

BBA BOOT CAMP

Creating a Social Media
Campaign with



ChatGPT

| *Canva*

1

Define Campaign Goals and Audience

Prompt

I'm a (insert business type) targeting (insert audience).
Suggest 5 campaign goals for a social media campaign
to increase (insert objective).

Example

I'm a small coffee shop targeting young professionals.
Suggest 5 campaign goals for a social media campaign
to increase brand awareness.

2

Generate Campaign Ideas

Prompt

Generate 7 Instagram campaign ideas for a (insert business type) targeting (insert audience), focusing on (insert business sector).

Example

Generate 7 Instagram campaign ideas for a coffee shop targeting young professionals, focusing on the creative industries.

3

Develop Campaign Content

Prompt

Create 3 (insert platform) posts for a (insert business type) campaign promoting a (insert product or service). Include captions, 3–5 hashtags, and a visual description for each.

Example

Create 3 Instagram posts for a coffee shop campaign promoting a new latte. Include captions, 3–5 hashtags, and a visual description for each.

3

Develop Campaign Content

Output Example

Post 1: Caption

Meet our new Cinnamon Dream Latte! Cozy up with this fall favorite. #CoffeeLovers #NewLatte

Visual: Warm-toned latte photo with cinnamon sprinkle.

Post 2: Carousel

How we craft your perfect latte. Step 1: Fresh beans...

Visual: Step-by-step photos of latte-making.

