



Part 4

A guide to Canva, Chat GPT and
making marketing assets



A GUIDE TO CANVA, CHAT GPT AND MAKING MARKETING ASSETS

We're delighted to share this book with you, packed with insights, knowledge and applicable examples of best practice to inspire you to optimally create your social media and marketing assets.

This book covers:

[Creating basic social media assets with Canva](#)

Whilst the best way to learn Canva is by using it and experimenting with the many functionalities, we want to make sure you have the basic tools to get started and create simple, attractive, on-brand social media assets for your cinema promotion.

We've also added three walkthrough examples showing you how to create three kinds of social media assets using Canva.

[Using ChatGPT to support your marketing and social media activity](#)



Click & Go

CREATING BASIC SOCIAL MEDIA ASSETS WITH CANVA

Whilst the best way to learn Canva is by using it and experimenting with the many functionalities, we want to make sure you have the basic tools to get started and create simple, attractive, on-brand social media assets for your cinema promotion.

We've also added three walkthrough examples showing you how to create three kinds of social media assets using Canva.

In this guide to Canva we will cover:

1) INTRODUCTION TO CANVA [Click & Go](#)

What is Canva and why use it for social media assets?

2) SETTING UP AND UNDERSTANDING THE INTERFACE

Navigating the Canva interface

The Canva DASHBOARD display

The Canva EDITOR

The basic tools

3) BASIC CANVA FUNCTIONS

Finding Canva templates

Finding, changing or uploading a font

Changing canvas and element colours

Finding and adjusting elements

Uploading your own images, graphics, sound and video

Arranging elements and working with layers

Organising your designs

4) CREATING BASIC SOCIAL MEDIA ASSETS STEP-BY-STEP

Creating a social media asset using an existing Canva template

Saving and downloading your asset

Creating a social media asset from scratch

Personalizing existing promotional assets from film distributors

Some common canva functions that can save you time

1) INTRODUCTION TO CANVA

What is Canva and why use it for social media assets?

For many small cinemas, where resources and budgets are tight, we know that hiring a professional graphic designer is often a cost you can't afford.

When you just need some well-designed, attractive and on-brand assets to help you promote your business - whether that's for social media and online assets, business cards or small promotional printed items - we recommend Canva as a user-friendly tool to support you.

Canva is an extremely versatile, easy-to-use graphic design platform to help people create professional-looking visual content even without any prior design experience. It has an extensive library of templates, images, fonts, and tools as well as the option to upload your own images and videos.

In this guide, we will introduce you to the basic Canva tools to help you get started creating visual assets for your business, along with visual examples.

Have fun creating!

2) SETTING UP AND UNDERSTANDING THE INTERFACE

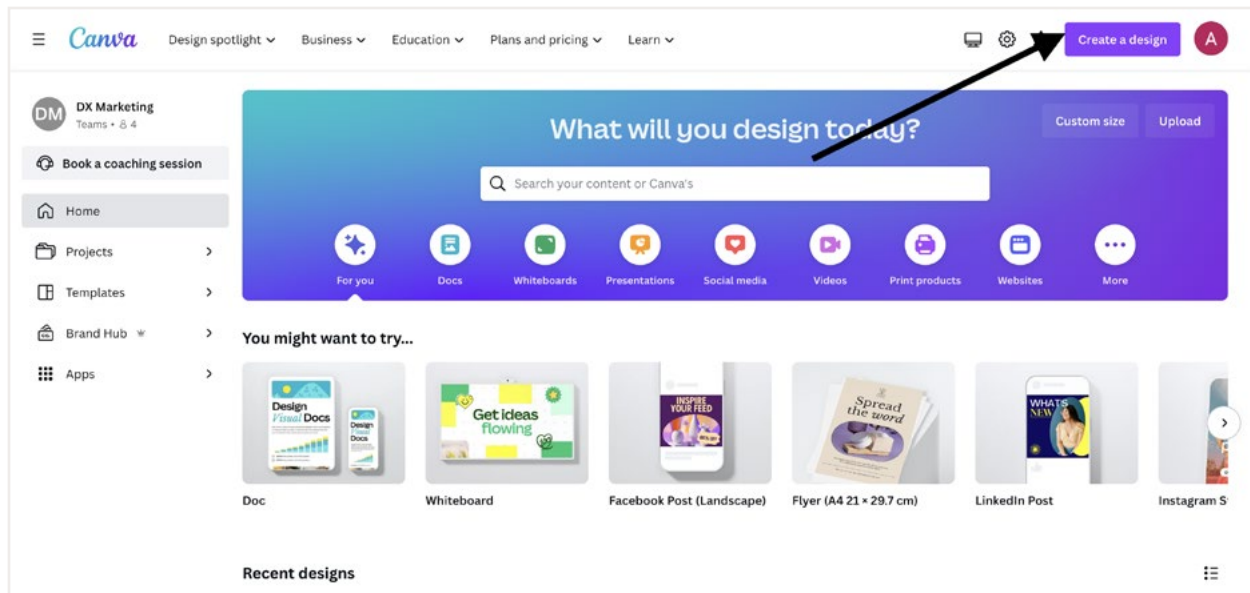
There are two Canva account options: Free and Pro.

You can easily make attractive graphics, visuals and videos in the Free version, however we recommend the Pro account which will enable you to add your own brand fonts, colour palette, the ability to save designs as templates to save you a lot of time, and has many more tools that allow for easy designs.

