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.

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| **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. |  |
| 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 |  |
| 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 |  |
| 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 |
| 5 | generate the first image concept |  |
| 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 | | |

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| 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. |  |
| 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. |  |
| 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 |  |
| What We have Achieved ?  1. Writing Captions | | |
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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