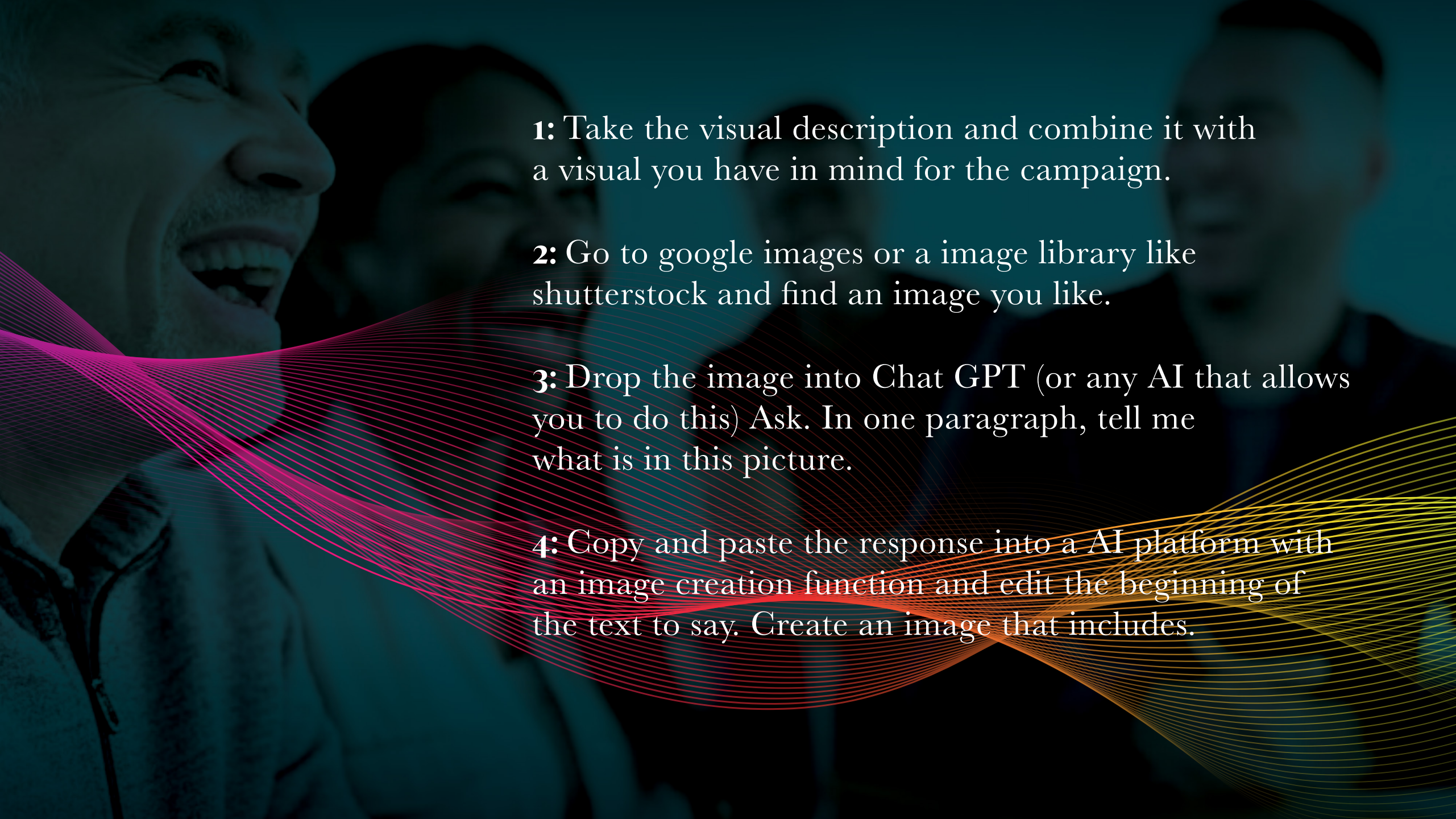
Post 3: Story

Swipe up to try our new latte today!

Visual: Animated latte pour with text overlay.



Tip: Creating images using AI

The background features a blurred image of a man and a woman smiling. Overlaid on this are decorative wavy lines in shades of pink, red, and yellow that sweep across the lower half of the frame.

1: Take the visual description and combine it with a visual you have in mind for the campaign.

2: Go to google images or a image library like shutterstock and find an image you like.

3: Drop the image into Chat GPT (or any AI that allows you to do this) Ask. In one paragraph, tell me what is in this picture.

4: Copy and paste the response into a AI platform with an image creation function and edit the beginning of the text to say. Create an image that includes.



**Tip: Try Canva
Magic Media**



Tip: Try Canva
Magic Edit

4

Open Canva, Select Dimensions and select a Customise Canva Template

Use Canva's pre-sized templates for Facebook, X, LinkedIn, Instagram posts, stories, and reels. Use stock photos, or AI tools like Magic Design to create visuals based on Chat GPT's suggestions.

1. Click on Create
2. Click on Social Media
3. Click on the template you require
4. Write you business sector in search
5. Scroll through templates and find the style you like

If you can't find a template you like then write another business sector in search until you find the template that fits your business.

