

SOCIAL MEDIA AND AI

AN IN-DEPTH ANALYSIS



Social Media & AI: An In-Depth Analysis

We didn't just TALK AI. We actually DID AI, and here's what we uncovered.

AI, or Artificial Intelligence. You can't escape it. It's everywhere! The news can't get enough of it. It's more likely than not included in the subject line of at least one of your morning emails. And it's all the talk in the land of podcasts. So, we get it: AI is indeed a thing. Will it come and go like Clubhouse? Nope. It's not a fad. But why should marketers care? Why is it trending? What do these AI tools even do? Are they good at what they claim to do? If so, which ones? Why does every single software tool now have an AI feature? Is AI going to replace us? What do we wish it would do even better?

We had all these questions and more, so we kicked off 2023 not by writing about AI (and probably using ChatGPT for some help), but we DID AI. We went through three cycles of researching, testing, measuring, and learning until we got answers to all our questions. And now we're sharing them with you. Fair warning: we have a lot of context, but our team doesn't want you to miss a beat. By the end of this report, you will know the following:

1. Why, what seemed like suddenly, AI was all the rage. What has been brewing that led to so many conversations about it?
2. What AI is. Seriously. What are we talking about here? People are throwing around this term like paper at a ticker-tape parade. Let's align on it.
3. What the real deal is with all these AI tools, specifically for marketers. Where can it be beneficial to add AI into workflows?
4. What AI is good at and where we'd like to see some progress. Which tools are good at generating words? Which ones are good when it comes to images? How much do they cost?
5. Everything you need to know about AI prompts. Have you written a prompt yet? The key to perfecting AI results might not be in the tool but in the human guiding it!
6. Additional factors we should consider when using AI. After all, AI learned somehow, so how does that factor into all of this?
7. The impact AI will have on the job market. Will it replace jobs?
8. Our wish list after all of this testing and analysis. What do we want AI to do better?



First, let's start with why AI has become everyone's favorite topic.

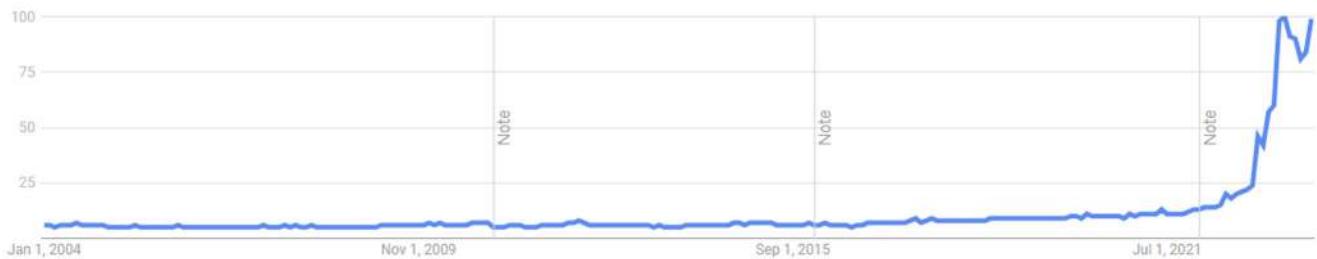
Decoding the AI Buzz

The Rise in AI Conversation

AI is a loaded, monolithic abbreviation for “Artificial Intelligence.” Unlike the classic robot assassin portrayed by Arnold Schwarzenegger in the film Terminator, AI won’t “be back.” It’s here to stay. Are our robot overlords here to enslave us? No. But your boss might ask you about it in a meeting. Your cousin might ask you about it at the next family gathering. Since those scenarios can be just as terrifying as a robot apocalypse, we want to decode some of the AI buzz so you can understand where it came from and why everyone is talking about it.

US Google Search Index for “AI” since 2004

Interest over time ?



Companies started looking for ways to integrate AI into their day-to-day operations to increase efficiencies, cut costs, and stay relevant with this recent tech trend. But how did we get here? Several factors are driving this AI boom:

1. Technology

[Moore's Law is a framework for assessing technological growth](#). It essentially states that processor speeds will double every two years. Our World in Data [charted](#) training computation power over the past eight decades, effectively showing growth exceeding that of Moore's Law in the past two decades.

As we saw with computers transforming from the size of entire rooms to a box on our desk, a screen in our hand, and a screen on our wrist, we're seeing the same with AI. Desktop computers allowed the public to have computational power at their literal fingertips.

This exponential increase in technological power has, like the personal computer, allowed the public to tap into AI's capabilities, leading us to our next theme.

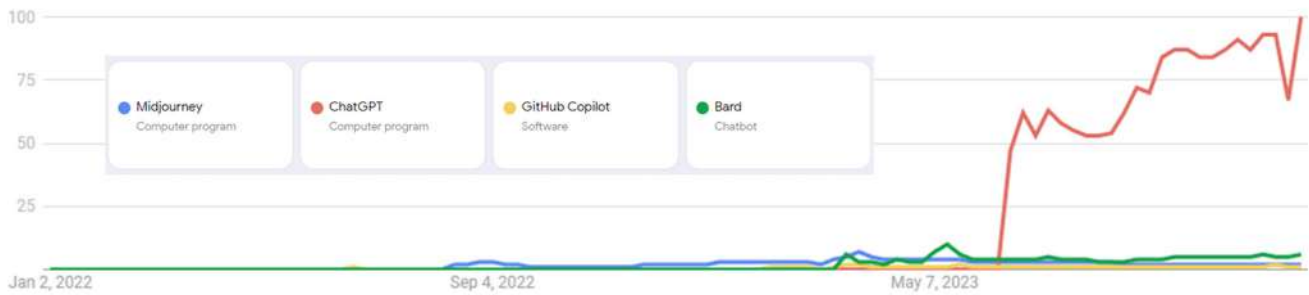
2. Accessibility

AI isn't new by any means. [It has existed for decades](#). You may remember the movie with Benedict Cumberbatch about Alan Turing, the mathematician who created a program to decipher German intelligence messages. It was called The Imitation Game. Turing wrote a paper in 1950 called "[Computing Machinery and Intelligence](#)," which discussed the concept of using computers to, like humans, use available information and reason to inform decisions and solve problems.

As discussed in the previous section, technology has progressed considerably over the past 7+ decades, and the concept of AI has been present both in business and culture. Steven Spielberg made a movie titled A.I. Artificial Intelligence. The film Blade Runner was based on the 1968 novel Do Androids Dream of Electric Sheep?, which famously explored the concept of empathy towards machines and the relevance of humans in a high-tech world. These sci-fi concepts have captivated audiences, yet, for most of us, that's as close as we've gotten to AI.

Now, anyone with Internet access has AI at their fingertips. OpenAI's ChatGPT allowed those who understood AI from afar to finally have a hands-on experience with some of AI's potential. Other tools, such as Midjourney and DALL·E, allowed people to experience generative AI for themselves. Using Google Trends as a reference, it appears that ChatGPT is the major player that launched AI into the public eye.

US Google Search Index for “Midjourney,” “ChatGPT,” “GitHubCopilot,” and “Bard” since 2022



It is with the [“Democratization of AI”](#) that AI has worked its way into our daily lives. Democratization refers to the increasing accessibility of technology. As AI becomes accessible, more people can contribute to technological developments.

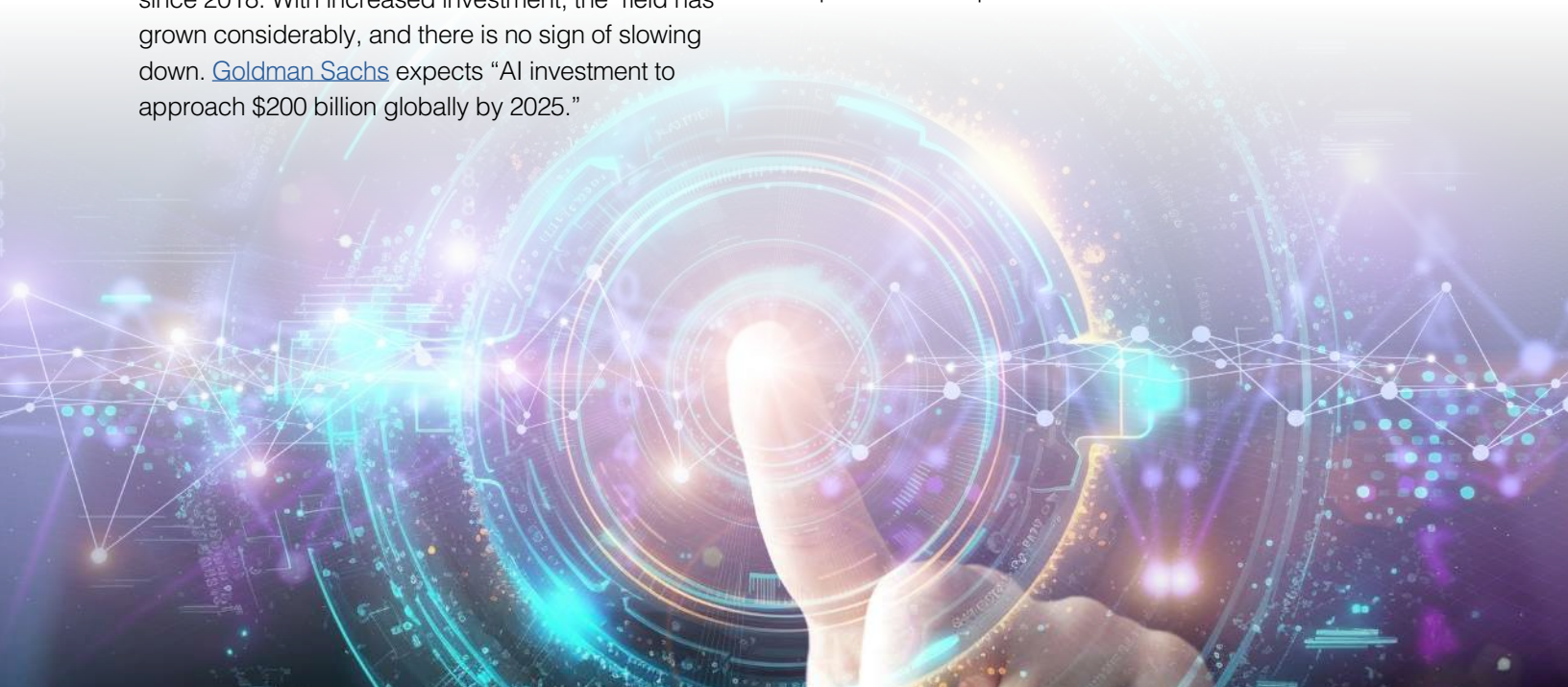
As its popularity grows and AI is omnipresent across industries and disciplines, businesses are keen to jump on the technological trend, bringing us to the third theme.

3. Investment

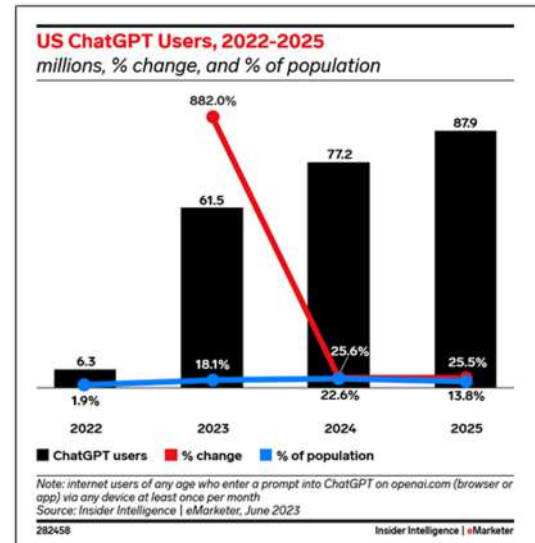
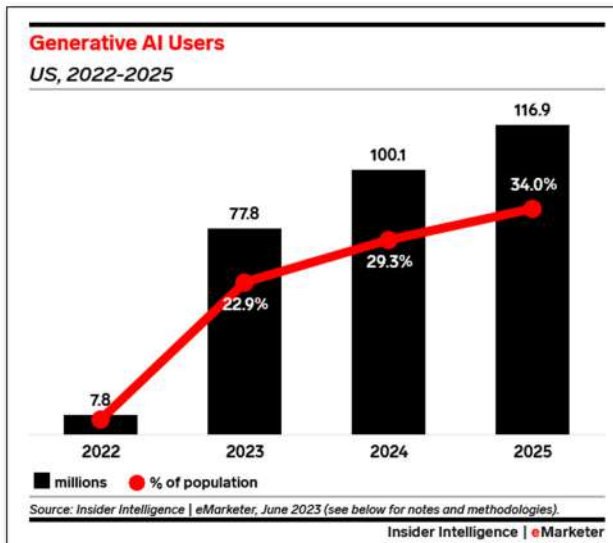
According to another analysis from [Our World in Data](#), private sector investments in AI have increased rapidly since 2018. With increased investment, the field has grown considerably, and there is no sign of slowing down. [Goldman Sachs](#) expects “AI investment to approach \$200 billion globally by 2025.”

More money injected into Artificial Intelligence has and will continue to fund research and development of the technology. Widespread accessibility and implementation suggest that companies across multiple industries and disciplines will continue to invest in AI technology. This prevalence will further snowball the technological capabilities and accessibility of Artificial Intelligence.

Exponential developments in the technology behind AI have reached a point where it is highly accessible to the public and financially attractive to the private sector. This has created a perfect storm, resulting in a massive spike in interest rippling across our personal and professional lives.



With all the releases, updates, and controversies from high profile individuals and companies, it's created the ideal conditions to transform something unknown to something everyone wants to check out for themselves to see what all the fuss is about. The AI rage hasn't slowed down since gaining this momentum, and eMarketer predicts that the trend won't change over the next few years – for ChatGPT users or Generative AI Users.



Now that we understand what influenced the rise of AI conversations, you can see it wasn't just out of nowhere; several factors were at play. Let's narrow our focus in the next section and discuss the lens through which we viewed it with all our testing.

AI and Social Media Marketing

The Focus of Our Attention

You can probably see why AI has become part of internal strategies today and moving forward, as many industries see the potential benefit (or maybe it's FOMO, or perhaps both). But before we dig deep into what we discovered, let's clarify what we mean by AI. We are defining it as follows:

- AI is the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings.

Note: Oxford Languages defines AI similarly with a quick Google search, "The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages."

Industries impacted (medical, educational, etc.) by AI are countless. Our focus is the marketing and communications space, specifically social media marketing, so while we may color outside the lines to give more context, this is our primary focus.