You create an account very simply via an email address and password. You can always upgrade a free account to paid at any time.

We recommend setting up the account using a business email instead of a personal one, so that if there are staff changes, it doesn't affect your access, or billing.

Navigating the Canva interface



The Canva dashboard

The Canva DASHBOARD display

On the left:

- **Home** - (landing page)
- **Projects** - this is where all your designs will be saved and you can organise them in folders and by type
- **Templates** - where you can find pre-existing Canva templates to adapt
- **Brand Hub** - where you can add your own logos, fonts, colour palette, icons etc and save them to be used with any new designs
- **Apps** - where you will find add-on tools to use with designs, like adding GIFs, adding colour special effects, etc.

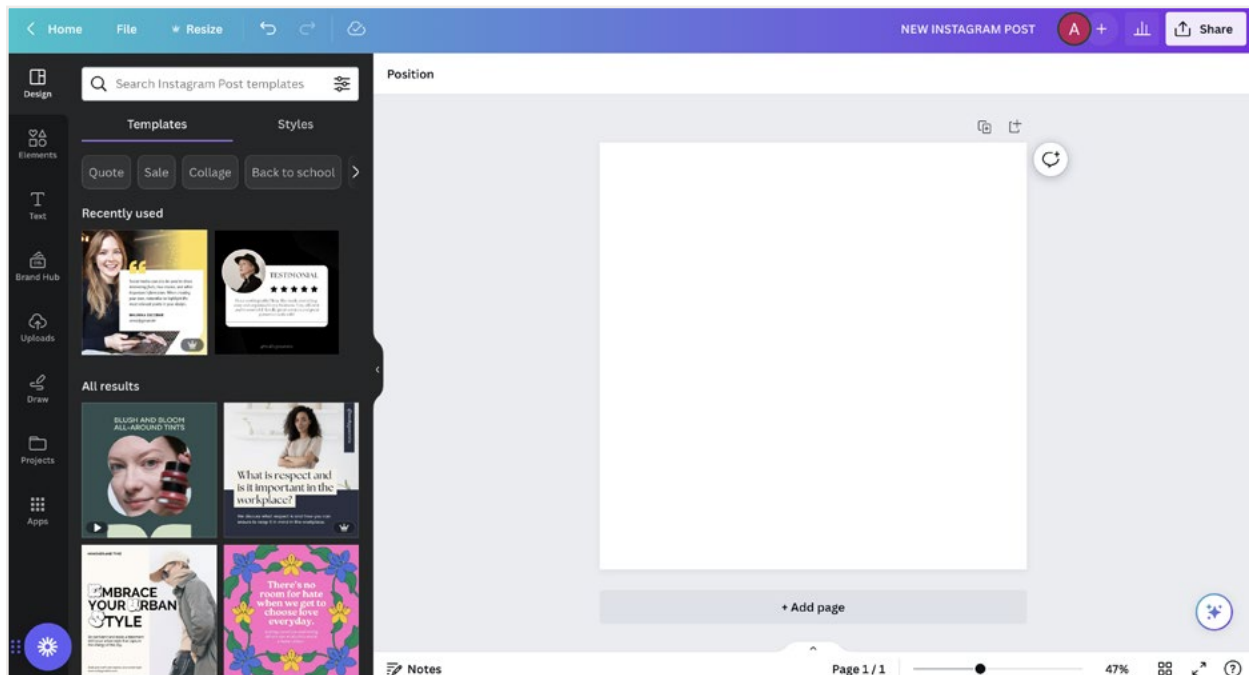
In the centre:

- **A search bar** - you can use this to find existing Canva design templates or your own designs (you can toggle the search results by Templates / My Projects) - e.g.: Event promotion instagram post
- **Suggested design formats**

On the right:

- **Create a design** - the feature you will likely use the most. This opens up a drop down list.
- **Custom size** - You can select a pre-existing design canvas size (e.g.: *Instagram post*, *TikTok*, *Twitter cover*, *Presentation 16:9*, *Facebook post*, etc.) from the above drop down list, or create your own custom size in pixels, inches, millimetres, etc. (e.g. 125 mm x 245 mm)

The Canva EDITOR



The editor layout showing the set-up for designing an Instagram Post canvas

Once you have selected the size / shape of the asset you want to create, Canva will take you to the EDITOR space. This is where you'll find everything you need to design an asset.

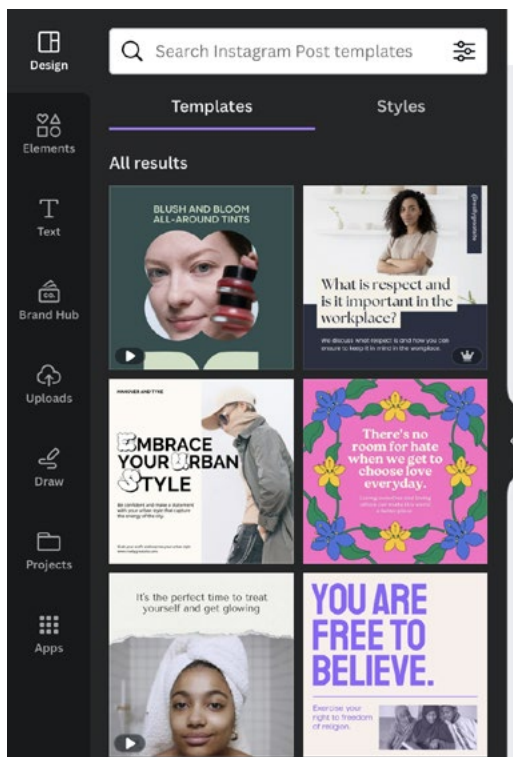
Let's talk through the basic tools.