6

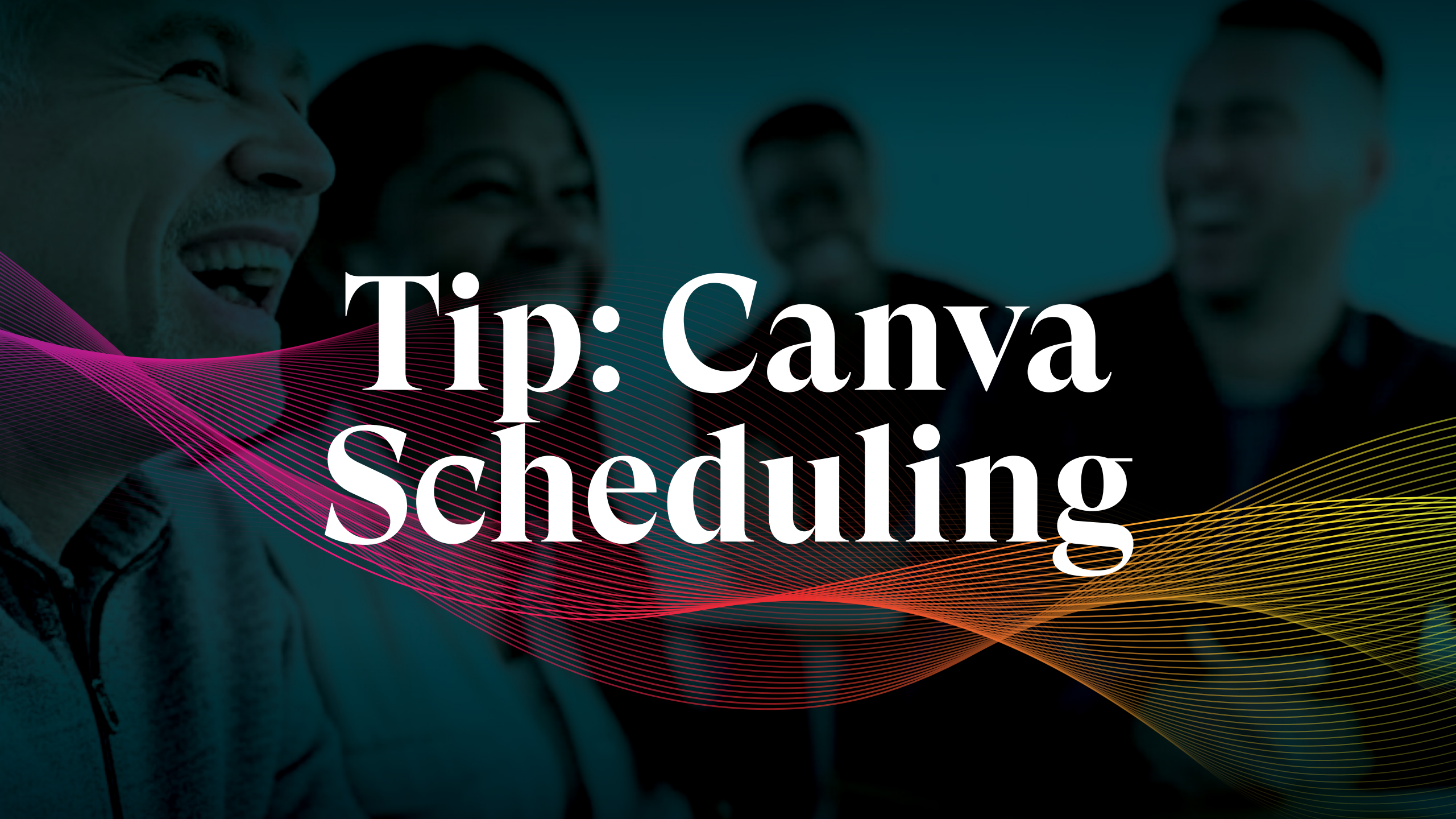
Plan and Schedule the Campaign

Prompt

Suggest an Instagram posting schedule for a (insert business type) campaign targeting (insert audience).

Example

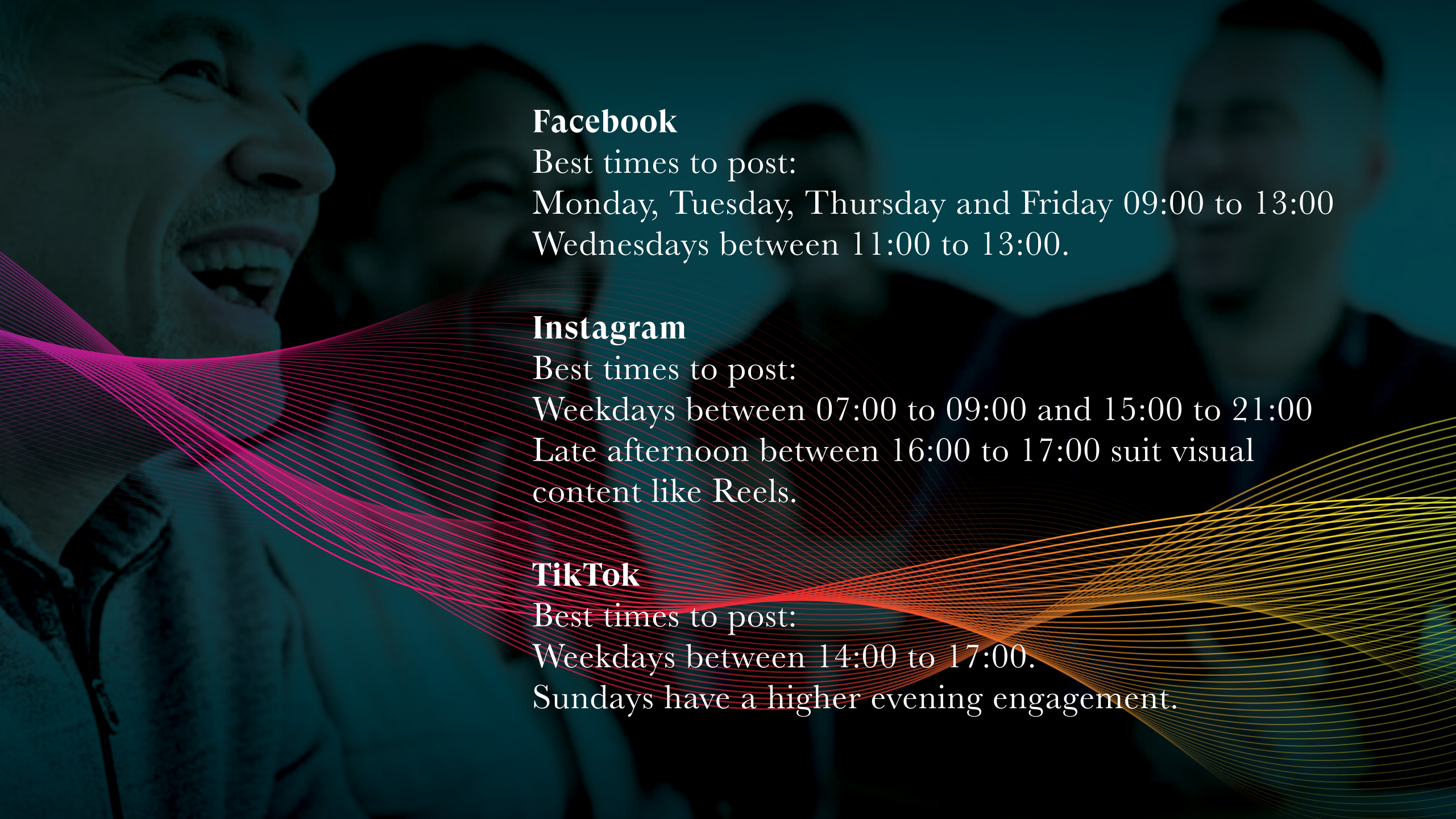
Suggest an Instagram posting schedule for a coffee shop campaign targeting young professionals.