The following scenario list is not exhaustive but rather a sampling of AI's role in social media marketing:

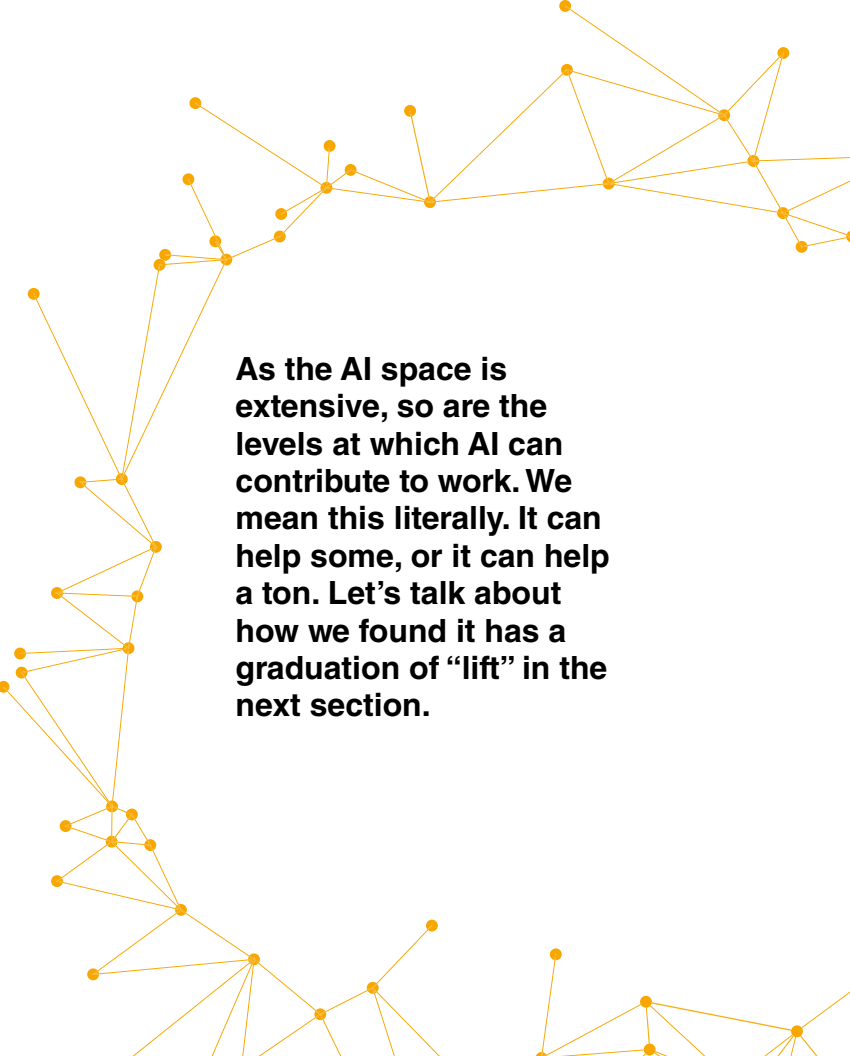
Social Media Content Production: Use generative AI (writing and visual) to produce digital content you need where skill sets, budgets, props, or UGC (user-generated content) choices may be limited. You can also lean into generative AI to assist in social post captions, alt text, creating storyboards, or to help brainstorm. This will help not only to inspire ideas but also to see ideas come to life in new ways and evolve existing creative processes.

Social Media Community Management: Spark ideas or help write or rephrase responses for customer complaints, creating various responses when you need to say the same thing repeatedly and need variation, translating communications, developing UGC permission requests, and enhancing writing needs (e.g., shortening or lengthening copy per channel platform parameters or meta descriptions).

Social Media Analytics: Find ways to use AI for social listening trends to uncover more insights around brand reputation and overall sentiments, monitor brand competitors, track brand mentions from customer personas, write Excel formulas, or rewrite reports or PowerPoint slide talking points to help others understand the data, because let's face it, if you're not working in data daily, it can be complicated to understand and breakdown the story it tells. #IYKYK

Social Paid Media: Explore testing AI capabilities with paid social media to improve ad performance, increase budget efficiency, develop A/B testing against human-created versus AI-generated ads (imagery and copy), and reduce the time needed for paid efforts without sacrificing quality or results.

Account Management: Integrate AI to put together email templates used frequently, improve written client or team communications, set up project management tasks, clarify client contracts or SOW's, monitor client budgets to stay ahead of any surprises, and automatically transcribe meetings.



As the AI space is extensive, so are the levels at which AI can contribute to work. We mean this literally. It can help some, or it can help a ton. Let's talk about how we found it has a graduation of "lift" in the next section.

The AI Spectrum

Variations in AI Contribution

As we mentioned, AI is a broadly used term referring to the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. There are several types and applications of AI that we want to discuss to inform the content we will cover in future sections. Understanding some core themes and theories around AI can also help separate science fiction from science fact and inform how we can use AI as social media marketers.

Four Primary Types of AI

[IBM](#) lists four types of AI functionality:

1. Reactive Machine AI
2. Limited Memory AI
3. Theory of Mind AI
4. Self-Aware AI

The first two types, Reactive Machine AI and Limited Memory AI, are what we'll be discussing. The last two are more theoretical concepts related to the ability of AI programs to understand the thoughts and emotions of other entities and, essentially, become self-aware. We're not there yet. It's crucial to keep in mind that marketing requires aspects of [empathy](#) and psychology. Looking back at the four types of AI, the two with a capacity for any emotional intelligence are only theoretical.

Reactive machine AI is AI designed to perform a specific task using only available data. [IBM cites the chess-playing supercomputer Deep Blue](#), mentioned in the previous section, and the Netflix recommendation engine as examples. Both instances use an existing data set to predict outcomes.

The second type, Limited Memory AI, is where most AI discourse is today. In Limited Memory AI, software is trained over time to improve performance. Self-driving cars, virtual assistants, and generative AI fall into this category.

As marketers, we use Reactive Machine AI and Limited Memory AI in various ways. We've grouped into three primary groups: Passive, Collaborative, and Dominant.

Passive

Using AI software passively means using it to complete a task and without even needing to think about it. For example, Meta's ad platform optimizes spending behind the most efficient ad creative and target audiences. Ad buyers had to make manual optimizations previously, but with the implementation of the software, ad buyers are freed from the task and no longer give it further thought.

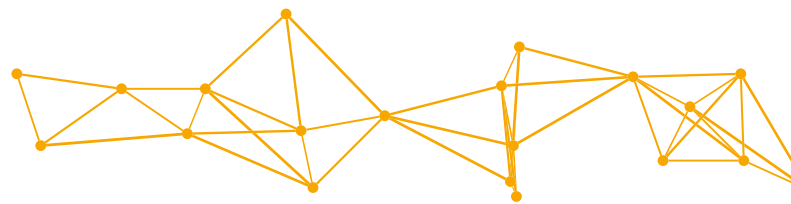
Collaborative

Using AI collaboratively happens when your active, real-time input informs AI software to complete a task. An example is utilizing Grammarly to correct mistakes and adjust the tone of your email or whitepaper or using GitHub Copilot to suggest a completion to the line of code for a script you're writing.

Dominant

Dominant use of AI is when you utilize AI software to complete the bulk of a task. An example of this is using AI to write an entire blog post based on the information you fed into the software or using a tool like Midjourney to generate a landscape image for a social post. Each task requires a significant amount of input to develop a quality result. Still, AI creates the bulk of the task or deliverable.

Use these three groupings to frame how you will – or, more likely, already – use AI as a social media marketer.



So, we are talking Reactive Machine and Limited Memory AI, and we know that there are degrees to which it takes on work, so let's move into the testing we did, and more specifically, how we structured it so the output informed us.

Navigating AI in 2023

A Tale of AI Immersion

AI is a fascinating space, isn't it? To a degree, it's almost overwhelming, right? That's why our team didn't want to use AI until we knew what we were getting into. The talk was too busy. The players were too many. We needed to untangle what was happening. We needed to be methodical. We needed to be patient. So, over the year, we went from AI novices to experts by implementing 17 initiatives that tested AI in four social media disciplines: content production, community management, analytics, and paid media.

We successfully immersed ourselves in the technology by following a consistent testing structure. We started researching the AI space each quarter by reading news and blog articles and listening to podcasts covering this topic. These findings were then shared and discussed in a brainstorming session, giving us ideas for what to test that quarter. Following the brainstorming, 6-7 initiatives were identified and shared with the rest of the team to implement. Once completed, each member completed a questionnaire about their experience. The questions were specific to that initiative, included open-ended questions, and asked members to rank the AI tool/feature (check out some of our questions to the right). Lastly, we collected and shared the results internally. We followed this process each quarter, which allowed us to implement these 17 initiatives efficiently within three quarters.

1. Did you find GrammarlyGo useful in writing copy? *

Enter your answer

2. What did you like about using GrammarlyGo? *

Enter your answer

3. What did you dislike about using GrammarlyGo? *

Enter your answer

4. What were the pros and cons of using GrammarlyGo? *

Enter your answer

5. Were the copy suggestions accurate? *

Enter your answer

1. Did you find ChatGPT useful in writing scripts? *

Enter your answer

2. What did you like about using ChatGPT? *

Enter your answer

3. What did you dislike about using ChatGPT? *

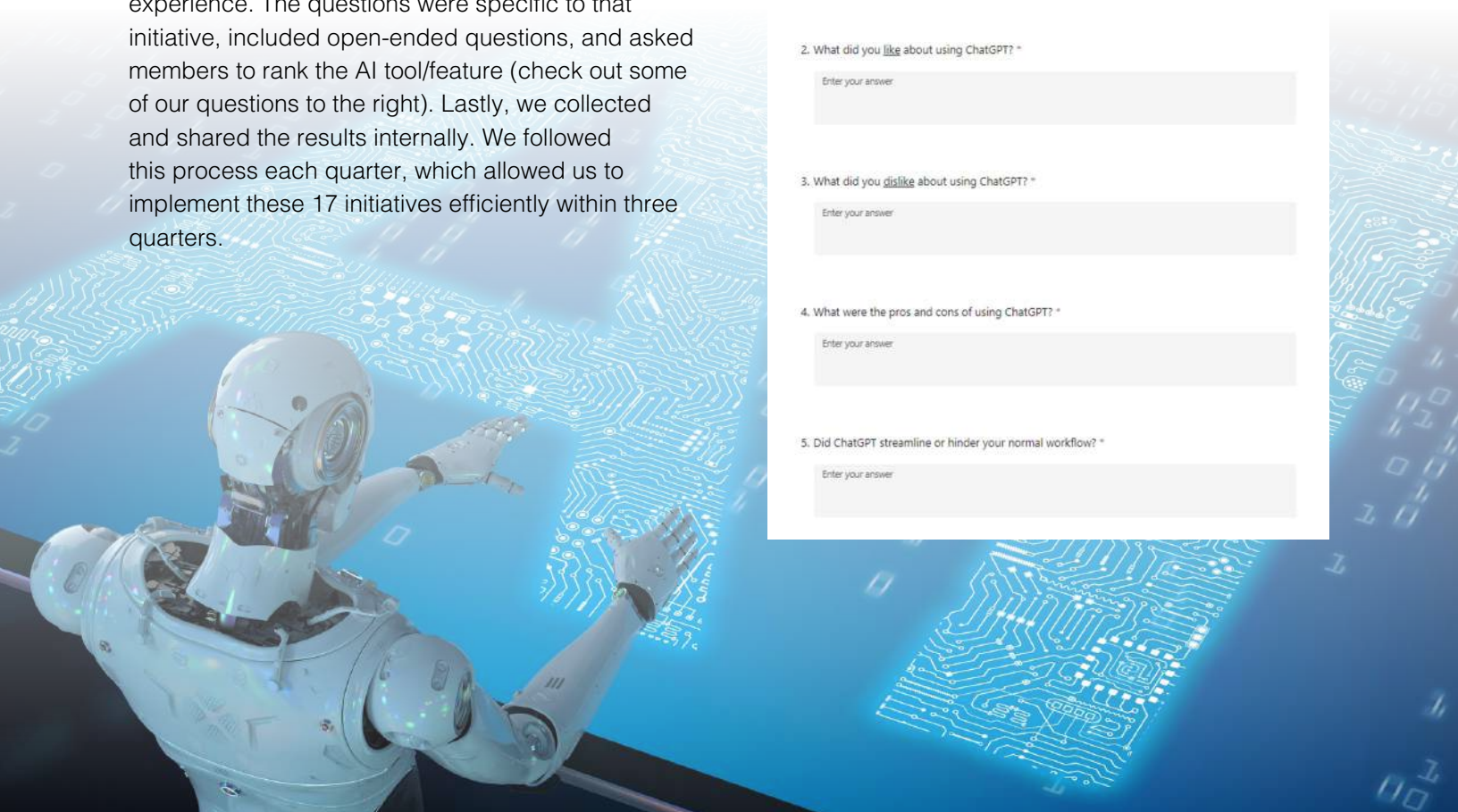
Enter your answer

4. What were the pros and cons of using ChatGPT? *

Enter your answer

5. Did ChatGPT streamline or hinder your normal workflow? *

Enter your answer



Here's a recap of what we did for each discipline:

Social Media Content Production:

We leveraged AI tools throughout the creative development process, from content brainstorming to developing social post copy to creating and manipulating creative assets. We incorporated ChatGPT in brainstorming for editorial planning; tested TikTok's AI-powered Creative Assistant tool; used [SocialCraft](#) (our AI writing assistant that launched in early 2023) and GrammarlyGo (Grammarly's generative AI tool) to write copy for social posts; created images using DALL·E, Midjourney, Stable Diffusion, and Adobe Firefly; and used Facetune AI and Picsart Gold to create AI-generated headshots.

