

# AI For Profitable Social Media Content Creation: How To

In this short guide I want to give you an overview of how to use the different social media networks I talked about in *The AI Tactics Volume 4: Using AI For Profitable Social Media Content Creation Workshop*. Read through this and take notes so that you know exactly how to use the different social media networks out there. You can create all the content you want, but at the end of the day you need to know what content to create for what networks and how each of those networks work.

Let's look at them all individually really quickly...

## Facebook:

Let's look at **Facebook** first. The best kind of content for Facebook is...

**Educational content:** Share articles, blog posts, or videos that teach your audience about something they are interested in.

**Entertaining content:** Share memes, funny videos, or other content that will make your audience laugh. If it's related to your niche even better.

**Inspirational content:** Share quotes, stories, or images that will motivate and inspire your audience.

**Promotional content:** Share information about your products or services

**Behind-the-scenes content:** Give your audience a glimpse of what goes on behind the scenes at your business.

**Interactive content:** Ask questions, run polls, or hold contests to get your audience involved.

You should also consider using a variety of content formats, such as images, videos, and text.

## Instagram:

Onto **Instagram**... The best kind of content to post on Instagram is content that is visually appealing and engaging.

*This could include...*

**High-quality photos and videos:** Instagram is a visual platform, so it's important to post high-quality photos and videos. Use good lighting and composition and edit your photos and videos to make them look their best. Filters are super popular on Facebook and they're **NOT** just for selfies. 😊

**Behind-the-scenes content:** People love to see what goes on behind the scenes, so share photos and videos of your team at work, your products being made, your creative process, etc.

**User-generated content:** Repost photos and videos that your followers have shared about your brand. This is a great way to show your appreciation for your customers and to create a sense of community.

**Educational content:** Share tips, tricks, and tutorials related to your industry or products/services. This is a great way to position yourself as an expert and to provide value to your followers.

**Entertaining content:** Post memes, funny videos, or other content that will make your audience laugh. This is a great way to engage your audience and build relationships with them. Again, if it's related to your niche that makes it even more powerful.

You should also consider using a variety of content formats on Instagram, such as Stories and Reels. Stories are a great way to share behind-the-scenes content and to interact with your audience in a more casual way. Reels are a great way to create short, engaging videos that will capture your audience's attention.

## LinkedIn:

And now... On to **LinkedIn...** LinkedIn isn't for every niche. It's a "Professionals" network, so if you're not in a B2B niche or some kind of professional niche then it might not be for you. The best kind of content to post on LinkedIn is content that is professional, informative, and engaging.

Things like...

**Industry news and insights:** Share articles, blog posts, or videos about the latest news, topics, and trends in your industry.

**Thought leadership content:** Share your own insights and perspectives on industry trends and challenges. This could be in the form of articles, blog posts, videos, or even just short text posts.

**Product or service demos:** Show your audience how your products or services work. This could be in the form of videos, screenshots, or even just step-by-step instructions.

**Customer testimonials:** Share reviews from satisfied customers. This is a great way to build trust and credibility with your audience.

**Tips and advice:** Offer your audience helpful tips and advice related to your industry or products/services. This could be in the form of articles, blog posts, videos, or even just short text posts.

**Behind-the-scenes content:** Give your audience a glimpse of what goes on behind the scenes at your business. This could include photos and videos of your team at work, your products being made, or your creative process.

**Company events and announcements:** Share information about upcoming events or company announcements.

You should also consider using a variety of content formats, such as images, videos, and text.

**X:**

And now... **X**... The social media network formerly known as Twitter... *\*lol\** Sorry... I laugh every time I say that because it reminds me when Prince changed his name to a symbol. *\*lol\**

The best kind of content to post on X is content that is concise, informative, and engaging. X has a character limit of 280 characters per tweet, so you need to be able to get your point across quickly and effectively.

Here are some specific content ideas that you could post on Twitter...

**Industry news and insights:** Share articles, blog posts, or videos about the latest news and trends in your industry.

**Product or service announcements:** Share information about new products or services that you are launching, or about upcoming promotions or sales.

**Tips and advice:** Offer your audience helpful tips and advice related to your industry or products/services.

**Behind-the-scenes content:** Give your audience a glimpse of what goes on behind the scenes at your business. This could include photos and videos of your team at work, your products being made, or your creative process.

**Thought leadership content:** Share your own insights and perspectives on industry trends and challenges. This could be in the form of short text posts, or even longer-form content like blog posts or articles.

**Questions and polls:** Ask your audience questions to start conversations and get feedback. You can also use polls to gauge your audience's opinion on different topics.

**User-generated content:** Retweet or share photos and videos that your followers have shared about your brand. This is a great way to show your appreciation for your customers and to create a sense of community.

You should also consider using a variety of content formats, such as images, videos, and text. Tweets with images or videos tend to get more engagement, so try to include visuals in your tweets whenever possible. And make sure you're using those *"threaded tweets/posts"*.

