

AI for Social Media Management — Workbook

This workbook turns the course into a working content operation: a brand voice file, an audience persona, a content pillar system, a 30-day calendar you schedule in Buffer, a repurposing pipeline, and a 5-hour weekly routine. Work through one section per module, filling the worksheets and running the prompts in ChatGPT as you go. By the end you will have a reusable prompt library and a queue that keeps your accounts alive without daily scrambling.

Setting Up Your AI Social Media Stack

Choose your tools, build the brand voice file and persona, and define the content pillars every later exercise depends on.

Worksheet: Brand Voice File

Complete every field. If you already have captions you like, paste three into ChatGPT first and ask it to draft these fields, then edit. Keep this on one page and paste it at the top of prompts, load it into ChatGPT Custom Instructions, and feed it to Lately for training.

Three voice adjectives

Reading level and sentence length

We say (5 to 10 words or phrases)

We do not say (5 to 10 banned words)

Emoji policy

Hashtag policy (how many, how niche)

Three sample captions that already sound like us

Worksheet: Audience Persona

Build a one-paragraph profile of your ideal follower. Seed it with real comments, DMs, or survey answers, then have ChatGPT organize and pressure-test it. Paste it alongside your voice file in every prompt.

Name and daily context

Top 3 things they want from accounts like ours

Top 3 frustrations

5 phrases they actually use

Platforms they spend the most time on

What makes them follow, save, or share

Exercise: Define Your Content Pillars

Define 3 to 5 recurring themes for your accounts with a one-line description of each. Use ChatGPT to propose them from your brand and persona, then edit. These drive all idea generation for the rest of the course.

- For my brand (describe it) targeting my persona (paste it), propose 4 content pillars with a one-line description of each.
 - For each pillar, give me 8 post ideas as one-line hooks, mixing educational, entertaining, and promotional.
 - Label each idea by the target mix (about 70 percent value, 20 percent community, 10 percent promo) and star the 10 most likely to earn saves.
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Checklist: Stack Setup Checklist

- Confirm your ChatGPT plan (Plus for GPT-4o, file uploads, custom GPTs) and paste your voice file into Custom Instructions
 - Connect your channels in Buffer and confirm the AI Assistant is available in the composer
 - Decide whether to add Lately now or once you have steady long-form content to repurpose
 - Save your voice file, persona, and 3 starter prompts in one pinned document
 - Create a ChatGPT Project for this account and attach the voice file, persona, and product facts
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Writing Platform-Native Content with AI

Produce captions, hooks, and scripts that fit each platform, then polish them with Buffer's AI Assistant.

Exercise: One Message, Four Platforms

Take one real announcement and have ChatGPT write a caption for Instagram, LinkedIn, X, and TikTok following each platform's norms. Then run the edit pass to strip AI tells and add one specific detail per caption.

- Rewrite this announcement as captions for Instagram (hook on line 1, 5 niche hashtags), LinkedIn (end with a question, link in first comment), X (under 280 characters), and TikTok (with a 5-word on-screen hook).
 - Remove generic AI phrasing and add one concrete brand-specific detail to each caption.
 - Give me 5 stronger first lines for the Instagram caption that earn the second line.
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Exercise: Generate 10 Hooks and a Reel Script

Pick one topic from your pillars. Generate 10 hook variations and a 30-second Reel script, then plan to film the same video with your top 3 hooks to test retention.

- Write 10 short-form hooks for [topic] aimed at my persona, mixing question, bold claim, curiosity gap, listicle, and contrarian angles.
- Write a 30-second Reel script: a 5-word on-screen hook, a spoken hook in the first 3 seconds, 3 value points with on-screen text, and a save-and-follow CTA, under 90 spoken words.
- Turn the same topic into a 7-slide carousel with a hook slide, 5 tip slides, and a recap-plus-CTA slide.

Worksheet: Post Brief Template

Fill this once per post or batch and paste it into your caption prompt so ChatGPT has the context it needs. Reuse across platforms by swapping the channel and norms.

Topic and pillar

Platform and its norms (length, hook, hashtags)

Format (Reel, carousel, single image, text post)

One key message

Call to action (follow, save, comment, link)

One concrete brand detail to include

Checklist: Pre-Schedule Caption QA

- Each caption fits the target platform's length and hook conventions
- Hook on line 1 earns the second line; tested out loud
- No stock AI phrases (dive in, unlock, elevate, game-changer)
- 3 to 5 niche hashtags, not a wall of 30
- One concrete brand-specific detail added; facts and prices verified

Scheduling and Repurposing at Scale

Build and schedule a 30-day calendar in Buffer, then multiply one long asset into many posts with Lately and AI clipping.