Social Media Community Management:

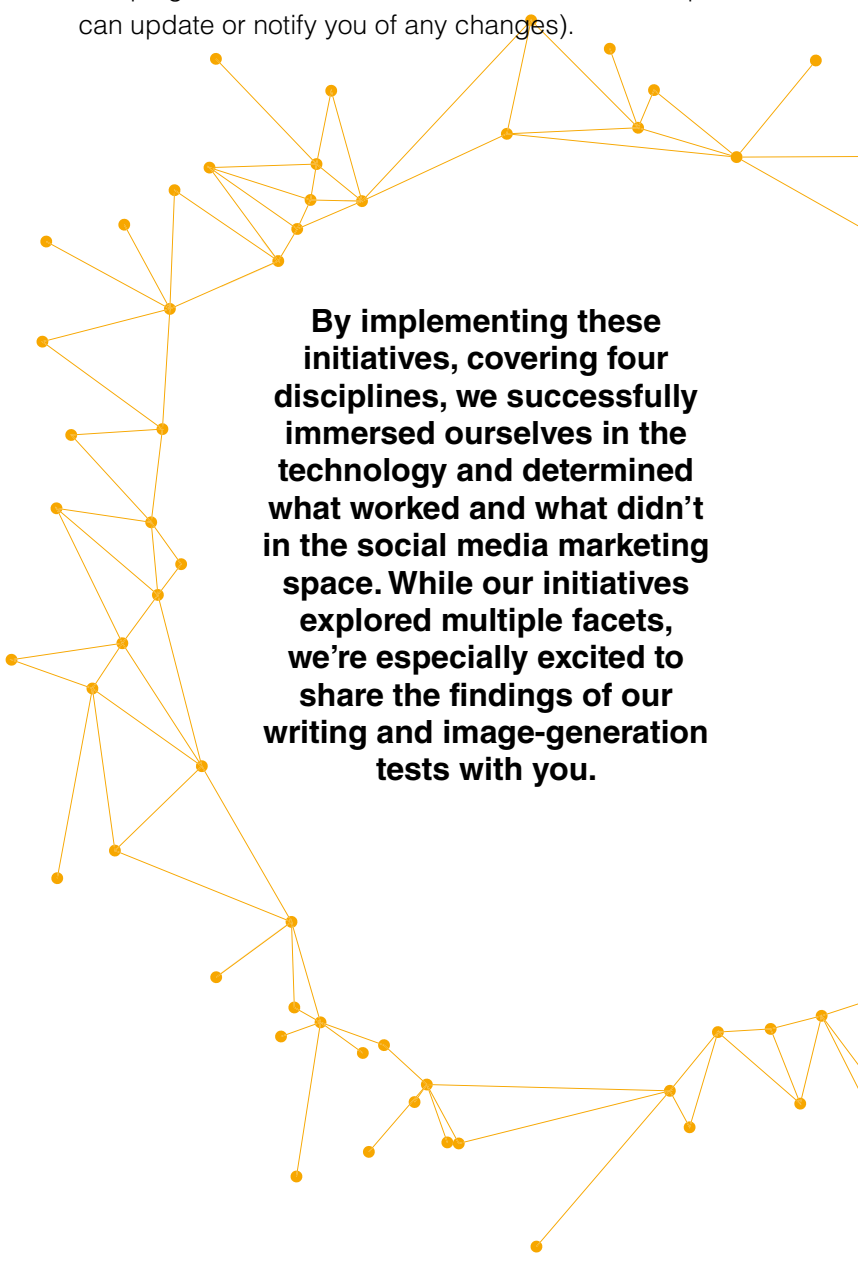
With many AI players offering writing assistance, we wanted to test three tools to see if they can speak socially. In three separate initiatives, we put Wordtune, Sprinklr Smart Responses, and SocialCraft to the test to see if they could create proactive responses for a brand on social.

Social Media Analytics:

We were also curious about how AI can help analyze social content. We looked into platforms Dash Hudson and Brandwatch to see what they had to offer in the AI space. We also tested AI in the analysis process, from using ChatGPT to write Excel formulas to leveraging Wordtune to write insights for monthly reports.

Social Paid Media:

Lastly, we wanted to see if AI could create cost efficiencies and reduce management time in our paid social campaigns using two Meta features: Advantage Campaign Budget (Meta distributes your budget across ad sets to get more results) and Automated Rules (Meta automatically checks your campaigns, ad sets, or ads and, based on the setup, can update or notify you of any changes).



By implementing these initiatives, covering four disciplines, we successfully immersed ourselves in the technology and determined what worked and what didn't in the social media marketing space. While our initiatives explored multiple facets, we're especially excited to share the findings of our writing and image-generation tests with you.

AI for Social Media

Promises and Pitfalls

Through our research and testing of different AI programs and features, the most straightforward way AI excelled was as a supplement to our everyday workloads rather than a solution. It served as the scenic shortcut on the journey, not an automatic trip to the destination. It's clear to us that there are areas where AI shows up and areas that aren't ready for prime time.

AI for Writing

One of the areas in which we believe AI already excels is writing — at least as an additional tool to your pen or proverbial keyboard. You may have seen discussions about [how college students are writing papers with AI](#) — and how professors are learning to adapt to this shift in production. We certainly aren't saying it's ready to write your next content strategy or new business pitch, but it's here to help you save time in your day-to-day writing workload.

Every single piece of content we produce and publish goes through a form of AI as part of our review process. On the proofreading side, AI is nearly flawless and will ensure that your written content leaves your hands ready for the world without any mistakes. You can often customize the tone of voice and other parameters to match up with the brand you're working for. However, you'll still want to remember areas where it may correct things that do not need correcting, mainly due to specific brand guidelines.

AI is also strong in content rewrites and copy variations — but both have something in common — they need a good start from the human voice to provide potential suggestions. It's great when you're stuck repeatedly using the same brand phrase or looking for new calls to action for your copy. Consider it a thesaurus for sentences and paragraphs rather than individual words.

AI for Image Generation

The concept of using AI for image generation *wants* to fit in our “excels” category, but it isn't there yet. (Have you seen the way most generators illustrate human hands? Yikes.)

Most of the tools we tested created images with elements that looked decent, but as a whole, the images needed extra help to pass as quality content. Nearly every variation of every prompt we tested resulted in generations that felt like the [uncanny valley](#) — realistic and lifelike in ways but not quite there, resulting in a sense of unease, strangeness, or creepiness.

Images of humans seem to be the most difficult for AI, but other things often don't entirely pass as natural. Plugging and playing with prompts was fun, but AI struggled to create images that were on brand and couldn't duplicate the exact look and feel of any of the products of the brands we work with.

Where does image generation excel, however, as a potential tool? We found it helpful in generating stock images, backgrounds, textures, and environments.



Still, these had to be used as foundations for content rather than whole pieces of usable media. There's a place in the workflow for AI images as parts of the whole when combined with software and human skill to make the picture come together.

When used correctly, AI can save time as an image generator, but make sure you're prepared to add the additional bandwidth of the editing you'll need to make it work — and be prepared to be patient and willing to learn how to “speak” to the platforms you're using.

AI for Content Planning and Brainstorms

Looking for new ways to make scroll-stopping content? Besides keeping an eye on trends and a finger on the pulse of what's happening in the world, consider using AI to help brainstorm new directions for your content strategy.

AI excels as a thought starter for content planning and brainstorming. Need help with an idea for a campaign or a piece of content? Drop some thoughts into the prompt of your AI tool of choice and look for inspiration on its suggestions. It won't necessarily give you a plan of action, but we firmly believe that creative inspiration can come from anywhere. AI is a great way to spark new ideas, even if all it does is get you started into a creative wave.

Using AI to Interact with Your Communities

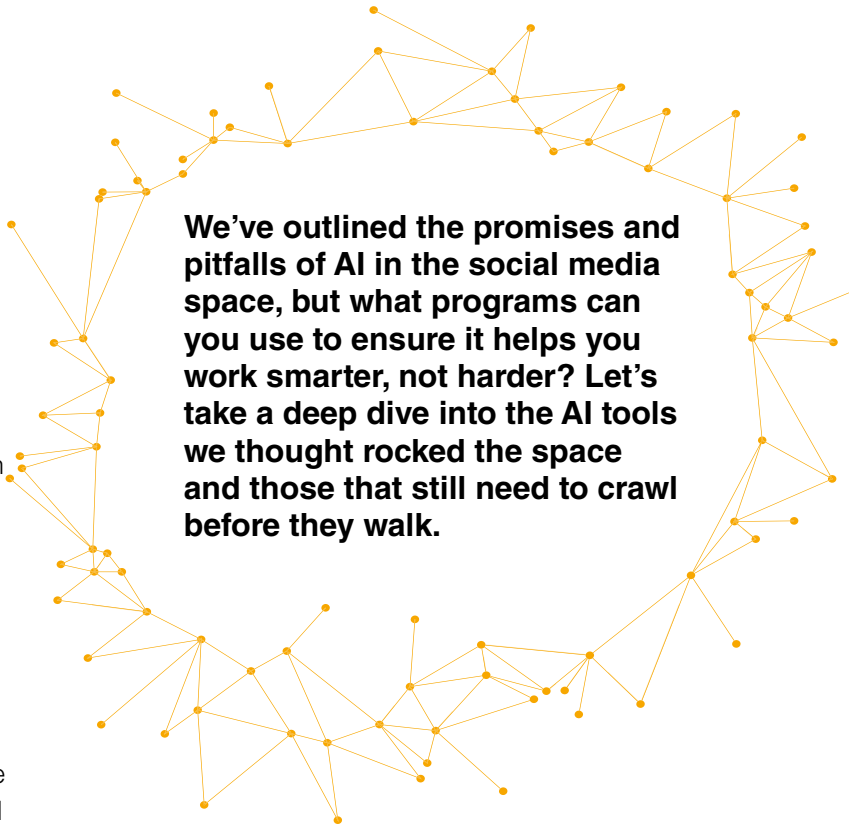
The introduction of social media has impacted our world for so many reasons, but what stands out is that it turned traditional one-way broadcast media into a two-way conversation. Communities were built around brands and passionate followers, and anyone who wanted to jump into the party could come in and join the chat.

Even with AI, these relationships still require the human element to engage in authentic conversations. We tried using AI to develop branded replies for various customer service requirements, but it isn't there yet. While the replies were close to acceptable, they still needed the context of the brand and the human touch to feel the customer's emotions and come up with the appropriate reply.

It might get there eventually, but right now, using AI for community management is like leaving your kids home alone for a weekend. The house will probably still be there when you return, but there's no way the environment will be as clean as when you left it.

What Does AI Bring to the Table When It Comes to Social Media?

Using AI for content creation will help you take what you already know and achieve new levels of efficiency and productivity, but remember, it's a supplement to your workflow, not a solution. Use it right, and it will save you time and money. Like any tool you learn to harness, be prepared to know when to pick it up and let it go.



We've outlined the promises and pitfalls of AI in the social media space, but what programs can you use to ensure it helps you work smarter, not harder? Let's take a deep dive into the AI tools we thought rocked the space and those that still need to crawl before they walk.

AI-Generated Social Media Content

Tools That Shone and Those That Fell Short

In social media content, we focus on generating words and images, with notable differences in the progress of these two areas. We will review the tools we tested, share what we liked and didn't, present visual examples, share pricing, and offer valuable tips.

Writing with AI

Many generative AI tools are available, but for this section, we're concentrating on five tools that our team tested for specific use cases that fell into daily work in social media marketing.

As you can tell, there's a trend here with these tools. Human intervention is needed at some point because the judgment that AI lacks, well it's kind of important. It's not uncommon for these tools to provide long-winded responses, sound too robotic or customer service-focused, lack tone, have punctuation errors, or come across too formal even after adjusting settings. While this may be okay for some business tasks, such as needing to rewrite a response to a client email or rephrasing something for a PowerPoint presentation, the writing output from these tools isn't often ready to go live for social media efforts – think caption copywriting for a planned social post or reactive responses to use to engage your audience.

Also, whenever you share something informational or statistical, you want to fact-check it and confirm its source, the dates, and what was sent back to you from your prompts. Fact-checking should be a best practice for anyone using generative AI tools for any writing need(s). Despite these two callouts, there is still a tremendous amount of value you or your team can use from these tools.

The writing tools we'll be breaking down include:

- Wordtune
- SocialCraft (Owned by Ignite Social Media)
- GrammarlyGO
- ChatGPT
- Sprinklr Smart Responses

Let's get started!

Wordtune

Wordtune is known for rephrasing sentences. However, its AI capabilities allow rewrites, rephrases, and rewords of your writing input easily with a decent selection to refine under its editor's suggestions. You can use their AI for answers based on your Wordtune library, which may be helpful in the right companies.

This tool offers a read-and-summarize option, which allows you to upload a PDF document. It'll summarize the document and will enable you to search for specific things within the uploaded document. This feature could help scan long-winded reports, website links, blog articles, podcast transcriptions, and more.

What We Liked:

- **Organization:** Keeps a running log to find/retrieve past work quickly and the ability to organize pages with folder names.
- **Visible Character Counter:** It has a word and character counter that's easy to see.
- **Easy to Customize and Fine Tune:** Use their Spices to:
 - Expand on – expand on a requested topic
 - Add a conclusion – add a conclusion
 - Counterargument – add an opposing opinion
 - Give an analogy – add a simple comparison
 - Inspirational Quote – add a quote by a famous person

What We Didn't Like:

- **Buggy:** An extra space is always added upfront to the text addition when using a Spice. When inputting formatted text, there are formatting issues. There tends to be a glitch when renaming pages/folders.
- **Plan Limitations to Key Features:** Each plan has different daily limits for things, including rewrites and Spices.
- **Read and Summarize Updates Needed:** Limitations to the summary feature, including what may be uploaded (only PDFs and links), and the summary may miss important details.

Pricing: Wordtune offers monthly or annual plans. It has a Free plan, Plus is \$9.99/month, Unlimited is \$14.99/month, and Business requires a custom quote.

Wordtune Challenge:

Evaluate Wordtune's capabilities for rephrasing text, generating new text (AI-driven), and read and summary features to see how this tool performs.

Example Wordtune Challenge: Expanding Text

Original Text Input from a Blog Article:

"Budgets are super important. It helps keep your brands bottom line strong, employees paid, improving equipment, and so much more, but it can be challenging to figure out what kind of budget you need, then work on trying to get it approved from leadership teams or departments."

Results from this prompt:

(Red font shows difference from original)

In terms of running a business, budgets are really important. They help to keep your brand's bottom line strong, your employees paid, improve your equipment, and so many other things, but it can be a challenge to figure out what kind of budget you'll need, and then to get the budget approved by your leadership team or department.

Example Wordtune Challenge: Rewriting Text

Original Text:

"Budgets are super important."

Results from this prompt:

(Red font shows difference from original)

*It's super important to have a budget.
There is no denying the importance of budgets.
Budgets are essential.
A budget is one of the most important things in life.*

This is using their "continue writing" spice:

It is important to plan ahead and consider the costs

that may be needed for the project. It is important to have a clear understanding of the budget and to be prepared to make adjustments if needed. Finally, it is important to ensure that the budget is realistic and achievable.

We prompted it for "another suggestion":

It's important to have a clear and concise budget that is realistic and achievable. It is also important to have a plan of action for how to use the budget and ensure that it is being followed. Finally, it is important to review the budget regularly to ensure that it is still relevant and appropriate.

