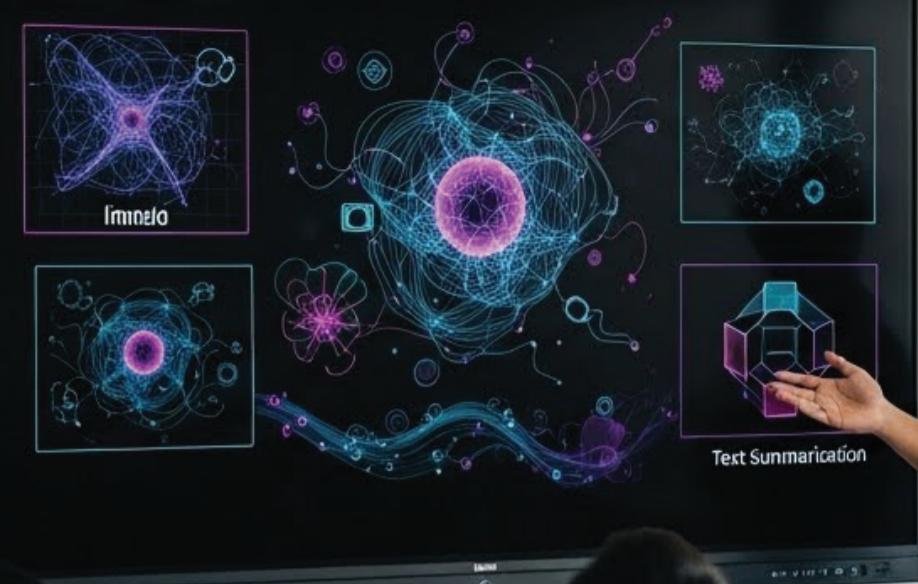


AI FOR SOCIAL MEDIA CONTENT CREATION

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

Generative AI



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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GROW YOUR ORGANISATION.**

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RICHWORKS™
CORPORATE TRAINING

CREATING SOCIAL MEDIA CONTENT WITH AI (TEXT & IMAGES)



MULTIMEDIA AI CONTENT & CREATIVE ENHANCEMENT



MODULE 1, 2

1. What is Generative AI?

- Easy introduction to AI in content creation
- Simple explanations of important ideas like machine learning and language models

2. AI Tools for Writing

- Introduction to text generation tools: ChatGPT, Gemini & Copilot
- How to write blog posts, product descriptions and social media updates



MODULE 3

3. AI Tools for Image Creation

- Introduction to image generation tools: Bing Image Generator & ImageFX
- Creating visuals for marketing and branding

MODULE 4, 5

4. AI Tools for Audio Content

- Exploring AI voice generators and music creators (Suno & ElevenLabs)
- Creating voiceovers & background music

5. AI Tools for Video Content

- Introduction to video generation tools
- Creating short videos for social media and promotional content



MODULE 6

6. Making AI Content Your Own

- How to edit and improve what AI gives you
- Tips for combining AI content into unique and creative pieces

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SCAN QR CODE FOR DETAIL INFO



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