In the centre of the editor is your chosen canvas size, in the example below we're showing a blank Instagram Post canvas.

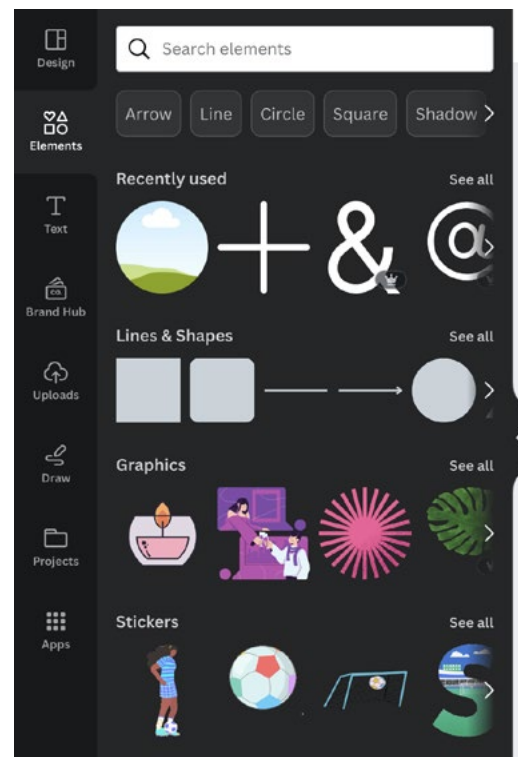
The basic tools

There are MANY tools on Canva. We'll stick to explaining the most basic ones you see here, after which you can explore further!

- **DESIGN** - Allows you to search for, and choose a set template from Canva. You can see they suggest Quotes, Collage, Food, etc. You can search for any style of template: Promotional, Event, Special Offer, Movie Night, etc.
- **ELEMENTS** - Here you can choose icons, graphic images, line drawings, decorative items, etc. You can search for absolutely anything! Lines, frames, illustrations. You can also filter by animated or static. Scroll across to see common suggested searches and your recently used elements. Scroll down to search for elements by type.



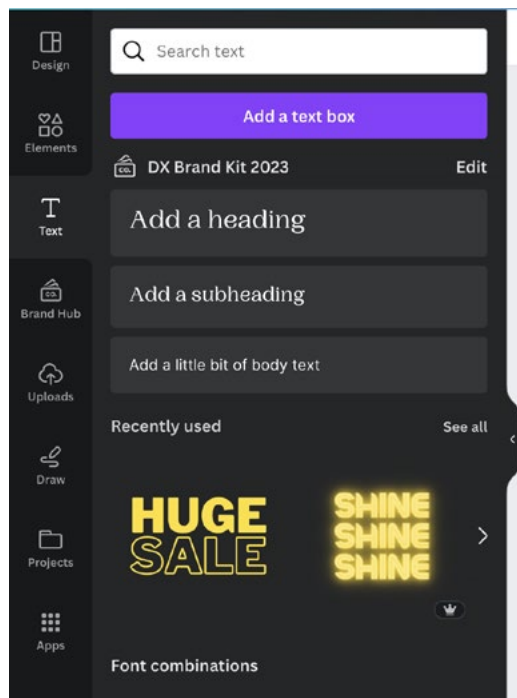
The design tab



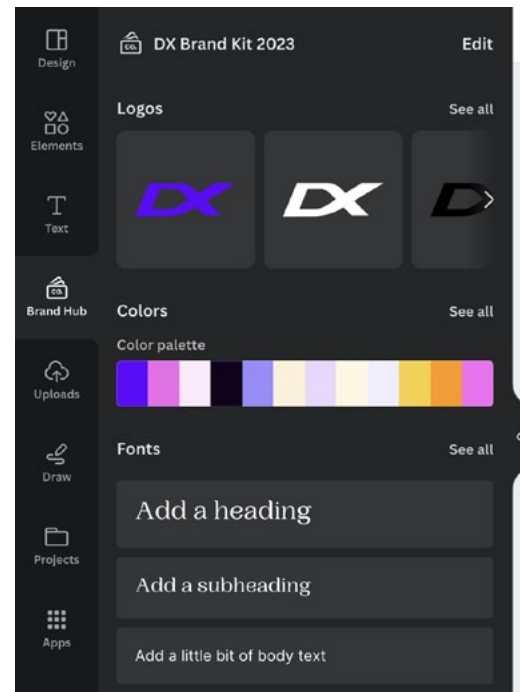
The elements tab

- **TEXT** - Allows you to add text to your design. You can select from hundreds of fonts, or upload your own if you have a PRO account. You can then adjust the size, and add effects to the text. You can move the text anywhere on the space.

(Note: On a PRO account you can also set up all your brand elements (font, font size, etc) so that it appears as the default when adding text to a design, to save you time and help everything look consistent!)