SocialCraft

SocialCraft is a product of Ignite Social Media created to focus only on social-friendly generative text work. Many AI tools miss the mark when creating social copy, so when our team realized this, we got to work on making it happen – and you better believe we tried to break it during our testing phases!

It currently uses GPT3.5-turbo from OpenAI, with plans to upgrade to GPT4 once available. Whether you're creating custom caption ideas for a social channel post or need some brainstorming help, SocialCraft has merit to consider for your social media efforts at an affordable price.

The writing options include:

- Facebook Headlines
- Facebook Captions
- X Posts
- IG Captions
- YouTube Descriptions
- LinkedIn Articles
- TikTok Captions
- Hashtag Generator
- Blog Posts

What We Liked:

- **Visible Character Counter:** Character count tracker is helpful for different social needs (ad copy or channel character limits).
- **Easy to Customize Tones:** Nice tone of voice options such as authentic, casual, funny, professional, and innovative.

• More Human Sounding Results Generated:

Higher rating of results sounding more natural and human upfront (which means less time tweaking output results).

• Channel Specificity: Results were accurate by matching needs to the social channel selected.**• Hashtag Generator:** The hashtag generator can be helpful for certain use cases.**What We Didn't Like:****• Slow Generation Times:** Comparatively low load times.**• Glitchy with Emoji Options:** At times, added emojis after enabling not to use emojis.**• Doesn't Apply Custom Voice Rules:** Tweaking responses to adhere to specific brand or voice guidelines may be needed.**• Missing History Tracker:** It doesn't keep a log of prompts or results created in the tool, so grabbing things as you work is essential to avoid losing it.

Pricing: SocialCraft only offers a monthly plan. It has a Free 7-day trial to test it out; then it's \$14.95/month.

SocialCraft Challenge:

Evaluate SocialCraft capabilities from a social media use case. Areas to test included generating Meta headlines or captions, X posts, Instagram captions, YouTube descriptions, hashtag suggestions, TikTok captions, along with LinkedIn articles or blog posts.

Example SocialCraft Challenge: Creating a Social Media Headline (for Meta)Text Input + Tone + Emoji's Selected:

Product Name: Social Craft

Product Description: AI powered generative text tool created specifically for social media work.

Tone and Emoji's: Professional + Use Emoji's

Results from this prompt:

1. Revolutionize Your Social Media Strategy with SocialCraft 🌐
2. Discover the Power of AI with SocialCraft for Your Social Channels 🚀
3. Transform Your Social Media Experience with SocialCraft's AI 🤖
4. Effortless Content Creation for Social Media with SocialCraft 💡
5. Enhance Your Social Media Presence with AI-powered SocialCraft 📊
6. Social Media Simplified! Try SocialCraft's AI Tools Today 👍
7. Save Time & Boost Creativity on Social Media with SocialCraft 🎯
8. Work Smart on your Social Media with SocialCraft! 🧠
9. Say Hello to Efficient Social Media Management with SocialCraft 📁
10. Up Your Social Media Game with AI-powered SocialCraft 🏆

Example SocialCraft Challenge: Writing a YouTube DescriptionPrompt:

"How to Schedule a DM in Slack" using the casual voice setting

Results from this prompt (3 of 5 given):

1. Welcome to the valued viewer! This video is a simple guide created specifically for helping you navigate through the process of scheduling a DM on Slack. It's a newfound feature that can really help you manage your professional and personal communications effectively. Go ahead, press play! Don't forget to leave your valuable feedback in the comments section and remember to like, share and subscribe to our channel for more awesome tech content.

2. Hey there, tech enthusiast! We've got another insightful guide just for you. Stay in sync with your team's communication by learning how to schedule a direct message on Slack. Super practical, super helpful. Get ready to become the next Slack guru in your workspace! Make sure you hit the thumbs up if you find this video useful and subscribe for more cool tech content.

3. Cheers to productivity! Get ready to learn how to schedule a DM in Slack. This feature enables you to send messages at your own convenience, making planning and organizing a breeze. So join us in this fun guide and Stand out in your team by mastering the DM scheduling feature on Slack. Don't forget to hit the subscribe button for more such quick tips and tricks!

GrammarlyGO

GrammarlyGO is an on-demand generative AI tool that can quickly compose, rewrite, ideate, and reply. Within these functions, you can also personalize your writing tone from many options or shorten your text, make it more detailed or descriptive, or simplify it. It also has some specific school use cases, such as acknowledging Grammarly-generated AI use and formatting AI in-text citations.

This feature is available to use within a Grammarly account, which means it may be accessible directly in apps that you or your team use daily. Grammarly has a fantastic resource for GrammarlyGO with tutorial videos and prompts you can use to get started, allowing teams to use it easily.

Overall, this is a wonderful addition to what Grammarly already offers its users and has much promising potential.

What We Liked:

- **Plugin Integrations & New Features:** The plugin worked well within our day-to-day business tools and different browsers. They do a nice job with new features, and we see the benefits of using many of them, like the prompt generator.
- **Workarounds for Custom Voice Rules:** The ability to help brainstorm from past copy to develop new copywriting ideas makes the copy feel more customized for different brands.
- **More Human Sounding Results Generated:** The result felt more human-generated compared to other tools.

What We Didn't Like:

- **Limited Selections While Using the Plugin:** The plugin restricts selecting multiple options.
- **Missing History Tracker:** It does not show the original context, only the refinement, making it difficult to see changes.
- **Hidden Formality and Tone Options:** Someone could easily miss the initial setup for formality, tone, profession, and writing language settings in the GrammarlyGO options.

Pricing: Grammarly offers monthly plans. It has a Free plan, Premium is \$12/month, and Business starts at \$15/month per member.

GrammarlyGO Challenge:

Understand how GrammarlyGO's new generative text AI feature works, find any limitations per plan, and how it may help our team when it comes to copy – from rephrasing to generating.

Example GrammarlyGO Challenge: Generating a Response to a Complaint on Social Media

Prompt:

We shared the complaint, along with some minor instructions:

I'm so mad after visiting your store. I couldn't use my birthday coupon, which is the only reason I went in the first place. The cashier even got the manager involved, but they still couldn't get it to work, and it wasn't expired. Do better, this was a complete waste of my time and doesn't make me trust ANY of your coupons.

Include asking for the store location and their email address in a direct message so we can make things right.

Results from this prompt:

We're sorry to hear that you had a frustrating experience at our store. We want to make things right and ensure this doesn't happen again. Can you please let us know which store location you visited and provide us with your

email address in a direct message? We appreciate your feedback and hope to have the opportunity to improve your experience with us.

We prompted to make it friendly:
(Red font shows difference from original)

We're *really sorry* to hear that you had a frustrating experience at our store. We want to make things right and *ensure that you have a great experience the next time you visit us. Would you mind letting us know* which store location you visited and sharing your email address with us in a direct message? We *really appreciate* your feedback and *look forward to* improving your experience with us.

We prompted to make it shorter:
(Red font shows difference from original)

We're sorry you had a *bad experience at our store*. Please let us know which store you visited and your email address in a direct message. *We want to make things right and improve your experience with us. Thank you for your feedback!*

ChatGPT

We tried the two major plans that ChatGPT currently offers: Free or Plus. An enterprise choice is available if you have the need and budget for that tier, but we didn't test that plan.

For many users, using the Free plan from GPT-3.5 is enough for rewriting copy, brainstorming ideas, and more. There may be some initial hesitation when something is free to use, but it's worth checking out if your budget is tight.

However, the Plus plan allows access to GPT-4, their most capable model, and the ability to chat with images, voice, and create images. It lets you use and build custom GPTs (Generative Pre-Trained Transformers); this may be incredibly useful for setting defined parameters or specific purposes on how you or your team use ChatGPT and enable it.

What We Liked:

- **Tone of Voice & Emojis:** You can tweak the tone, making it easier than ever to write in one tone consistently. It'll even add emojis in copy while generating social text (with your input).
- **Innovator in the Space:** Can pull in additional data or facts, which can be helpful to strengthen your writing (especially for papers or reports). Also, you can input photos with prompts to help generate ideas, brainstorm, reword, troubleshoot, etc.
- **Organized History Tracker:** Has the original prompt so you can revisit any past work and make adjustments.

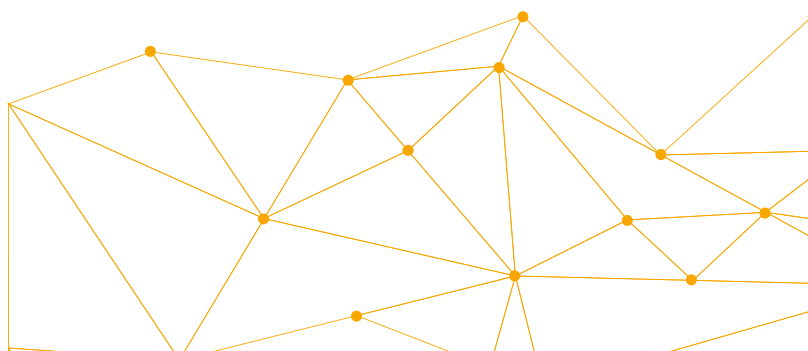
What We Didn't Like:

- **Spelling or Grammar Errors in Results:** Sometimes, the generated results contained spelling and/or grammatical errors.
- **Can be Unnatural Sounding:** Some results don't make sense and require much effort to improve – we completely understand when people talk about ChatGPT going off on wild tangents.
- **Factual Knowledge Limitations:** Despite how good things may populate, do your fact-checking.
- **Photo Input feature:** The paid version often kicks back errors.

Pricing: ChatGPT offers monthly plans. It has a Free plan, Plus is \$20/month per person, and Enterprise requires contacting sales for a custom quote.

ChatGPT Challenge:

Try out ChatGPT's free plan to help create social-friendly responses to customer complaints, brainstorm ideas for blog articles and hashtag generations, along with rephrasing text in different tones.



Example ChatGPT Challenge: Generating Initial Text for a Blog Post

Prompt:

Write a blog post that answers the following:
How do social media managers feel?

Results from this prompt:

Social media managers, like anyone else, can experience a wide range of emotions depending on their individual personalities, experiences, and the specific challenges they face in their roles. Here are some common emotions that social media managers may experience:

- 1. Satisfaction and Accomplishment: When a social media campaign or post goes viral or achieves its goals, social media managers can feel a great sense of satisfaction and accomplishment. It's rewarding to see their efforts pay off.*
- 2. Frustration: Social media managers often deal with technical glitches, changing algorithms, and unforeseen challenges. This can be frustrating, especially when it impacts their ability to meet their goals.*
- 3. Pressure and Stress: Social media managers are often responsible for maintaining a consistent online presence, which can be stressful. There may be tight deadlines, high expectations, and a constant need to adapt to changes in the digital landscape.*
- 4. Creativity and Excitement: Developing and executing creative content strategies can be very fulfilling. Social media managers often have the opportunity to be innovative and try out new ideas.*
- 5. Overwhelmed: Social media managers may find themselves juggling multiple platforms, campaigns, and tasks simultaneously. This can lead to feeling overwhelmed, especially during busy periods or when dealing with crises.*

6. Gratification from Engagement: Positive feedback, comments, and engagement from the audience can be incredibly rewarding. This interaction with the community can boost morale and provide a sense of connection.

7. Criticism and Negativity: Dealing with negative comments or feedback is an unavoidable part of managing social media. This can be emotionally draining and may require a thick skin.

8. Pride in Brand Representation: Social media managers are often the public face of a brand or company online. Successfully representing the brand's values and maintaining a positive image can lead to a sense of pride.

9. Isolation: Depending on the organization's structure, social media managers may work independently or in small teams. This can lead to feelings of isolation, especially if they don't have a strong support network.

10. Continuous Learning and Growth: Social media is a constantly evolving field. Managers may feel a sense of excitement and purpose in learning about new trends, tools, and techniques.

Remember that these are general trends and individual experiences can vary widely. Some social media managers may predominantly feel one way, while others may experience a mix of these emotions. It's also important for social media managers to practice self-care and seek support when needed, as the role can be demanding.

Example ChatGPT Challenge: Rewriting a Response to a Complaint on Social Media

Prompt:

Can you make this sound more caring for a social media response?
Hello. I'm sorry to hear that you are experiencing power issues. We would like to help. Can you please send us a direct message so that we can look into this for you?

Results from this prompt:

Hi there! I'm really sorry to hear about the power troubles you're facing. We're here and eager to assist you. Could you please send us a direct message? We'd love to look into this for you and get things sorted out.

We prompted to make it less formal:

Hey! Really sorry to hear about your power troubles. We're here to help! Shoot us a DM so we can check things out for you. Hang in there!

We prompted to make it sound more empathetic:

Hey, I'm really sorry to hear about the power issues you're facing. That's frustrating! We're here and want to help however we can. Please send us a message, and we'll do our best to sort this out for you. Keep your chin up!

Sprinklr Smart Responses

Sprinklr is one of the first platforms built for an all-inclusive customer experience management that offers many products related to customer service, insights, social media, marketing, and more. Smart Responses use AI to suggest responses to be used by agents within Sprinklr. [Please note that this tool will not be accessible unless you have an active Sprinklr seat that provides access to this AI feature.]

The logic behind Smart Responses sounded promising: “The AI learns and recommends suitable responses based on how the brand’s agents have replied to customer queries. At any given time, it generates multiple smart responses for the user, and the user can choose the most suited among the suggested responses to the ongoing conversation. The algorithm learns based on the response selected by the user to deliver more contextual and relevant responses in the future.” (Source: “Smart Responses Overview.” Sprinklr Help Center, Sprinklr)

What We Liked:

- **Response Starter:** This is helpful in getting thoughts started and then it can be reworked to make it more customized.

- **Adding New Features Frequently:** Emojis have started to populate over time (which is new from when we initially tested these), and a response variety feature to help mix up the results so they don't all sound identical.

What We Didn't Like:

- **Glitches:** There were times when no responses would generate for us to consider using, or they missed asking for the essential details needed to process customer service complaints. We also noticed punctuation or grammar issues.
- **Tone of Voice Struggles:** It would struggle to create responses in a brand voice, or the responses didn't sound human or were repetitive (despite various context provided).
- **Time Consuming for Customizing Response Needs:** With the issues listed above, it added more time to respond versus doing it ourselves.

