AI for Content Creation

AI Model Types

- Text: Generate drafts for documents, blog posts, training guides.
- Image: Produce quick infographics or concept sketches.
- Audio: Turn outlines into scripted voiceovers or vice versa.
- Multimodal: Combine text-based content with visuals (e.g., annotated training slides).

Prompt Engineering Fundamentals

- Zero-Shot: Straight requests for short or long-form content.
- Few-Shot: Provide style or sample paragraphs for consistent tone.
- Chain-of-Thought: "Show your outline before writing the final text."
- Refinement: "Rewrite your draft with a more formal style.".

Prompt Structure Templates

- Outline First: "Generate an outline for [topic], then expand."
- Style Imitation: "Write like a [professional, legal, casual] voice."
- Formatted: "Present the content in bullet points and subheadings."
- Condensed: "Create a summary in under 150 words."
- Comparison: "Compare X and Y in a structured format (intro, headings, conclusion)."
- Story/Narrative: "Draft a short story-based scenario for training."
- FAQ: "Create an FAQ section with 5–7 Q&As."

Do's and Don'ts

Do:
- Provide examples of your required tone or style.
- Ask for multiple versions if you want to compare writing styles.

Don't:
- Share sensitive data for drafting.
- Overlook final proofreads; AI can slip in minor factual errors.

Use Case Examples

- Official Memos: First drafts with a professional tone.
- Training Manuals: Step-by-step instructions for new hires.
- Marketing Blurbs: Quick, catchy text for informational flyers or social media.

Evaluation Methods

- Read-Aloud Test: Does it sound logical and consistent?
- Style Alignment: Compare final text to your brand or agency guidelines.
- Feedback Loop: Gather user feedback and refine.

Prompt Collection

Content Creation

1. "Draft a 300-word onboarding manual section introducing new interns to our acquisition process."
2. "Write a punchy opening paragraph for a government innovation blog post."
3. "Compose an email update to stakeholders summarizing the latest contract modifications."
4. "Generate a concise press release announcing our new AI tool pilot program."

Data Analysis/Summarization

5. "Summarize the 15-page training manual into key bullet points for a quick reference sheet."
6. "Combine findings from these three after-action reports into one cohesive summary."
7. "Distill these meeting minutes into a short 'decisions and next steps' format."
8. "Analyze feedback from participants and list the top 5 recurring suggestions."

Code Generation

9. "Create a simple HTML template for displaying articles with title, date, and summary."
10. "Generate a Markdown-based script that merges multiple text files into a single summary."
11. "Write a Python snippet to find the top 10 keywords in a document for SEO analysis."

Creative Ideation

12. "Brainstorm three unique story-based approaches to teaching acquisition fundamentals."
13. "Suggest innovative ways to structure a monthly departmental newsletter."
14. "Propose topics for a 5-episode podcast on government procurement best practices."

Problem-Solving

15. "Draft an alternative approach for rewriting complex policy documents into simpler language."
16. "Generate a plan for updating outdated references in our archived training materials."
17. "Explain how to reorganize a user manual that has grown too large and disjointed."

Educational Purposes

18. "Create a short exercise where learners transform a formal memo into plain language."
19. "Provide 5 discussion questions for a workshop on writing effective SOWs."
20. "Design a quick lesson plan on summarizing large documents for novice analysts."