SOCIAL MEDIA & AI: WHY YOU STILL MATTER MORE THAN EVER

A PRACTICAL GUIDE FOR MCKINNEY ROTARY CLUB

Kayden Michael | Watson

QUICK REALITY CHECK

SHOW OF HANDS

- Posted for your business this week?

- Know you should have, but…

- Used ChatGPT or another LLM before?

Today: The social media toolkit + how to use AI without losing your humanity

THE BIG IDEA

YOUR differentiator
=
YOUR stories
+
YOUR voice
+
YOUR responses

AI is your intern, not your replacement

YOUR TOOLKIT

SOCIAL MEDIA

- Google Business Profile (START HERE)
- Facebook (local, ages 40+)
- LinkedIn (B2B, professional)
- Instagram (visual businesses)

AI TOOLS (LLM)

- ChatGPT
- Claude
- Perplexity

DESIGN

- Canva

THAT'S IT. PICK ONE FROM EACH COLUMN.

LET'S TRY IT - Take Out Your Phones

1. Go to chatgpt.com or claude.ai

2. Type this exactly:

   "Write a social media post for Rotary"

   (2 minutes - go!)

WHAT DID YOU GET?

NOTICE

Different tones, platforms, lengths, angles

THE PROBLEM

All fine. All forgettable. None sound like
YOUR Rotary.

**AI was guessing. It needs
YOUR humanity.**

THE BETTER PROMPT

Write a warm, conversational Facebook post (150 words) for McKinney Rotary's Pancake Breakfast on March 15th, 8am at Community Center. This is our 18th annual event. Last year's $12,000 funded 6 scholarships - Maria's now at UT studying engineering and came back to volunteer. Our members make the pancakes (we're Rotarians, not chefs, but we try!). It's a McKinney tradition.

Tone: Like inviting your neighbor, not a corporate announcement. Friendly, proud, a little self-deprecating about our cooking.

Include: $10/person, $25/family, mckinneyyrotary.org/pancakes

Saturday, March 15th is our 18th Annual Pancake Breakfast!

Come hungry at 8am to the Community Center – we'll feed you breakfast and probably make you smile while we attempt to flip pancakes with the precision of... well, Rotarians. (We're better at service projects than short-order cooking, but we promise they're edible!)

Last year, you helped us raise $12,000 that funded six scholarships. Maria, one of our recipients, is now crushing it in engineering at UT and came back to volunteer this year. That's the McKinney spirit right there.

This is one of those mornings that makes our town special. Bring the kids, catch up with neighbors, and know your $10 (or $25 for the whole family) is changing lives.

See you there – syrup's on us! 🥞

Details and tickets: mckinneyyrotary.org/pancakes

See the difference? That's YOU giving AI your humanity.

AI + HUMAN EXAMPLES

Dentist

❌ AI-only: "Regular cleanings prevent cavities. Schedule today!"

✅ AI+Human: "Saw three cavities this week that could've been prevented. I know cleanings aren't exciting, but neither is a root canal. Be boring, book your cleaning."

Pattern

AI = structure. YOU = story.

Real Estate

❌ AI-only: "Just listed! 3BR/2BA in great neighborhood!"

✅ AI+Human: "This backyard hosted the whole street every 4th of July. The new owner inherits a neighborhood that actually knows each other. Rare find."

THE MISSING PIECE MOST BUSINESSES IGNORE

POSTING 20%

RESPONDING 80%

WHERE MOST FAIL

Post → walk away → wonder why it doesn't work

THE REALITY

Comments need responses (within hours)

Add a comment to get it started

DMs need responses (within 24 hours)

Reviews need responses (within 48 hours)

GOOGLE REVIEWS = REPUTATION

93% of people read reviews before choosing you

One negative review without response = 30% loss in customers

GOOGLE REVIEWS = REPUTATION

THE SYSTEM

1. Set Google Alerts for your business name

2. Respond to EVERY review within 48 hours

3. Ask happy customers for reviews

HOW AI HELPS

Drafts professional responses to difficult reviews in seconds

REAL EXAMPLE

REVIEW

"Waited 45 minutes past my appointment. No apology. Won't be back."

AI HELP

"Help me respond professionally to this review. Acknowledge frustration, briefly explain we had an emergency, show we value feedback."

YOUR INSTINCT

Defensive or ignore it

RESULT

That reviewer might return + 50 others see you care

AI drafts in 30 seconds. You edit to your voice. Post it.

YOUR REAL WORKFLOW

WEEKLY (1 HOUR ON SUNDAY)

1. Think of ONE real story from your week

   (talk directly if you want)

2. Give AI the full context + your voice

3. AI drafts → You refine → Post

TEST BEFORE POSTING

DAILY (10-15 MIN, 2X/DAY)

1. Check notifications

2. Respond to comments/messages/reviews

3. Use AI to draft tough responses

"Could any other McKinney business have written this?"

If YES → add more YOU

YOUR ACTION PLAN THIS WEEK

SET UP

- Google Business Profile (claim/update)
- Google Alerts (for your business name)
- ONE AI account (ChatGPT or Claude)
- Canva account

DO

- Respond to old Google reviews (AI can help)
- Create ONE post with AI + your humanity
- Respond to everything within 24-48 hours

NEXT MEETING

Show us one post you created + one interaction you handled

AI handles drafts and grammar

You handle humanity and judgement

Your reputation lives in your responses, not just your posts

Tools are making content easier

Which makes your humanity more valuable

QUESTIONS?