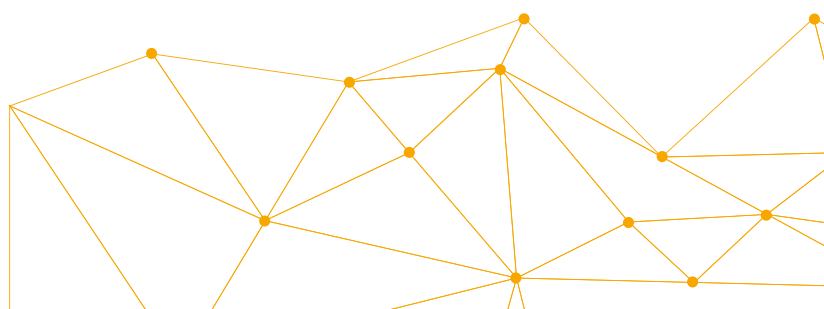
Pricing: Sprinklr pricing varies based on your needs. Sprinklr Service is \$249 per seat/month, billed annually. Sprinklr Social is \$299 per seat/month, billed annually. Sprinklr Insights and Marketing plans, along with any Enterprise plan, require contacting sales for a customized quote.

Sprinklr Smart Response Challenge:

See how Sprinklr Smart Responses work (for a client who uses it) to see if it captures agent response outputs to create on brand responses to use for reactive engagement opportunities.

Example Sprinklr Challenge: Rewriting a Response to a Complaint on Social Media

Prompt:
Original Comment on Social Media:
Hope they match?



Results from this prompt:

Camille, unfortunately, we do not match. We will be sure to pass along your interest to our product development team.

Prompt 2:

Original Comment on Social Media:
Waited 25 minutes for help and nobody came

Results from this prompt:

We're sorry to hear this, Mike. Please send us a private message with your contact information and store location, so we can look into this.

Prompt 3:

Original Comment on Social Media:
Thanks for being a great supplier, lots more to come next year! 🙌

Results from this prompt:

We appreciate the love, (username automatically pulled in) 😍

Our AI Writing Top Tool Picks



Overall Favorite:
ChatGPT

ChatGPT is our favorite tool for many reasons. One decisive factor is getting more than fair results when comparing free to paid plans. The free plan makes the tool accessible for individuals or companies of all sizes, and while the paid plan does offer some more compliments to the service, the free version still holds value. It has so many use cases, so it's very versatile. The ability to rewrite at different reading levels is a big time-saver and the sheer number of results it generates is superior to most tools.

We're also a big fan of the running prompt log and being able to examine past prompt insights to shape out what yields better results so we can understand how to shape our ongoing prompts needed per task to complete.



Special Use Case Favorite:
GrammarlyGO

GrammarlyGO already had the power of Grammarly behind it, so adding AI capabilities to an already fantastic tool is a significant benefit. The plugin worked well within different apps our team uses, which helps enhance things on the go – well done to them for naming it accordingly!

The results felt more robust compared to other tools, but having easy-to-use options to tweak it automatically without needing to give a ton of direction in prompts saved our team time, which saves dollars. While it may not be an everyday need, it's an option you want to have available for yourself or your team for any day you need to use it.

Images with AI

Navigating the world of AI-generated images is like embarking on an artistic adventure with a trusty (and sometimes erratic) sidekick. This sidekick – your AI tool – is brimming with potential and can pull off some stunning visual feats, but it's also a bit unpredictable. Like any good partnership, getting the best out of this AI buddy takes time and a bit of learning. Similar to what we experienced using AI for writing, AI can't entirely be left alone when used for images – unless you don't mind a car showing up in a photo set in the early 1800s or a hand that morphs into a foot (and you didn't prompt any of this).

The constantly evolving world of generative AI can be overwhelming. Fortunately, we've done the hard work by test-driving several AI platforms. Each platform offers significant advancements in AI, serving as a powerful tool for artists, designers, marketers, and anyone seeking to bring their imaginative ideas to life.

The image tools we'll be breaking down include:

- DALL·E
- Stable Diffusion
- Midjourney
- Adobe Firefly

Let's dive in!

DALL·E

One of the first generative AI platforms on the market, DALL·E is known for its ability to generate a wide range of creative and imaginative images from text inputs. It can produce visuals beyond reality, making it great for developing surreal or fantastical concepts. (For example, if you need an image of a "giraffe made of clouds" for any reason, DALL·E can quickly bring that to life.)

What We Liked

- **Innovator in the Space:** DALL·E was the first generative AI platform we tried and one of the first on the scene. The team continues to roll out new features and improve the AI's output.
- **Text Integration:** DALL·E 3 can smoothly incorporate text into images – something other generative platforms struggle with.
- **Simple Interface:** Generating images without signing up with a third-party platform is easy.

What We Didn't Like

- **The Credit System:** DALL·E runs on [credits](#); you'll use many when bringing your AI vision to life. The credit system pushed us to think critically and develop the best prompts, but once we ran out of credits, it was the end of the road – we couldn't expand on our creations.
- **Generations tend to be surreal:** DALL·E is excellent for generating surreal images but not so much for creating realistic or natural ones.

Pricing: 15 free monthly prompts, then \$15 for 115 prompts.

Stable Diffusion

Stable Diffusion is an open-source deep learning model developed by Stability AI that is designed for text-to-image generation. It utilizes advanced algorithms to transform textual descriptions into detailed images, showcasing the power of artificial intelligence in creative domains. This technology leverages a large dataset of images and text pairs to learn how to generate visually compelling and relevant images based on textual inputs.

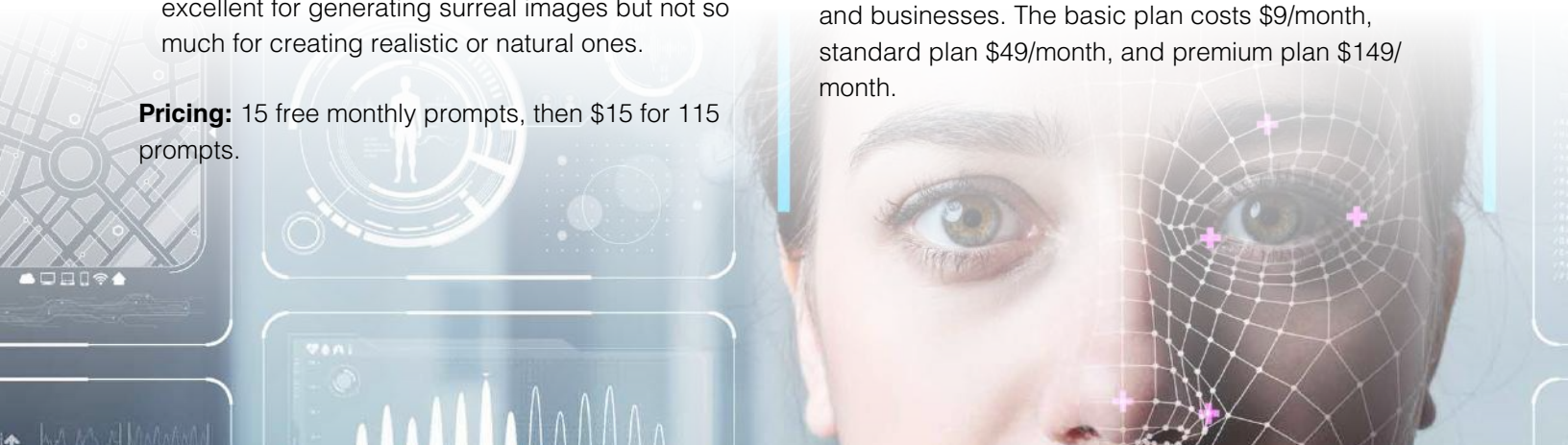
What We Liked:

- **Accessibility:** Being open source, it's accessible to many users, from hobbyists to professionals, without significant cost barriers.
- **Customization and Flexibility:** Offers high levels of customization, enabling users to create tailored images that fit specific needs or artistic visions.
- **Time Efficiency:** Reduces the time and effort needed to create detailed and high-quality images, streamlining the content creation process.

What We Didn't Like:

- **Quality Variability:** The quality of generated images can vary, and some outputs may not meet the expected standards or relevance.
- **Learning Curve:** Requires a certain level of technical understanding and familiarity with AI systems, which might be challenging for non-technical users.
- **Dependence on Textual Descriptions:** The output quality heavily depends on the specificity and clarity of the input text, which can be limiting in some scenarios.

Pricing: Stable Diffusion is a free and open-source tool with monthly subscription plans for developers and businesses. The basic plan costs \$9/month, standard plan \$49/month, and premium plan \$149/month.



Adobe Firefly

Tap into the magic of Adobe Firefly and effortlessly transform your ideas into realities. This powerful suite of tools is a standalone web application that offers new ways to ideate, create, and communicate using generative AI. The application is designed with commercial use in mind and is suitable for all types of creative work.

Adobe Firefly enables users to generate images from text, create unique text styles and textures, add or remove objects from an image, replace backgrounds, and recolor vector artwork.

What We Liked

- **Inclusive:** Adobe regularly tests its AI models for safety and bias and shares these results between the Ethics and Engineering teams. The company also has public feedback mechanisms to address concerns and improve its AI.
- **Integration with Adobe Creative Suite:** Besides the standalone web application, users can access Adobe Firefly through Adobe Express and Adobe Creative Cloud applications, like Photoshop.

What We Didn't Like

- **Ease of Use:** Some features (notably text styles and recolor) performed better than others.
- **Glitchy:** The Adobe Firefly website often froze, crashed, or stopped functioning during image generation.

Pricing: Adobe Firefly is free, but on November 1, 2023, a new “generative credit” system for AI-generated content was put in place. Free accounts will receive 25 monthly credits, while \$4.99/month gives 100 credits, Adobe Stock access, and watermark-free images. Current Creative Cloud subscribers will receive credits, too.

Midjourney

Midjourney is an innovative tool that harnesses the power of artificial intelligence to assist you in exploring the vast landscape of AI-generated imagery. It serves as a digital compass for creativity, guiding you through this exciting terrain. Whether you're brainstorming for a client's campaign or simply pushing the limits of your imagination, Midjourney is here to help you bring your ideas to life with stunning visuals.

What We Liked

- **Excels in photorealism:** Midjourney's impressive ability to recreate intricate details, such as realistic skin texture, facial features, and lighting, is unparalleled. With the correct prompts, creating photorealistic images is easier than ever before.
- **Easy to customize and fine-tune:** Midjourney's zoom, upscale, and extend tools enhance your prompts and offer unlimited creative freedom and exploration.
- Frequently updated with new features

What We Didn't Like

- **Bias:** Generative AI systems have tendencies toward prejudice, stereotypes, and reductionism. We found more bias in Midjourney than in other tools, with the platform often defaulting to Caucasian, male, and stereotypes of people and cultures.
- **Only available through Discord:** Although Midjourney offers powerful features, its user interface may be challenging for those unfamiliar with the Discord platform.
- **Images are public:** All images created on Midjourney are publicly viewable and can be remixed by paying users.

Pricing: Midjourney offers four pricing plans: Basic, Standard, Pro, and Mega. The minimum monthly fee is \$10, and you can save \$2 monthly with an annual subscription.



If you're more of a visual learner, here are the results from our prompt challenge between the three platforms.

Challenge #1: Landscape

Challenge #1 tested the ability of three different AI systems to generate a simple photo of a landscape (beach, meadow, mountain, forest).

Prompt:

A vibrant photo of a beach, wide shot, outdoors, sunset photo at golden hour, wide-angle lens, soft focus, shot on iPhone 8 in 2017.

Results from this prompt:

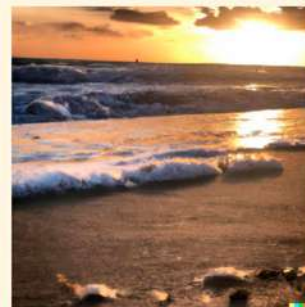
Results:



Midjourney



Stable Diffusion



Dall-E

Challenge #2: Animal

Challenge #2 tested the ability of three different AI systems to generate a simple photo of an animal.

Prompt:

A vibrant photo of a penguin, outdoors, cinematic lighting, high definition, shot on Sony Alpha a7.

Results from this prompt:

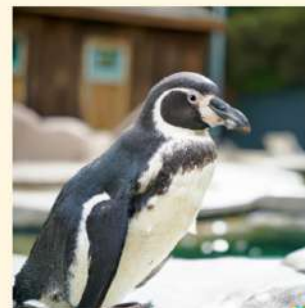
Results:



Midjourney



Stable Diffusion



Dall-E

Challenge #3: Human

Challenge #3 tested the ability of three different AI systems to generate a simple photo of a human.

Prompt:

Profile photo of a young woman with red hair, soft makeup, looking away, 50mm portrait, photography, hard rim lighting photography, photograph, realistic skin texture.

Results from this prompt:

Results:



Midjourney



Stable Diffusion



Dall-E

After extensive testing, we found that two AI art platforms stood out: Midjourney and Adobe Firefly. Buckle up because we're about to go on an exploratory deep dive into what makes these two the MVPs of our AI art toolbox.



Overall Favorite: Midjourney

Midjourney is an impressive tool that offers a great starting point for designers and creatives. It generates high-quality images and provides fun ways to edit and expand your creations. This platform is a game-changer, allowing you to personalize your work like never before. Read on to discover how Midjourney can enhance your creativity.

Photorealistic Generations

Midjourney is known for its incredible ability to create images that blur the lines between the virtual and the real, often making it difficult for viewers to discern whether they were captured by a camera

or generated by an algorithm. Its expertise lies in crafting stunning compositions that could easily pass for snapshots of the real world.

Although Midjourney is excellent at capturing images with exceptional lighting and detail, it struggles with producing photorealistic depictions of brands. During our testing, we noticed that product names often became scrambled or distorted, and trying to generate an image that features a specific brand was unsuccessful. This limitation isn't terrible, as it prevents anyone using the tool from generating endless photos of a product. However, it can also be frustrating when attempting to create a specific scene that requires a particular brand to be displayed accurately. Check out what happened when we tried to generate detailed brand photos below.

Prompt:

a bottle of Chanel No 5 perfume on a golden vanity tray, golden hour light, photorealistic, detailed, elegant.

Results from this prompt:



Apparently, Chanel has branched into the whiskey business.

Results from this prompt:

Prompt:

an urban high fashion photoshoot with a young man wearing Nike sneakers, shot on a Nikon Rebel T7, man is in front of a graffiti wall.