The text tab

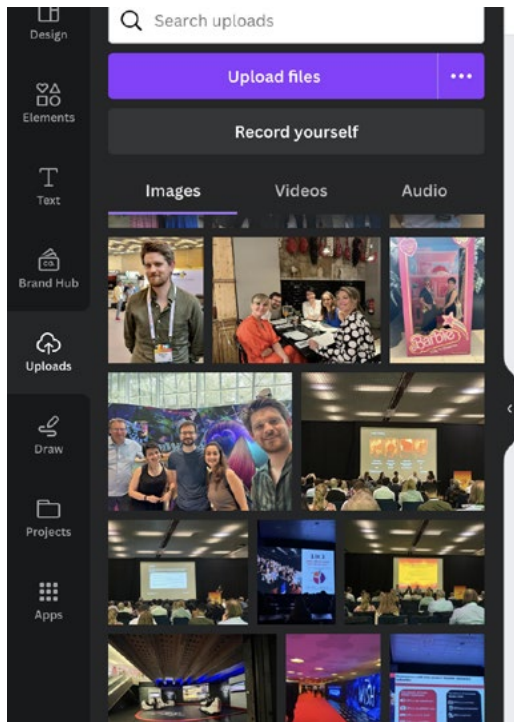


The Brand Hub tab

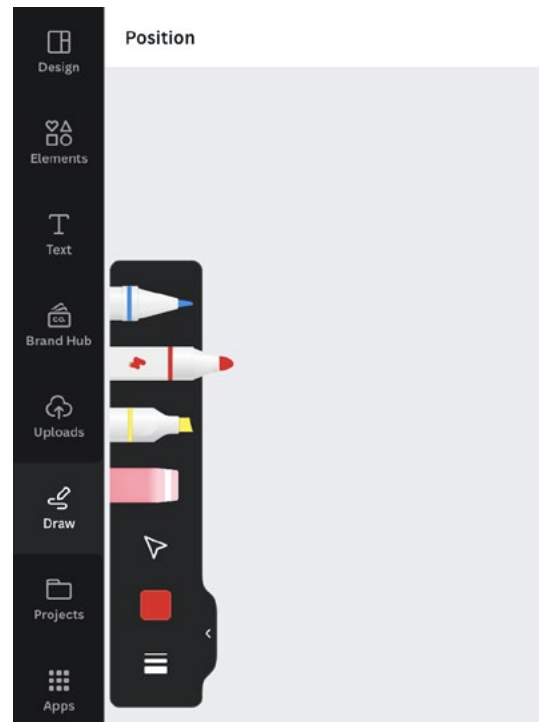
- **BRAND HUB** - If you use a Free version of Canva, you won't have this option. However, it is useful. You can pre-set your Brand Hub by loading your fonts, colour palette, logos, icons etc so that they appear here every time you design something new. That way you have everything to hand to make your assets look consistent and on-brand every time.
- **UPLOADS** - Upload your own image, video or audio files here to use in your designs. If you scroll further down you will see an option called folders, where you can access images and files you have organised by theme, or topic, or project etc.

- **DRAW** - This is a freehand drawing tool so you can use a mouse or tablet pen to draw using different types of pen, brush, pencil, paintbrush style, etc.

3) BASIC CANVA FUNCTIONS



The uploads tab



The drawing tab

- Finding and using a Canva template
- Finding, changing or uploading a font
- Changing canvas and element colours
- Finding, adding and adjusting an element
- Uploading your own images, graphics, sound and video
- Arranging elements and working with layers
- Organising designs

Finding Canva templates

Sometimes you might prefer just to use an existing template and adjust it to meet your brand style or needs, e.g. changing colours, fonts and / or adding in your own images.

Using templates is a great time-saver, and there are thousands of template designs available, even on the free version of Canva.

There are several ways to find templates:

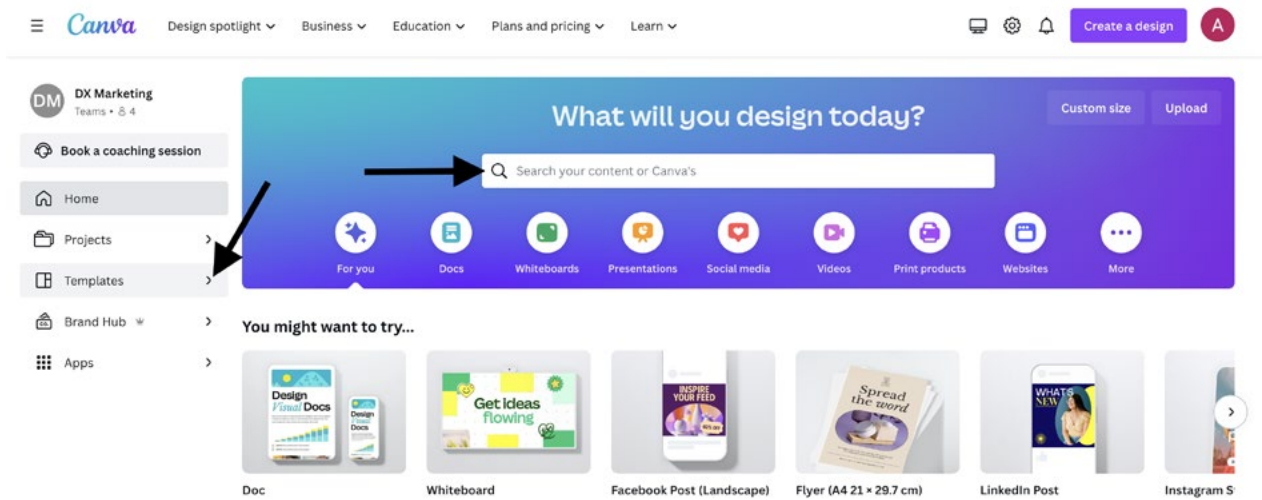
- From the DASHBOARD, use the central search bar or the left hand Templates tab
- From the EDITOR space, select a canvas size, then click DESIGN in the left hand bar and search in the Templates search bar

Use the search bar to find relevant templates and scroll to find one you like. Remember, you can change everything in a template, from colours, to images, to fonts, etc so you can be as creative as you want!