Tip: Canva Scheduling



Tip: When to post

The background features a blurred image of a diverse group of people smiling and laughing. Overlaid on this are several wavy, translucent lines in shades of pink, purple, and yellow that sweep across the lower half of the frame.

Facebook

Best times to post:

Monday, Tuesday, Thursday and Friday 09:00 to 13:00

Wednesdays between 11:00 to 13:00.

Instagram

Best times to post:

Weekdays between 07:00 to 09:00 and 15:00 to 21:00

Late afternoon between 16:00 to 17:00 suit visual content like Reels.

TikTok

Best times to post:

Weekdays between 14:00 to 17:00.

Sundays have a higher evening engagement.

7

Wrap-Up and Q&A

Question

“How often should we post on Instagram to keep our audience engaged without overwhelming them?”

Guidance

A balanced posting frequency, such as 3–5 posts per week, including a mix of feed posts, stories, and reels. Use AI for optimal posting times for your audience. Consistency is key and use Instagram Insights to monitor engagement data.

7

Wrap-Up and Q&A

Question

“Can we use Canva’s free version for all the designs we created today, or do we need Canva Pro?”

Guidance

Canva’s free version offers robust features like templates, stock photos, and basic editing tools, which are sufficient for most startup needs. Canva Pro unlocks extras like the Content Planner, Brand Kit, and premium assets.

7

Wrap-Up and Q&A

Question

“What if our Chat GPT-generated campaign idea doesn’t resonate with our audience after we launch it?”

Guidance

Campaigns can be adjusted based on performance. Use Instagram Insights to track metrics like reach and engagement, and tweak content or visuals if needed. Use Chat GPT to brainstorm quick pivots (e.g., “Ask Chat GPT for 3 ways to refresh a low-performing campaign”).

7

Wrap-Up and Q&A

Question

“How do we ensure our brand stays consistent across all our Instagram posts?”

Guidance

Canva’s Brand Kit (Pro) or manual consistency in colors, fonts, and logos for free users. Create a simple style guide in Canva Docs with brand colors and fonts.

The background features a group of four people smiling, overlaid with a semi-transparent teal filter. In the foreground, there are dynamic, wavy lines in shades of magenta, pink, and yellow that sweep across the frame. The word "Thanks" is centered in a white, elegant serif font.

Thanks