Role: Social Media Manager

Use ChatGPT to create a week's worth of content that gets people talking and drives buzz for upcoming events. This content will reflect the brand's edgy, energetic vibe and be tailored to engage Gen Z across platforms like Instagram, TikTok, and Twitter. The goal is to generate buzz, attract attendees, and foster a community of passionate fans ahead of the event series launch.

Task. No.	Prompt	Observations
1	We are Gen Z-focussed live event business called VibeTrend Events. We aim to create engaging social media content that resonates with our audience, who are primarily young adults interested in music, fashion and social experiences. Our target audience is primarily Gen Z individuals aged 18-24, living in urban areas. They are passionate about live music, fashion, and socializing. They have authenticity, creativity, and social consciousness, and they are highly active on social media platforms like Instagram, TikTok, and twitter. ChatGPT, create a profile of our ideal social media audience, including their name, age, interests, wants, needs, fears, and preferred content types.	1. Audience Research and Content Planning : Understand the audience we are going to target with our social media content 2. Generate Personas
2	Generate a table that outlines what each audience segment would resonate, demographics and preferred platforms, considering, our brand's focus on music, fashion, and social experiences	Generates Audience Segmentation Table Demographics Key interests Table easy to understand
What We have Achieved ?		

1. Outline of audience segment

2. Audience persona and the business context

Next Create a Storyline Social Media campaign for an event to engage audience
5 days, 2 posts a day / Use suspense, Create Emotional Actions, highlight unique features of the festival event

3	Create a cohesive, energetic story that spans five days to promote a festival. Include details about the venue, performances, and event logistics, while ensuring the content appeals to a Gen Z audience across Instagram. Each day should include two content ideas-one for the morning and one for the evening	High Quality output for Content Calendar
4	Based on the story we just created, generate three visual concepts for Instagram feed posts that reflect the tone of the festival. Use vibrant colors, realistic and immersive scenes, and dynamic visuals that will appeal to a Gen Z audience	Shift to Gemini -> https://gemini.google.com/app Follow the Instructor It comes up with visual concepts for the images with description for the visual, Tone and the Appeal
5	generate the first image concept	Get the image make colors more vibrant

What We have Achieved ?
1. Outline of the narrative or story that the content will follow over the five days.

2. Creation of Visual Themes and descriptions that support the narrative.

3. Some basic refinement of visual elements

Next Actual Visual Creations / Trendy Visuals

Task. No.	Prompt	Observations
6	Expand the table of audience segments to include columns for visual concepts, key considerations, posting days. ensure the visuals align, with the story and audience interests.	Complete Calendar Table with visual concepts, key considerations and Posting Days
7	Create an image of vibrant sunset giving energy portal feels for a Friday night music festival. The image should be immersive and welcoming, with warm colors, a scenic outdoor venue, and a trendy vibe, that appeals to Gen Z. The sizing should be a square format for instagram feed posts.	Use Gemini Use iterations form the table You can create posts

What We have Achieved ?

1. Generation of Trendy Visuals

2. Refinement whenever necessary

Next Writing engaging captions

8	Generate a high energy caption for an instagram post promoting a music festival performance at sunset. Include the event time, venue details, and encourage followers, to reserve tickets at our website. Add relevant hashtags for music, fashion, live music, and the event brand Vibe Trend Events	Generates Caption Options Try in Gemini

What We have Achieved ?

1. Writing Captions

Key Takeaways: Social Media Content Creation

1. Audience persona and the business context understanding is uttermost important

2. Outline of narratives should match with overall story of the posts over the campaign period

3. Creation of visual themes is a an intermediatory step between the narrative outline and creation of trendy visuals