

AI FOR SOCIAL MEDIA CONTENT CREATION

**GROW YOUR TALENT,
GROW YOUR ORGANISATION.**

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About this course

This beginner-friendly course is designed to introduce participants to the exciting world of generative Artificial Intelligence (AI) and how it can be used to create digital content. With the rise of social media and online platforms, there is a growing need for creative content. AI tools can help make this process faster and easier. Participants will learn how to use popular AI tools to create text, images and videos, even with little or no technical background.

Who Should Attend?

1. Beginners in content creation
2. Marketing team members
3. Small business owners
4. Social media users
5. Anyone interested in learning how to use AI to make creative content.

Learning Outcomes

By the end of this programme, participants will be able to:

1. Understand the basic ideas behind generative AI
2. Recognize useful AI tools for creating text, images, audio and videos
3. Use AI tools to generate drafts for various social media updates
4. Produce original content by editing, combining and enhancing AI-generated



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RICHWORKS™
CORPORATE TRAINING

CREATING SOCIAL MEDIA CONTENT WITH AI (TEXT & IMAGES)



MODULE 1, 2

1. What is Generative AI?

- ## 1. What is Generative AI?

2. AI Tools for Writing

- ## 2. AI Tools for Writing



MODULE 3

3. AI Tools for Image Creation

- ### 3. AI Tools for Image Creation



MULTIMEDIA AI CONTENT & CREATIVE ENHANCEMENT



MODULE 4, 5

4. AI Tools for Audio Content

- ## 4. AI Tools for Audio Content

5. AI Tools for Video Content

- ## 5. AI Tools for Video Content



MODULE 6

6. Making AI Content Your Own

- ## 6. Making AI Content Your Own



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SCAN QR CODE FOR DETAIL INFO



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