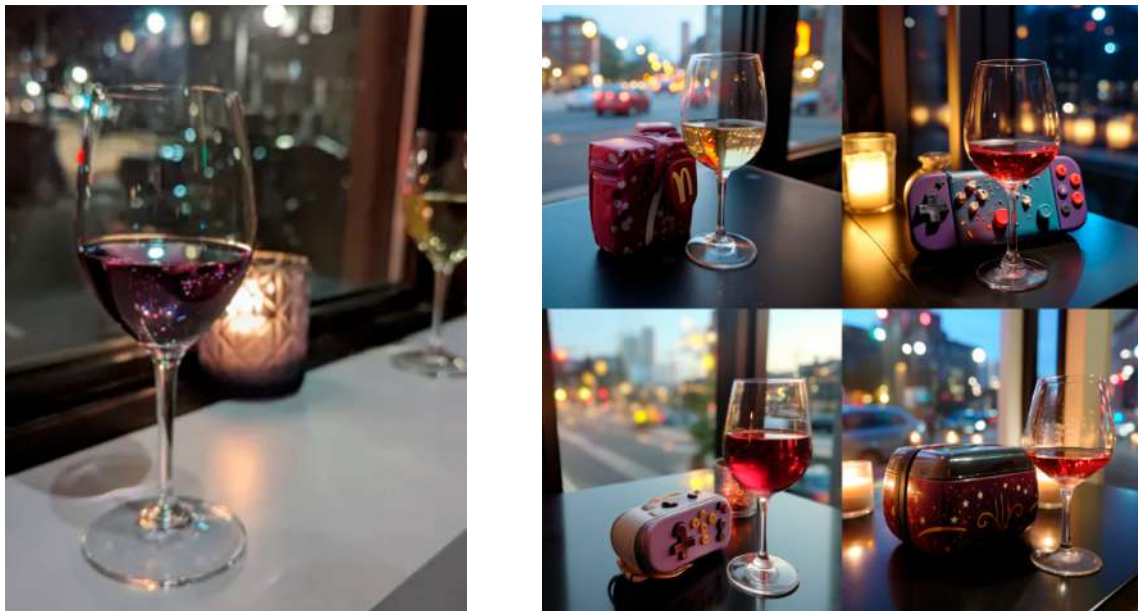
They may not have Nikes, but they will have the strongest thighs from these squats.

Photo Upload Functionality

Midjourney offers a feature that allows you to upload photos to enhance your creative projects. The system uses your uploaded photos as reference points to help you create outputs that match your vision. Whether you want to incorporate specific elements from a photo into a new design or start from scratch with a fresh photo as your foundation, this feature is designed to help blend your creativity with AI-driven design.

Our team had mixed results when using this feature. While the ability to generate content with an image has potential, it gave us less control over our final image, even with a well-written prompt. Most of the images we generated felt off-brand, unrelated to the original photo, or only vaguely connected to the prompt. These results and the number of steps involved for limited control over the final image suggest that this function of Midjourney still could use some tweaking.

The left is the original photo. The right shows what happened when we prompted it to include a Nintendo Switch Controller and Happy Meal bag.



We aren't sure what's going on here, either.

Despite its limitation, the photo upload feature isn't a total loss. In fact, it produced usable results with light editing, like these images based on an agricultural client's photo.

On the far left the original image. The two to the right are the generations.





Our Runner-up: Adobe Firefly

Adobe Firefly is a platform that allows users to explore AI-assisted creativity. The tool comprises various AI models, each with a unique function. We were impressed with Firefly's extensive range of tools, user-friendly interface, and seamless integrations. Continue reading to learn how this tool can enhance your work and revolutionize your team's approach to design and creativity.

Text Effects

One of the most impressive features of Adobe Firefly is Text Effects. This feature lets you easily create bold and stylized text to suit your preferences. You have complete control over the design by adjusting the font, background, and variation using any of Firefly's material and texture settings. Additionally, you can experiment with creating your own stylized text by entering a unique text prompt. Our team found this feature especially useful and enjoyable to use.



This tool ran smoothly, and our team had a lot of fun trying out different keywords and textures. The only downside we encountered was the limited selection of font styles. However, considering the frequent rollout of new features by Adobe Firefly, we don't anticipate this to be an issue for long.

Generative Fill

Adobe Firefly's Generative Fill is an exceptional tool that allows you to explore your creativity beyond basic editing. You can easily modify lighting, change backgrounds, or even adjust facial expressions without compromising the subject's essence. The tool's user-friendly interface makes these advanced features accessible to a wider audience, thus democratizing high-quality editing. While the tool is undoubtedly innovative, we have found that it can be inconsistent in the quality of its output, particularly when editing portraits. Some edits look seamless and realistic, while others appear less polished. See below for some examples.

Prompt:

Turtleneck sweater, purple lipstick, gold hoop earrings, long hair.

Results from this prompt:

(Above is original, down is using AI prompt)



Prompt:

Leather jacket, red lipstick, gold dangly earrings, sunglasses.

Results from this prompt:

(Above is original, below is using AI prompt)



Although Generative Fill had difficulties with portraiture, it excelled in modifying digital or illustrated images. Our tests showed that the tool produced aesthetically pleasing and natural-looking edits to our sample image. With the right keywords, it took just minutes to uproot a solitary lighthouse and place it on the shores of a starry wooded grove.

Prompt:

Starry sky, tall pine trees, grass.

Results from this prompt:

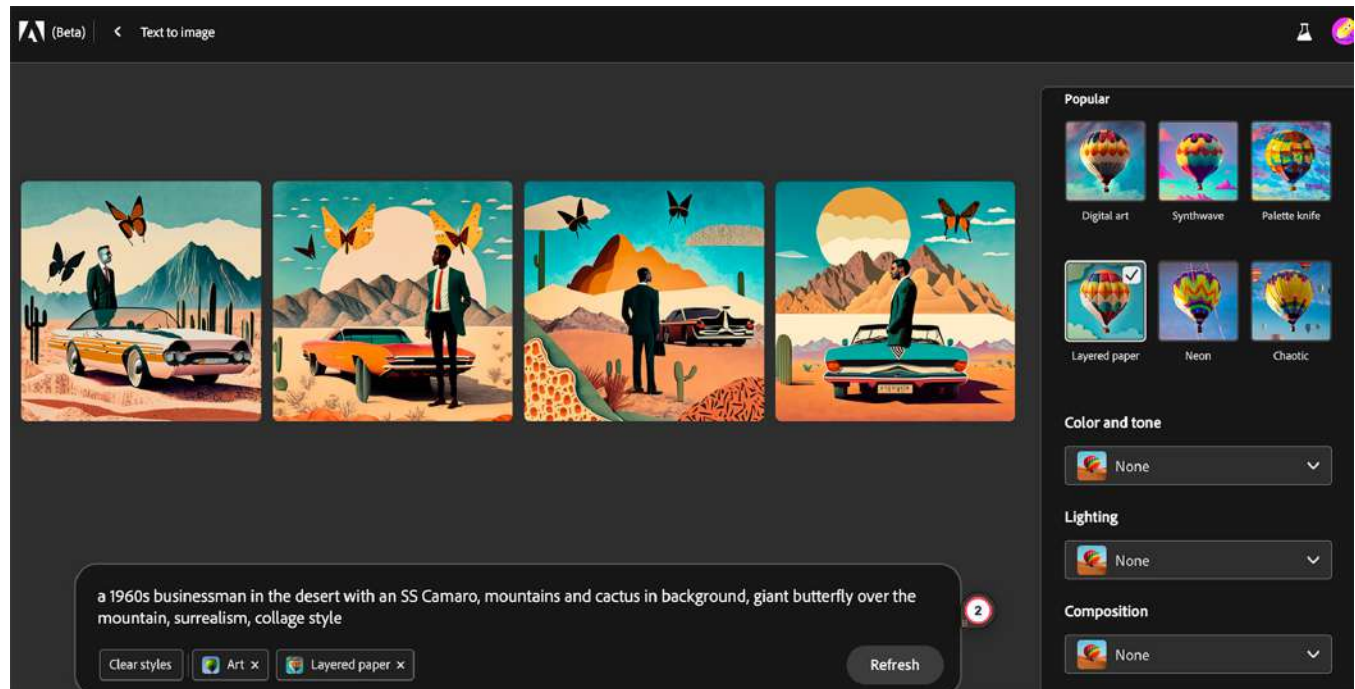
(Above is original, below is using AI prompt)



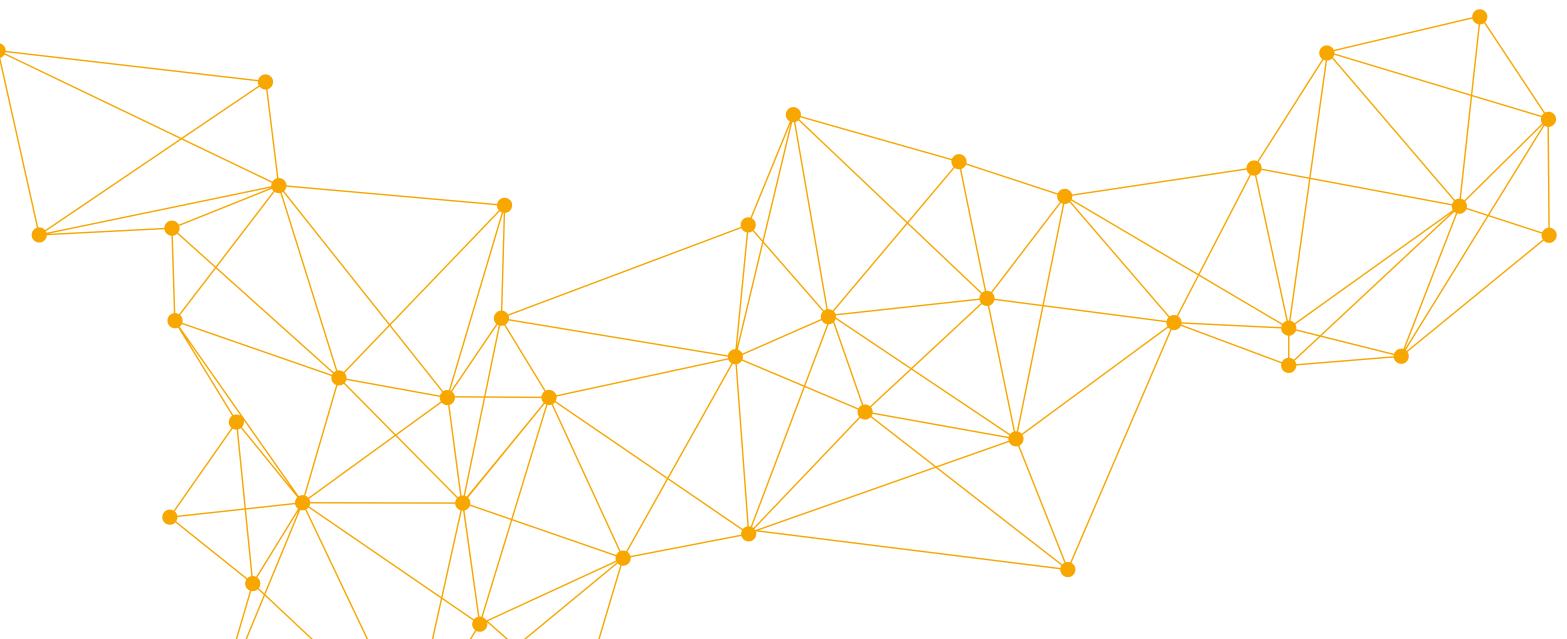
Text to Image

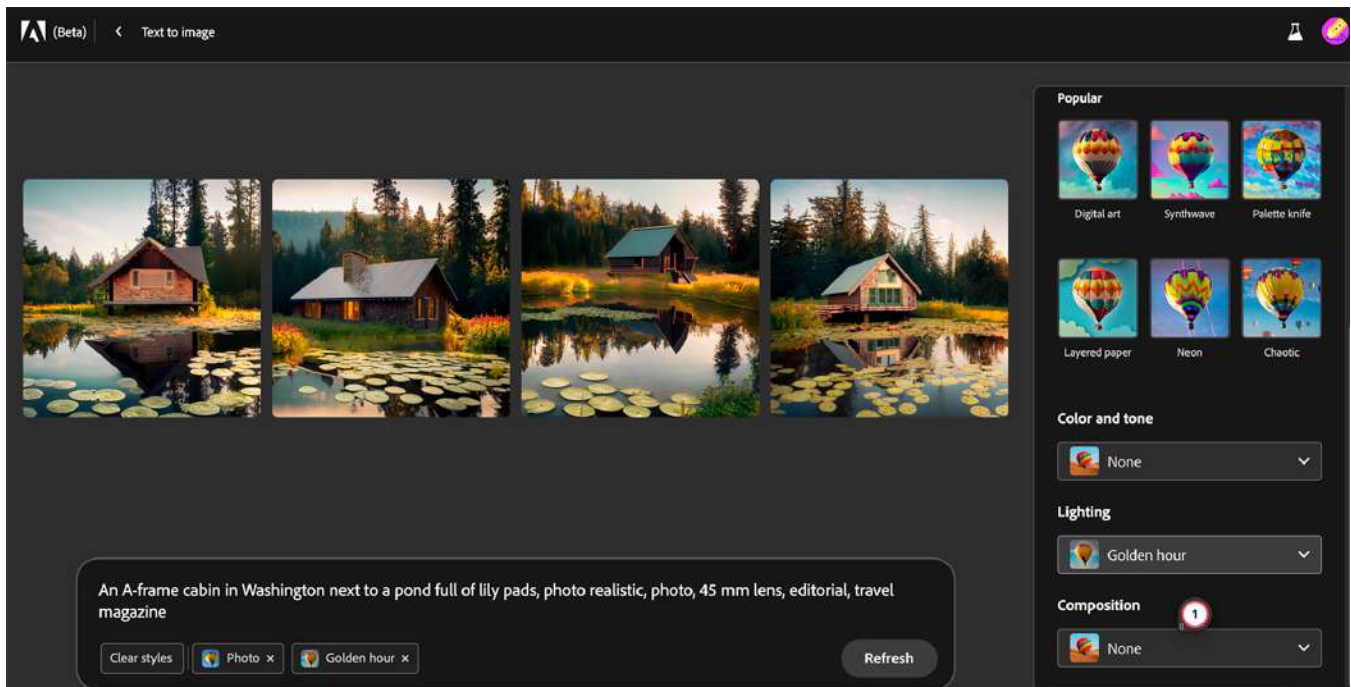
Adobe Firefly offers a wide variety of functionalities: among them, the Text to Image tool is a strong contender. This tool gives users greater control and customization options for the final generated image. Users can easily set their image's color, tone, lighting, and overall composition. Additionally, the tool offers several popular image styles, such as layered paper and synth-wave, which can help users get started with their creative projects.

It's worth noting that Adobe Firefly's Text to Image functionality is one of the least biased generative AI tools we've used. The tool provided images featuring people of color without additional prompting during testing.

