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### Empowering Women Online: Learn to Create Winning Social Media Content with Quote This Woman+, ChatGPT & similar AI

Quote This Woman+ (QW+), a non-profit dedicated to putting more women+ in the spotlight, is inviting women to its upcoming social media training session. The session will be held on May 17, 2023, from 6pm to 7pm SAST and will provide attendees with valuable insights on how to improve their social media content using ChatGPT and similar AI.

Titled "Chat GPT for Social Media", the training session will cover the following topics:

* How to craft messages using ChatGPT & similar AI
* How to reality check AI like ChatGPT with audience-specific tools
* What you can - and cannot - hand over to AI when building social media content across platforms

In addition, attendees will also receive masterclass-worthy tips for each social media platform.

"Social media has become an essential part of our daily lives, and AI is becoming a game-changer. It's important to know how to use both effectively," said Agape Johnson, media training consultant for Quote This Woman+. "This training session helps women improve stay ahead of the game."

The training will benefit women+ academics, entrepreneurs, executives, and interns - each in their own unique way. For academics, creating compelling content will help them connect with their audience and open up opportunities for collaboration and research. For entrepreneurs, it provides strategies to align social media to growing a sales funnel and customer base, as well as promote brand awareness, drive sales, and give them a competitive edge in their industry. For executives, we show how AI tools enhance lateral and horizontal communication strategies on social media, and for new career entrants, we highlight the ability to build a personal brand, improve skills and knowledge, and achieve their professional goals more efficiently.

QW+ funds its programme by providing top-class paid training, but also believes in a pay-what-you-can model for those who find their prices too steep. Those who need a bursary or a discount can contact the organization through this form:<https://forms.gle/N54HJTR4Z7WmefRk6>

To register for the training session, visit <https://www.quicket.co.za/events/217855-chatgpt-for-social-media#/>

QW++ is funded by grants, crowdfunding, and from media training fees. It does not charge experts to join its database, and it does not charge journalists to access the database. The non-profit relies on sponsorships to fund it’s core work. For more information contact Kath Magrobi at 0846888980.

Follow the Quote THis Woman+ social media platforms and keep up to date with work and news.

Twitter: @quotethiswoman 

Facebook: Quote This Woman+

Instagram: quote\_this\_woman

Website: www.quotethiswoman.org.za

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***Note to Editors:***

Fewer than 20% of expert sources quoted in popular media are women: our online database of woman+ experts for journalists is working to change that.

Quote This Woman+ (QW+) is a South African based non-profit working to bridge the gender gap in the media landscape, by increasing the number of women+ used as expert sources by journalists. Through our online database, we link journalists with brilliant experts on an array of trending topics, from a green economy, politics, finance, to human rights law and medicine. We're working to shift the statistic of only one woman used as a news expert for every four times a man is, which recent research has shown.

Quote This Woman+ campaigns, advocates and lobbies for the voices of women+ experts. There is a plus in our name because our database is open to any marginalised experts who believe that they should be included on our database – perhaps because of a disability, or sexual and gender orientation, or anything else.

Here are links for access to our database or to sign up for our media alerts.

For more queries contact: Kathy Magrobi, Quote This Woman+ 0846888980