Exercise: Build and Schedule a 30-Day Calendar

Generate a 30-day calendar table from your pillars and backlog, paste it into Google Sheets as your master plan, then load it into Buffer at best times. Skip weekends and keep two weekly slots open for reactive content.

- Build a 30-day calendar for Instagram and LinkedIn with columns Date, Channel, Pillar, Format, Hook, Caption, Hashtags, CTA; 5 posts per week, no pillar twice in a row.

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- Flag any two captions that are too similar and rewrite one.

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- Suggest the best posting times for my audience and note where to use Buffer's best-time suggestions.
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Exercise: Repurpose One Long Asset

Take one blog post, webinar, or podcast episode. Get a clean transcript (CapCut, Descript, or platform auto-captions), then atomize it into many posts using Lately or ChatGPT directly. Review and edit every post before scheduling.

- Here is a transcript or article. Pull out the 10 most quotable lines and turn each into a LinkedIn post and an Instagram caption in my voice.

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- Vary the openings so no two posts start the same way, and smooth any fragment into a real sentence.

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- Confirm any numbers, names, and quotes survived intact and still make sense out of context.
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Worksheet: Repurposing Pipeline Map

Plan how each long asset becomes many posts. Fill one row per source asset so you can see how much queue one piece of content fills.

Source asset (blog, webinar, podcast, long video)

Transcript tool used

Repurposing tool (Lately, Opus Clip, ChatGPT)

Number of short posts produced

Number of video clips produced

Where scheduled (Buffer queue and dates)

Checklist: Repurpose-and-Schedule Check

- Calendar is a table mapped cleanly to scheduled posts in Buffer
- No pillar repeats two days in a row; promo posts are spaced out
- Two weekly slots left open for reactive or trending content
- Every repurposed post reread for context, tone, and accuracy
- Auto-captions on clips proofread; first 3 seconds hook the viewer
- Queue is at least two weeks ahead where possible

Engagement, Analytics, and a Weekly System

Reply to your community with AI, read the data that picks your formats, and lock in a 5-hour weekly routine.

Worksheet: Reply Bank and Escalation Rules

Build a reusable bank of replies for common questions and write down what must never be automated. Generate the drafts in ChatGPT with your voice file, then edit at least one word in each before posting. Top 10 common questions (price, hours, shipping, etc.)

Two on-brand reply drafts for each

Complaint or de-escalation reply

What always goes to a human (refunds, health, legal, emotional)

Bot disclosure wording (if a chatbot handles DMs)

First-hour engagement plan for each new post

Exercise: Analyze Last 30 Days with ChatGPT

Export 30 days of post data from Buffer or the native platforms. Paste or upload it into ChatGPT and have it find your top and bottom performers and recommend changes. Apply one change at a time so results stay readable.

- Here is 30 days of post data with format, pillar, reach, saves, and engagement rate. Identify my top 5 and bottom 5 posts.

- Find what the top performers share (format, pillar, hook style, posting time) and recommend 3 specific changes for next month.

- Draft next month's calendar prompt seeded with these top-performing patterns.

Worksheet: Weekly System Planner

Lay out your repeatable weekly routine with day, time block, and tools. Fill it once, then follow it every week so a busy day never breaks your presence.

Plan block: day, time, and ChatGPT analytics-plus-ideation tasks

Create block: day, time, and ChatGPT/Lately/Opus Clip tasks

Schedule block: day, time, and Buffer loading tasks

Daily engagement window (15 minutes, which hour)

Monthly review date and analytics tasks

Target weeks-ahead buffer in the queue

Checklist: Sustainable System Guardrails

- Human review on every scheduled post and every reply
- Facts, prices, and names verified before publishing
- Voice stays yours; AI output edited so the account never sounds generic
- AI disclosed where the platform or audience expects it
- Best-performing posts saved to a swipe file
- Queue kept two weeks ahead so the system survives a busy week

Your Action Plan

1. Confirm your ChatGPT plan and Buffer channels, and decide whether to add Lately now or later
2. Complete the Brand Voice File and Audience Persona worksheets and save both to a pinned document and a ChatGPT Project
3. Define 3 to 5 content pillars and generate a 30-idea backlog mapped to formats and balanced to your mix
4. Draft platform-native captions for Instagram, LinkedIn, X, and TikTok and polish per-channel versions in Buffer's AI Assistant
5. Generate 10 hooks and a Reel script for one topic and plan to test the top 3 hooks
6. Build a 30-day calendar table, paste it into Google Sheets, and schedule it in Buffer at best times
7. Repurpose one long asset into many posts with Lately or ChatGPT, reviewing every post before scheduling
8. Clip a long video into short-form with Opus Clip, proofread captions, and queue the clips

9. Set up an AI reply bank and an escalation rule, then engage in the first hour after each post
10. Export 30 days of data, have ChatGPT find winners, apply one change, and lock in your 5-hour weekly routine