## **Pinterest:**

Now let's talk about one of my favorite social media networks... **Pinterest!** I love Pinterest as a user and as a marketer. As a user because of all the great stuff I find on it, and as a marketer because of how much traffic I get from it.

It's not for every niche, but if it fits your niche, I highly recommend incorporating it into your marketing.

First, Pinterest is a visual platform, so the best kind of content to post is content that is visually appealing and engaging. This could include...

**High-quality photos and videos:** Pinterest users are looking for beautiful and inspiring images and videos. Make sure your content is well-lit and composed, and that it is relevant to your target audience.

**DIY projects and tutorials:** Pinterest users love to learn new things and try new projects.

**Fashion and beauty inspiration:** Pinterest is a great place to find fashion and beauty inspiration. Share photos of your favorite outfits, hairstyles, and makeup looks.

**Home decor and lifestyle inspiration:** Pinterest users love to find inspiration for their homes and lifestyles. Share photos of beautiful homes, gardens, and interior design ideas.

**Food and drink recipes:** Pinterest users love to find new and delicious recipes to try. Share photos of your favorite recipes, as well as tips and tricks for cooking and baking.

**Travel and adventure inspiration:** Pinterest users love to dream about and plan their next travel adventures. Share photos of beautiful places around the world, as well as travel tips and advice.

You should also consider using a variety of content formats for your Pinterest pins. You can use images and videos in your Pins, so take advantage of both of those things.

By following these tips, you can create Pinterest content that will help you to reach your target audience, grow your following, and achieve your traffic goals.

## TikTok:

Now let's talk about... **TikTok!**

Honestly, I've just started using TikTok for traffic. I used it for entertainment for a few years, but now I've created some niche accounts and I'm experimenting with it a lot.

The best kind of content to post on TikTok is content that is short, engaging, and visually appealing. TikTok has a time limit of 10 minutes per video, but most videos are **MUCH** shorter, typically around 15-60 seconds. This means that you need to be able to grab your viewers' attention quickly and keep them engaged until the end of the video.

Here are some specific content ideas that you could post on TikTok...

**Dance videos:** TikTok is known for its dance videos, so if you're a good dancer (*or not 🤷*), this is a great way to get noticed. You can create your own dances or learn popular dances from other users. Find a way to tie your content into your video though!

**Comedy sketches:** TikTok is also a great place for comedy sketches. You can perform your own sketches or do lip syncs to popular clips from movies, TV shows, or other TikTok videos. Again find a way to tie it to your content.

**Educational videos:** TikTok isn't just for entertainment. You can also use the platform to educate your viewers about a particular topic. This could be on anything!

**Behind-the-scenes videos:** Give your viewers a glimpse of what goes on behind the scenes at your business or in your life. This could be anything from showing them how you make your products to sharing your daily routine.

**Product reviews:** Share your thoughts and opinions on new products and services. This is a great way to help your viewers make informed decisions about what to buy.

**Duets and Stitches:** TikTok allows you to duet or stitch other users' videos. This is a great way to interact with other users and create new and interesting content.

No matter what kind of content you choose to post, make sure that it is relevant to your target audience and that it is something that you are passionate about. If you are excited about your content, it will show in your videos and your viewers will be more likely to engage with it.

By following these tips, you can create TikTok content that will help you to reach your target audience, grow your following, and achieve your goals.

## YouTube:

And now... **YouTube**... I have thrown YouTube into the mix here because it kind of is and kind of isn't a social network site, **BUT** because you can do so much with AI when it comes to creating content, I had to include it in what I'm teaching you.

The best kind of content to post on YouTube is content that is informative, engaging, and visually appealing. This could include things like...

**How-to videos:** Teach your viewers how to do something related to your niche.

**Product reviews:** Share your thoughts and opinions on new products and services.

**Educational videos:** Share your knowledge and expertise on a particular topic related to your niche.

**Entertainment videos:** Make your viewers laugh with comedy sketches, vlogs, etc.

**Behind-the-scenes videos:** Give your viewers a glimpse of what goes on behind the scenes at your business or in your life.

You should also consider using a variety of content formats, such as long-form videos, short-form videos, and live streams. Long-form videos are great for in-depth tutorials and educational content. Short-form videos are great for quick tips and

entertaining content. Live streams are a great way to interact with your audience in real time.

It's also important to post regularly on YouTube in order to keep your audience engaged. Aim to post at least once a week, but no more than once a day. You can use a video editing software to help you create high-quality videos and/or AI.

Finally, don't forget to interact with your audience. Respond to comments and questions, and participate in relevant conversations. The more you interact with your audience, the more likely they are to engage with your content.

By following these tips, you can create YouTube content that will help you to grow your channel, reach your target audience, and achieve your goals.

## **Getting Started:**

So, at this point you've got a brief overview of what kind of content you can post for each of the **BIG** social media networks out there. Take what you've learned here and use it on the networks that you use. This isn't about using **ALL** the networks. This is about you using all the networks that **YOU** use in the most powerful way possible and that all starts with creating content that people on those networks will be attracted to and engage in. Without that you'll never see the traffic you need from social media.