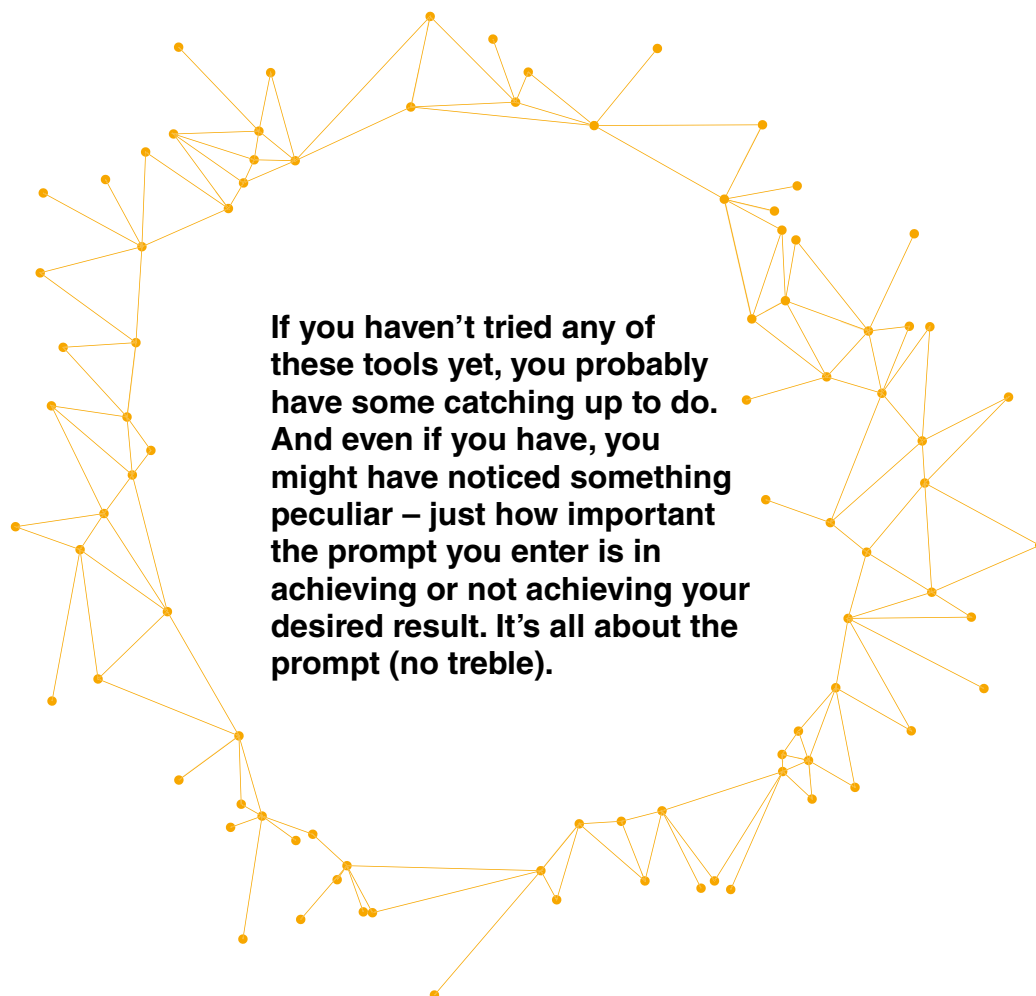


The tool also easily recognized and accurately depicted landmarks, such as the Cape Hatteras lighthouse. We loved the photorealistic results of this generation. Still, we found the tool had an easier time generating depictions of real places than the ones we imagined. (Check out the cabin image on the next page.)





It's worth noting that Adobe Firefly was still in beta at the time of testing, so our results reflect this. As of September 2023, Adobe Firefly is now fully launched.



It's All About The Prompt

What you Need to Know to Write the Perfect Prompt

Improving your prompt writing skills is the first step towards maximizing productivity and creativity with AI. Prompts should be as specific as possible to avoid using more tokens or credits. Creating prompts that achieve your desired outcomes requires a deep understanding of the AI tool's capabilities and limitations, a creative mindset to envision the result, and clear communication skills to guide the AI towards that goal. As these tools continue to evolve and find applications in various fields, the ability to craft concise, comprehensive, and imaginative prompts becomes a crucial competency. This not only enhances the quality of the output but also unlocks a world of possibilities for what can be achieved with AI, paving the way for more innovative and groundbreaking applications.

Four Steps to Perfect AI Writing Prompts

1

Be Specific:

Determine precisely what you need help on – is it rephrasing feedback for a team member, adjusting responses or copy to better match a brand voice, or idea starters for social posts or blog articles? It can be helpful to include any character or word limits if that's needed. Like this:

- Create a customer service response for this social comment. Ask for a DM and keep it under 280 characters.
- Help me create a thank you note for Victoria to share in Slack.

2

Be Informative:

Once you identify what you need help with from a writing capacity, it's time to drill down more details to create better results that make it easy for you to tweak or refine. See what we added to our prompts in blue.

- Create a customer service response for this social comment. Ask for a DM and keep it under 280 characters. *Here is the complaint: I had a terrible experience at your store location in Topeka! I tried to use the birthday coupon you all sent to my email address. It kept saying invalid, and even the manager needed help figuring out what to do. I put everything back because I was going to buy with that discount, and it's the only reason I came into the store. Do better!*
- Help me create a thank you note for Victoria to share *with her managers* in Slack. *She helped me handle a tricky conversation with a client about knowing when to respond or not to a negative ad comment. It was well-received by the client and let her expertise shine.*

3

Be Emotive:

Consider if there are any voice or tone guidelines you need to include in your prompts. See what we added to our prompts in blue to cover this area.

- Create a customer service response for this social comment. *Make the response sound helpful and friendly*, ask for a DM, and keep it under 280 characters. Here is the complaint: I had a terrible experience at your store location in Topeka! I tried to use the birthday coupon you all sent to my email address. It kept saying invalid, and even the manager needed help figuring out what to do. I put everything back because I was going to buy with that discount, and it's the only reason I came into the store. Do better!
- Help me create a thank you note for Victoria to share with her managers in Slack. *Make it sound professional and kind*. She helped me handle a tricky conversation with a client about knowing when to respond or not to a negative ad comment. It was well-received by the client and let her expertise shine.

4

Be Mindful:

When your results are generated, be mindful of your subsequent actions and consider your commands to avoid veering off into the wild rants and fluff often encountered while using generative writing tools.

A quick checklist:

- ✓ Does it sound human?
- ✓ Does it sound like who it should be coming from?
- ✓ Is it short or long enough?
- ✓ Does it hit the emotions I need?

- ✓ How much of this is right or wrong?
- ✓ Does it need any fact-checking?
- ✓ Does it hit the marks required for my task?
- ✓ Can I add anything in myself to make it better?

As you identify things that need to change, enter the adjustments you want to see as another instructive prompt and continue until you find the sweet spot ready for you to work your magic into it or feel good to go. Here are our ending examples from ChatGPT and GrammarlyGO after our mindful checks and human refinements:

- Create a customer service response for this social comment. Make the response sound helpful and friendly, ask for a DM, and keep it under 280 characters. Here is the complaint: I had a terrible experience at your store location in Topeka! I tried to use the birthday coupon you all sent to my email address. It kept saying invalid, and even the manager needed help figuring out what to do. I put everything back because I was going to buy with that discount, and it's the only reason I came into the store. Do better!
 - **ChatGPT:** We're sorry for the inconvenience you experienced with your birthday coupon. Please DM us your email and any other details from your Topeka store visit - we want to make this right ASAP for you!
 - **GrammarlyGO:** We're sorry you had a bad experience at our Topeka store. We want to make it right! Please DM us your email address and include a screenshot of your birthday coupon so we can look into this for you.
- Help me create a thank you note for Victoria to share with her managers in Slack. Make it sound professional and kind. She helped me handle a tricky conversation with a client about knowing when to respond or not to a negative ad comment. It was well-received by the client and let her expertise shine.
 - **ChatGPT:** I wanted to give a huge shoutout to Victoria for her incredible support recently. She helped me navigate a tricky conversation with

a client about handling negative ad comments. Her expertise shone through, guiding us on when to respond and when to step back, and it made a huge difference. The client was impressed, and her insights were spot-on! Thanks to Victoria for her outstanding guidance; she always ensures our team looks great in front of our clients.

- **GrammarlyGO:** I wanted to take a moment to express my gratitude for the outstanding support Victoria provided me in handling a tricky conversation with a client about knowing when to respond or not to a negative ad comment. Her expertise and guidance were invaluable! I'm thrilled to share that the client's feedback was incredibly positive and allowed us to align on a process for handling ad comments moving forward.

1

Four Steps to Perfect AI Image Prompts Be Specific:

Use straightforward language with subjects, descriptions, and keywords. It's a good idea to steer clear of words like 'generate' or 'create' for a more user-friendly experience. Such as,

- A green clay teapot on a floral tea cozy, two matching mugs full of tea beside it, photorealistic
- A desert paradise, three tall cacti surrounding a pool with pristine waters, realistic, heat waves

2

Be Descriptive:

If you can describe it, you can create it! Let your imagination run wild and see the fantastic generations you come up with. Like this,

- Paper quilling of underwater scene. A fish swims over a bright coral reef.
- Comic book poster of eyes, magenta and black color scheme, realistic, hyper-detail, dotted, 32k cel shading, bold lithographic, detail, synth-wave, pop art.



3

Be Detailed:

Share your vision for what you'd like to accomplish, including the mood, style, and lighting you have in mind. The more descriptive you can be, the closer the platform can get to creating the perfect image. Kind of like so,

- Young urban man stands in the middle of the street in a yellow sweatshirt, the glow of street signs illuminating him, in the style of cyberpunk, neon installations, radiant neon patterns, motion blur panorama, figura serpentinata, digitally enhanced, light black and pink.



4

Be Emotive:

The words you choose impact your final image. Use gentle words to generate an image that pulls on the heartstrings and powerful words for an inspiring one.

- A full-body photograph of a girl laughing in a field of bright sunflowers, summer, colorful, joyful, sunny, vibrant, photorealistic, warm lighting, 1900s.
- A full-body photograph of a girl sitting in a field of sunflowers, cold, dark, melancholy, moody, photorealistic, moody lighting, 1900s.



With the right prompt, the sky's the limit. Go ahead and explore. But also zoom out a bit and consider the impact of AI, the good and the bad. That's our next section.

Using Generative AI in the Social Space

Challenges and Considerations

The world of creativity is evolving at lightning speed with the help of cutting-edge AI tools. However, it's important to keep a close eye on the ethical implications that come along with AI's integration into creative industries. By keeping these things in mind, you can find the perfect balance between innovation and responsibility.

Ethics and Copyright

Generative AI models are known for their ability to create high-quality images from textual descriptions. One of its significant pros is that it democratizes digital art creation, allowing those without traditional artistic skills to bring their visions to life. It also accelerates the creative process, generating images in a matter of seconds, which can be a boon for productivity in fields such as graphic design and marketing.

On the con side, the accessibility of the platforms raises concerns about the devaluation of professional artistic skills and potential copyright infringement, as the AI can replicate styles and elements from existing artworks.

Inconsistency in Image Generations

AI tools are creative companions that sometimes color outside the lines. Despite their advanced algorithms, these tools often struggle with maintaining consistency in detail, leading to anomalies or inaccuracies in the final output. You might chuckle at the odd mishap or unexpected twist in your visual narratives. Sometimes, these twists can lead to a

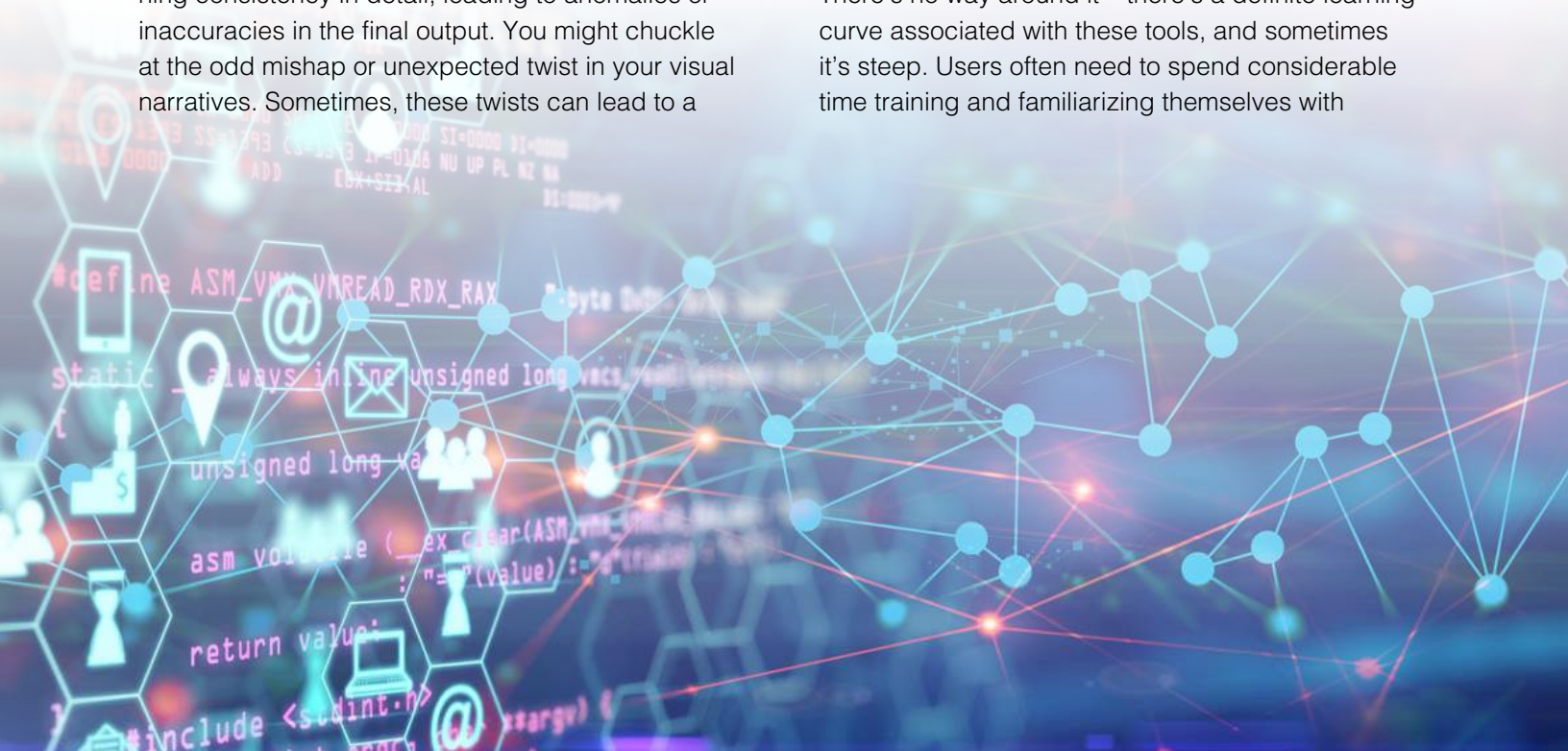
compelling image; sometimes, they're downright infuriating. Accept these quirks as part of the AI production process and keep refining your prompts to increase your odds of successful generations the first time around.