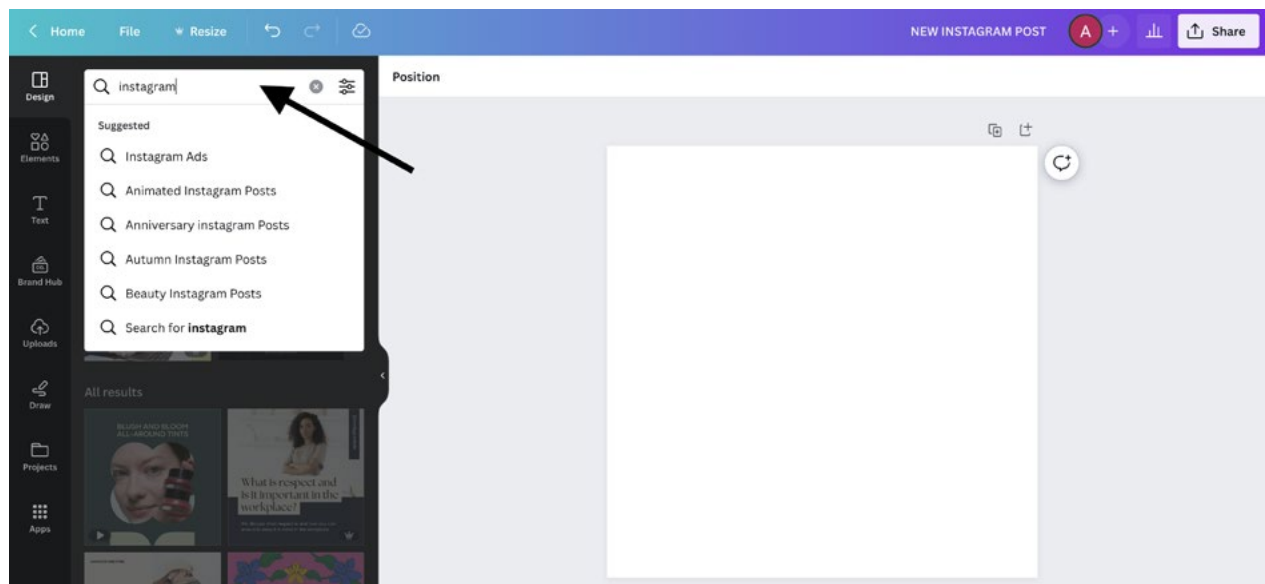
Here are some template searches that might be useful for a cinema:

- Movie screening
- Film Festival
- We're Hiring
- New Menu
- Popcorn offer
- Event Promotion
- Membership sign up
- Coming Soon

The templates shown to you will always be the same size as the canvas design you have selected. So if you are designing an Instagram Post, Canva will automatically filter selections to only show you Instagram post templates.



Find a template from the DASHBOARD



Find a template from the DESIGN space

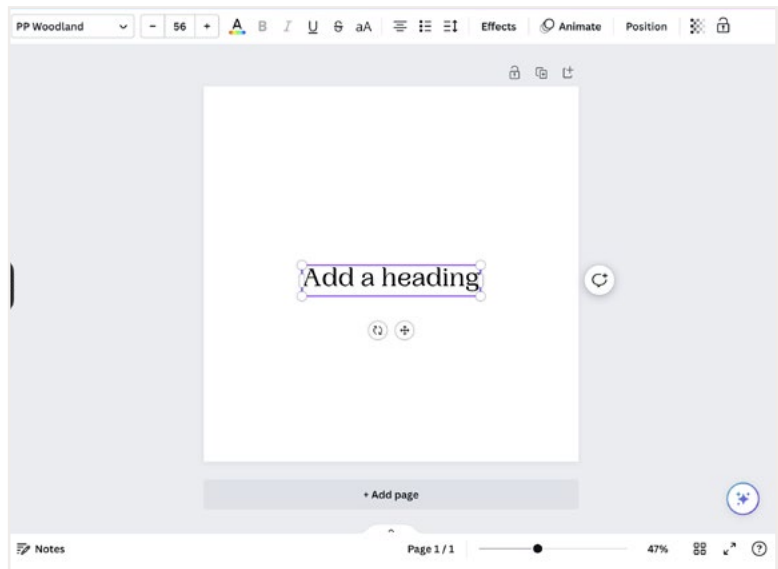
Finding, changing or uploading a font

Click on Text in the left-hand toolbar to open up the text fonts search bar.

