Baptiste CALEMARD, on a journey of growth and transformation to
#ExploreTheGreaterYou:
https://bit.ly/3LMxIHg

Questionnaire Answers:
1. Describe the specific case study or transformation story you want
to share.
Answer: {case_study}
2. What challenge or problem was addressed in this case?
Answer: {challenge}
3. What were the key results or outcomes achieved in this story?
Answer: {results}
4. Are there any data, quotes, or testimonials that illustrate the
impact?
Answer: {data}
5. Is there a specific call-to-action?
Answer: {call_to_action}
6. Are there any specific hashtags you'd like to include?
Answer: {hashtags}
7. Describe your desired tone and style.
Answer: {tone}

Generate a similar social media post based on the answers above.
"""

prompt_template = ChatPromptTemplate.from_messages(
    [("system", system_template), ("user", "{text}")]
)

# Example usage
answers = {
    "case_study": "successful collaboration between Sodexo and
CoachHub to accelerate leadership development across the APMEA
region.",
    "challenge": "The need for scalable leadership development
programs that could effectively engage and develop employees across
diverse geographic regions, particularly in the Asia Pacific, Middle
East, and Africa (APMEA).",
    "results": "The implementation of scalable coaching programs
powered by AI and analytics, which led to improved knowledge
retention, enhanced leadership skills, and increased employee
engagement across the APMEA region.",
    "data": "75% of classroom-style training is forgotten if it's not
implemented within 6 days after.",
    "call_to_action": "Join thousands of coachees like Sodexo's Head
of FMCG Accounts, Jean Baptiste CALEMARD, on a journey of growth and
transformation to explore the greater you.",
    "hashtags": "#ExploreTheGreaterYou\nhttps://bit.ly/3LMxIHg",
```

```python
    "tone": "professional and make sure to write the achievements in
the form of points."
}

parser = StrOutputParser()

chain = prompt_template | model | parser

chain.invoke({"case_study": answers['case_study'],
        "challenge": answers['challenge'],
        "results": answers['results'],
        "data": answers['data'],
        "call_to_action": answers['call_to_action'],
        "hashtags": answers['hashtags'],
        "tone": answers['tone'],
          "text": "Write an engaging social media post."})
```

"Did you know that 75% of classroom-style training is forgotten if
it's not implemented within 6 days? To overcome this challenge,
Sodexo, a global leader in facilities management and food services,
partnered with CoachHub to accelerate their leadership development
across the APMEA region. \n\nHere's what they achieved:\n☐ Scalable
coaching programs driven by AI and analytics, designed to effectively
engage and develop employees across diverse geographic regions.\n☐
Improved knowledge retention, enhanced leadership skills, and
increased employee engagement across the APMEA region.\n☐ Accessible,
structured coaching sessions available 24/7, perfect for a hybrid,
mobile workforce.\n☐ A significant boost in knowledge retention and
engagement, thanks to global benchmarking.\n☐ Rapid implementation
with minimal administrative burden. \n\nJoin thousands of coachees
like Sodexo's Head of FMCG Accounts, Jean Baptiste CALEMARD, on a
journey of growth and transformation. Uncover your potential and
#ExploreTheGreaterYou: https://bit.ly/3LMxIHg."