Dealing with Bias

To achieve fairness in Artificial Intelligence, addressing the issue of bias is crucial. AI often relies on large datasets, which may perpetuate biases that exist in the training data, leading to unfair and insensitive representations. However, by recognizing and addressing the potential for bias in AI, we can develop models that accurately predict outcomes while maintaining fairness. These models can act as impartial judges, overcoming biases instead of perpetuating them. It's important to keep bias in mind while experimenting with AI and to check for any insensitivities in the final content.

Learning to “Communicate” with AI

There's no way around it – there's a definite learning curve associated with these tools, and sometimes it's steep. Users often need to spend considerable time training and familiarizing themselves with



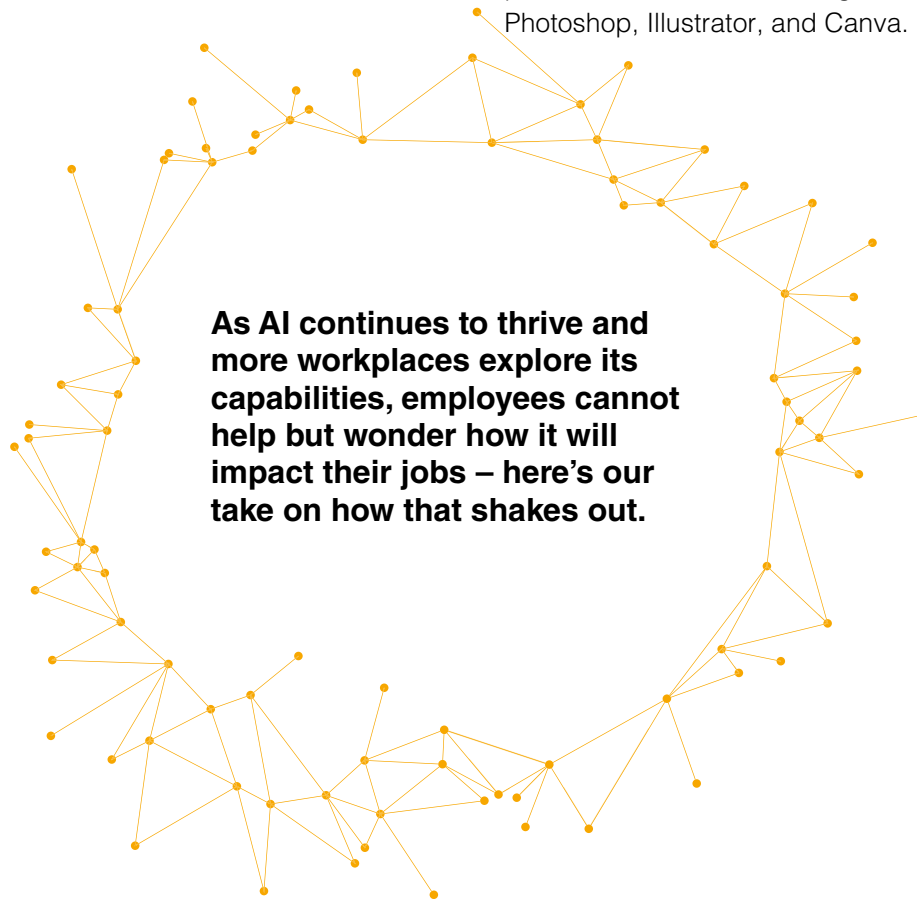
AI's specific commands, nuances, and limitations to harness its potential effectively. This time includes understanding how to frame prompts, the influence of various parameters, and fine-tuning AI's interpretation of instructions. No matter how well-written a prompt is, the AI's interpretations of prompts may not always align with the user's intent, leading to potential misalignments in the final output.

As a creative resource, AI image generation tools offer immense creative possibilities. However, achieving the best results requires patience and practice. We recommend engaging with these tools early and frequently to set yourself and your team up for success.

Integrating AI Into Your Workflow

Just as a telescope doesn't gaze at the stars alone, AI requires the guiding vision and unique perspective of human creativity to shine. It's a partnership where human imagination charts the course – a collaborative companion to the creative professional. By prompting the tool to deliver desired results, creatives can simplify and streamline their workflow.

We see AI platforms as tools, not replacements. (While we may give AI tools the map, we're not handing over the driver's wheel.) Generated images are often a starting point – a canvas for further enhancement. The possibilities are endless when paired with advanced editing tools like Adobe Photoshop, Illustrator, and Canva.



As AI continues to thrive and more workplaces explore its capabilities, employees cannot help but wonder how it will impact their jobs – here's our take on how that shakes out.

AI's Workforce Transformation

Job Displacement by AI?

There's quite a bit of anxiety about how AI is going to steal everyone's jobs. But from what we've seen, that's not going to happen anytime soon. But don't just take it from us, [eMarketer found that US advertising and public relations employment reached 497,200 jobs in July 2023, the highest since 2001.](#)

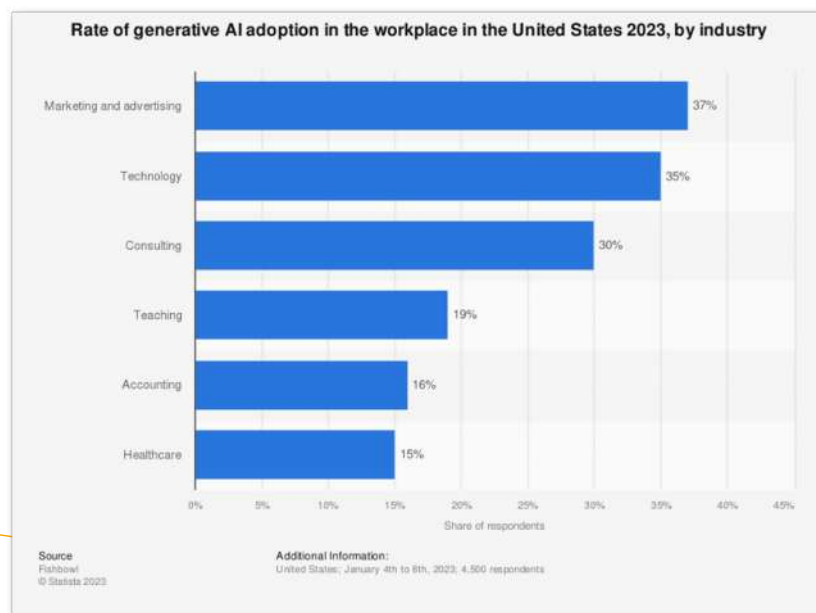
Whether entering a prompt in Midjourney or finessing reactive comments to sound less robotic and align with

the brand voice, humans are still necessary for developing the input and reviewing the output for accuracy. With human intervention, brands can avoid sharing unrealistic or biased creative, sounding robotic and off-brand (imagine the nightmare of giving AI 100% control over reactive comments), or sharing misinformation.

In our view, instead of replacing jobs, AI will change the nature of social media jobs. AI will be leveraged in the day-to-day workflow across all facets of social media, including using AI as a launching pad for creative brainstorming, creating assets that are hard to recreate and assisting with writing copy, finding different ways of responding to comments, writing

formulas in Excel, or optimizing and monitoring paid campaigns. Ultimately, AI will likely own mundane tasks, "freeing up time for you to focus on your social media strategy and innovation." For example, your team will spend less time on your paid social campaign, freeing up time to research and test new ad features, creative formats, or targeting.

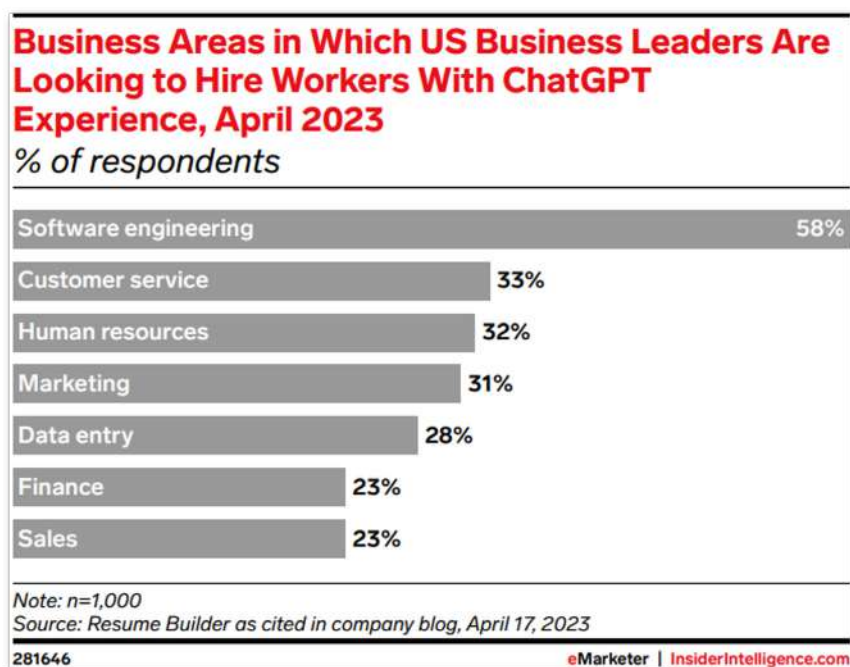
The US marketing and advertising industry is already leveraging AI, [with a 37% AI adoption rate in the workplace, the highest of the sectors reported in survey results curated by Statista.](#)



However, before we get there, tools will need to improve as our experience has shown that sometimes AI creates more work rather than saving time. Social media marketers must also dedicate time and money to test these tools, pay for them, train employees, and learn and stay current on the latest copyright and platform policies around AI. To address these additional responsibilities, marketers may create AI departments and new positions, such as an AI Compliance Officer, a role focused on ensuring the company complies with legal regulations around AI.

We're already seeing AI-focused jobs, with over 1.1K Prompt Engineers job postings on LinkedIn, a role focused on writing AI-generated text prompts.

Experience using AI tools such as ChatGPT may also be a skill marketers need. According to Resume Builder, marketing is among the top four areas US business leaders want to hire those with ChatGPT experience. Universities are already preparing students, with Michigan State University offering a ["Learn Technical AI and ML from Industry Experts"](#) online course and the University of Michigan offering a master's degree in [Artificial Intelligence](#).



Currently, we view AI as a technology to support social media marketers rather than one that will replace jobs, as it still has a way to go without human interaction. Ultimately, AI will create efficiencies and free up time for innovation; however, marketers will need to account for the time and costs associated with these tools. This means growing the skills now and building the team dedicated to AI, as AI won't replace social media marketers, but a marketer with AI experience will.

**We've covered so much already,
but what does all this mean for
the future?**

Setting the Stage for 2024

Our AI Wish List

In 2023, AI underwent significant advancements, particularly in its creative applications. Noteworthy programs emerged from companies like Adobe, contributing to the evolving landscape. Amidst this progress, some fleeting trends quickly faded away. Applications like Midjourney demonstrated sustained development, enhancing overall workflow and image output, as evident in the visual progression depicted below from [rocketdash](https://rocketdash.ai).



Adobe's generative fill feature garnered immense popularity, captivating the creative community and becoming a staple in daily work for many professionals. ChatGPT floored the world with its game-changing, often spooky, capabilities. AI integration touched all types of marketing tools to automate tasks and free up time for strategic thinking. Regardless of individual opinions on AI, its undeniable reality is its enduring presence, poised to integrate into our daily lives, sometimes very obviously and other times not. You would think with such a year, we all would be satisfied with where we are at with AI. But, because we are only human and not AI, we do indeed have a wish list moving forward.

Wish 1: More Realistic Looking Images from Prompts without the “Stranger Things”

Our first, and most extensive wish for 2024, is for applications like Firefly and Midjourney to keep progressing and learning what we want when prompted. We've tested people, landscapes, landmarks, animals, food, and more and can see the variance between tools, but as whole, we would love to see even more refinements moving forward. Below are some images we've created prompts for in these categories, and as you can see, it's kind of amazing AI did these, but if you look closely, there are some oddities.



Images from Midjourney

Wish 2: Improvements in Generative Fill

Wish two is a handy tool that needs some fine-tuning: generative fill. We see this in applications like Adobe Firefly and Photoshop and expect more tools to follow suit. Generative fill can be a nifty lift if tools can work to get it right. If the fill prompt is too complex, meaning too much context is lost, we find the result to be rather disastrous.

Not all is lost with fill, however. Generative fill is great at “extending” backgrounds to help reformat images from 16:9 to 9:16, 1:1, or other socially friendly formats. Need a window or counter quickly extended? It’s a perfect task for AI.



The image on the left is the original but doesn’t work for a mobile-first social environment. Using generative fill on the right, the image was elongated and cropped for a vertical social placement.

Wish 3: More Inclusion

Another major wish of ours is for tools to enhance the inclusivity of AI image-generation tools, ensuring they authentically represent diverse races, ages, abilities, sizes, and genders. While there is observable progress, AI humans default to young, predominately white, and slender. It would be highly beneficial if AI tools could naturally incorporate diversity from the initial prompt rather than requiring additional keywords to call for inclusivity specifically.

The image on the left had a prompt asking for a group of teammates at a work function. The image on the right had a prompt for teammates at a conference and called specifically for someone over 50, someone in a wheelchair, and a person of Asian descent.



Wish 4: Custom Brand Parameters and Rule-Based Responses

For AI programs to pull their weight in generating responses to users on social media, we’d really appreciate the ability to fully customize tools. When a company uses AI for responses and doesn’t run it through the filter of a human, the user ends up more upset because they can tell it’s a robot. If text-based AI systems could use rules like coding (for example: if this, then that) to create rules based on responses, this could provide social media managers and customer service teams a helpful extension to their team.

It was a pivotal year for AI’s role in creative industries, a journey in which we have keenly observed and participated. Despite the fleeting fads and initial shortcomings, what remains constant is AI’s evolving potential as a tool to augment, not replace, human creativity. As applications continue to advance and competitors enter the race, so does the conversation about how we integrate them into our work. But let’s remember that as much as we look to AI for assistance, the heart of creativity still beats within the human spirit, waiting to collaborate with these ever-learning systems.

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