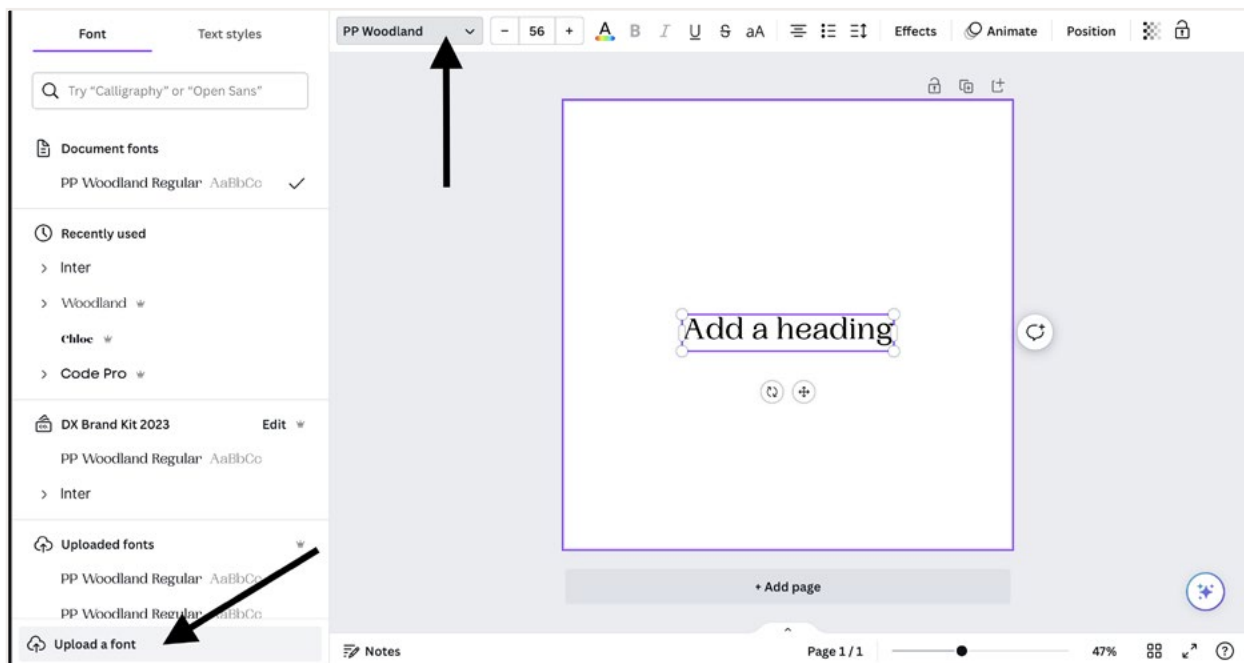
Search by type of font (serif / sans serif / calligraphy, etc) or scroll down to see the options available.

You can change a font on a canva design by double clicking on your text, and the font toolbar will appear. Simply highlight your copy, then select a new font to change that copy.

The font toolbar above your design canvas also allows you to change the font size, make it italic, bold, etc. Add special effects like highlighting or drop shadows. You can also animate text.



The font toolbar sits above the editor space.



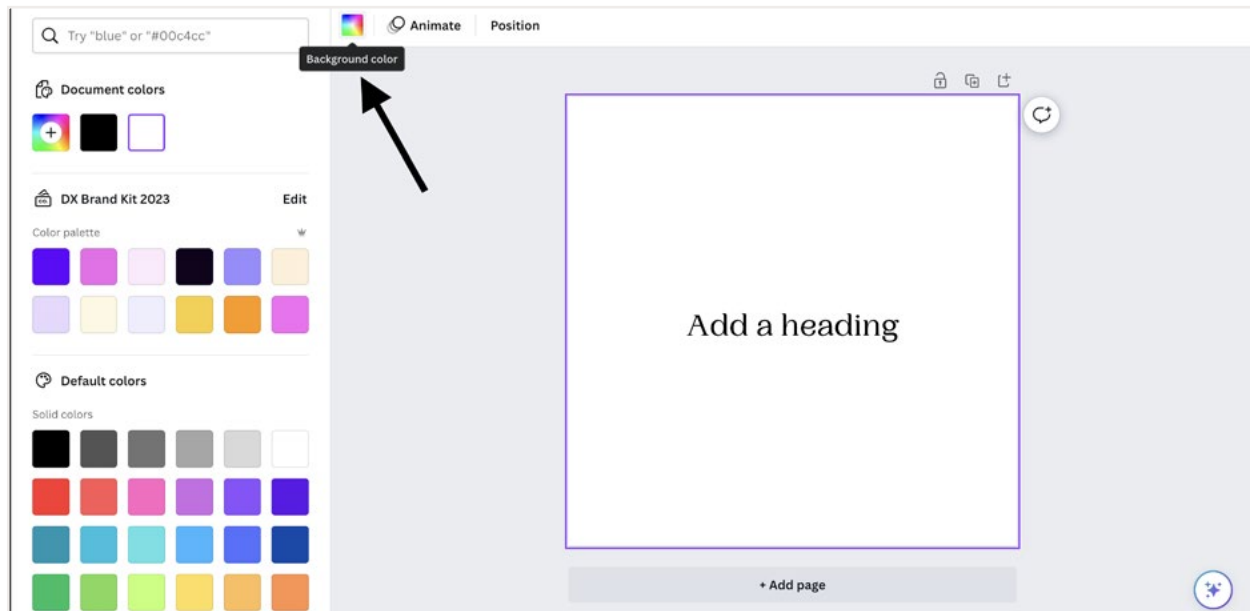
Finding a font

If you have a specific font for your cinema brand, you can upload it into Canva.

Click on the font drop down box (top left) to reveal all the font options. At the bottom you will see an option to UPLOAD A FONT.

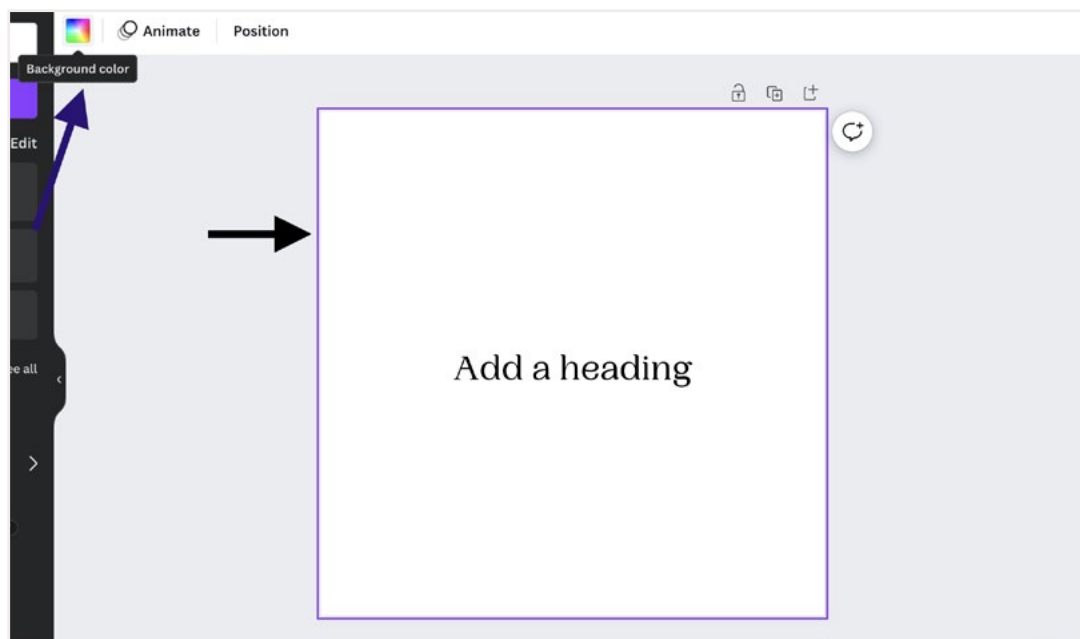
Changing canvas and element colours

You can change the colour of your canvas background, as well as changing the colours of most elements you add to your canvas, such as shapes, lines, some graphics, text, etc.



Selecting a background colour

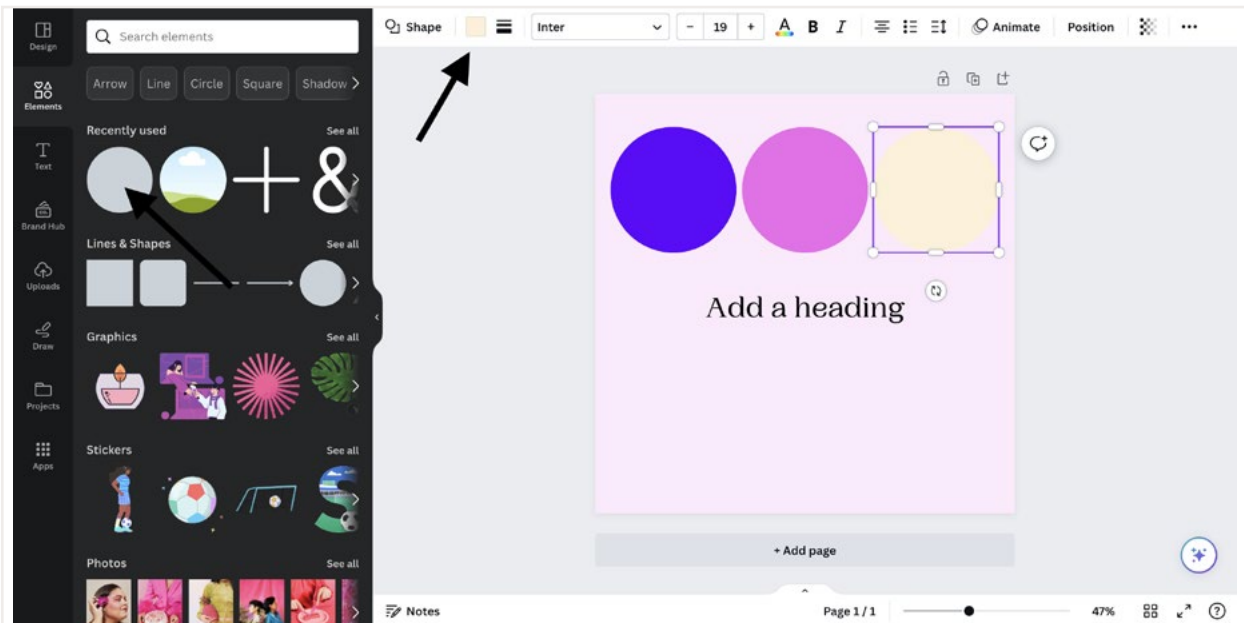
Click on your canvas to reveal the Background Colour button (top bar). Clicking the colour button reveals all the colour options available.



The colour panel

You can also search for colours using HEX codes or HTML colour codes. Clicking on any colour will change your canvas background.

You can change the colour of an element by clicking on it, same as above, to reveal the colour palette options



Changing an element colour, in this example a circle shape

Finding and adjusting elements

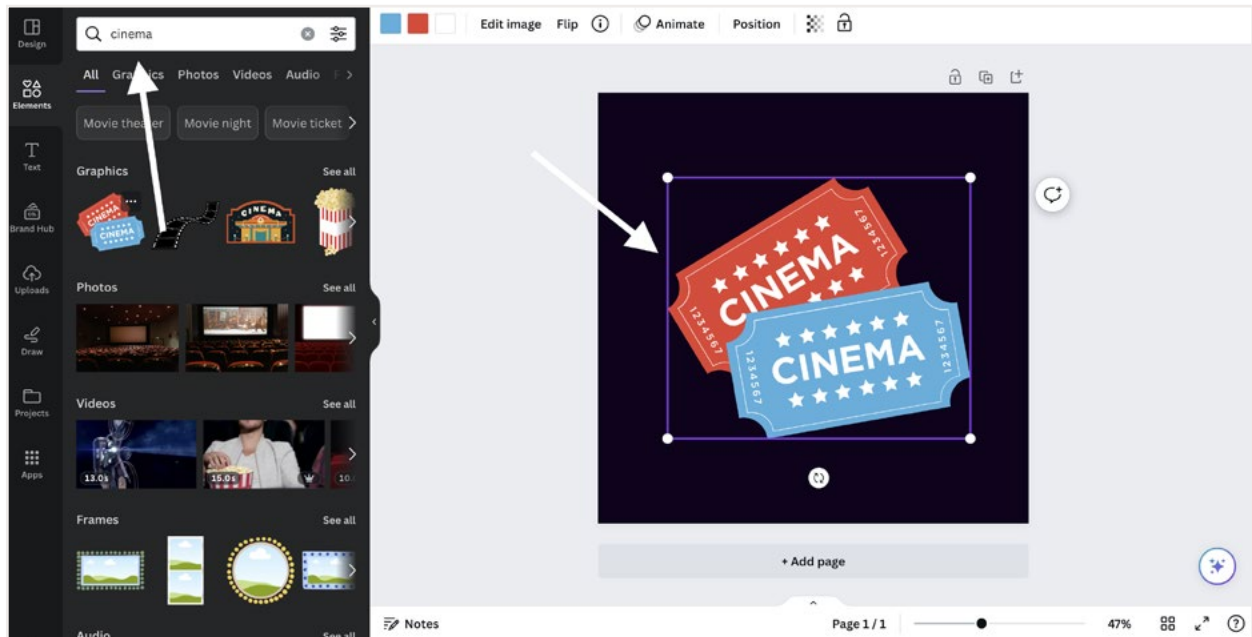
Elements on Canva means anything that can be added to a canvas that isn't text. There are dozens of types of elements. The most common are:

- Lines and Shapes
 - Animated or static
 - Illustrations or vectors
- Graphics
- Photos
- Videos

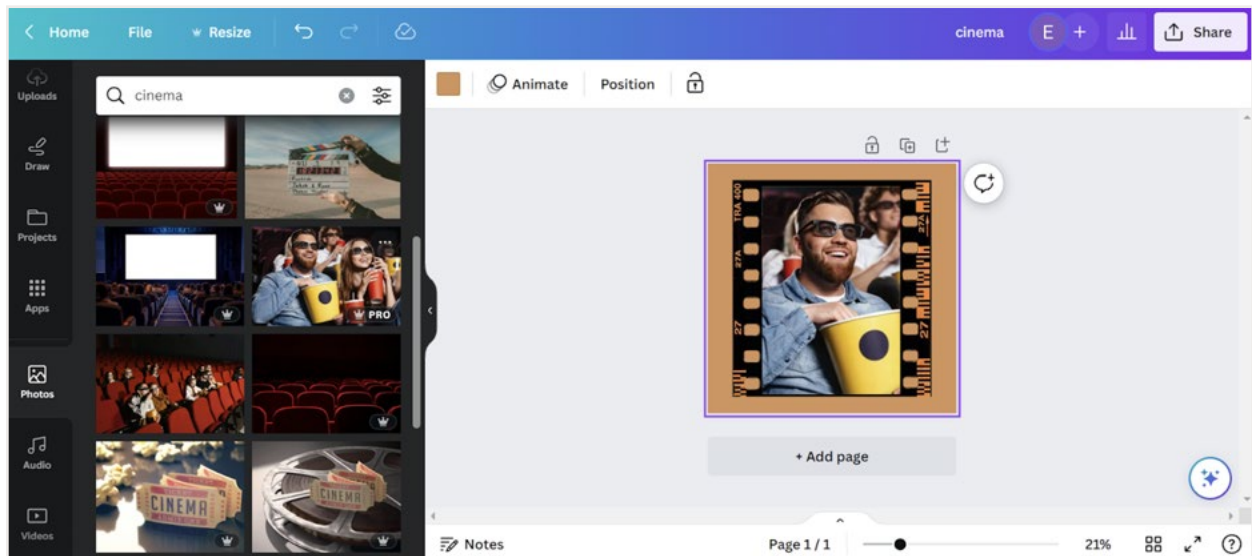
You can use the Elements search bar to find things by theme, or scroll down and across to look at most popular elements.

Once you have selected an element and added it to your canvas, you can adjust the size, rotation, and in some cases the colours. You can also add an animation to it.

Frames allows you to embed an image into a shaped frame by clicking and dropping.



Cinema ticket graphic element



A Canva photo of a man eating popcorn that has been dropped into a film strip-shaped frame

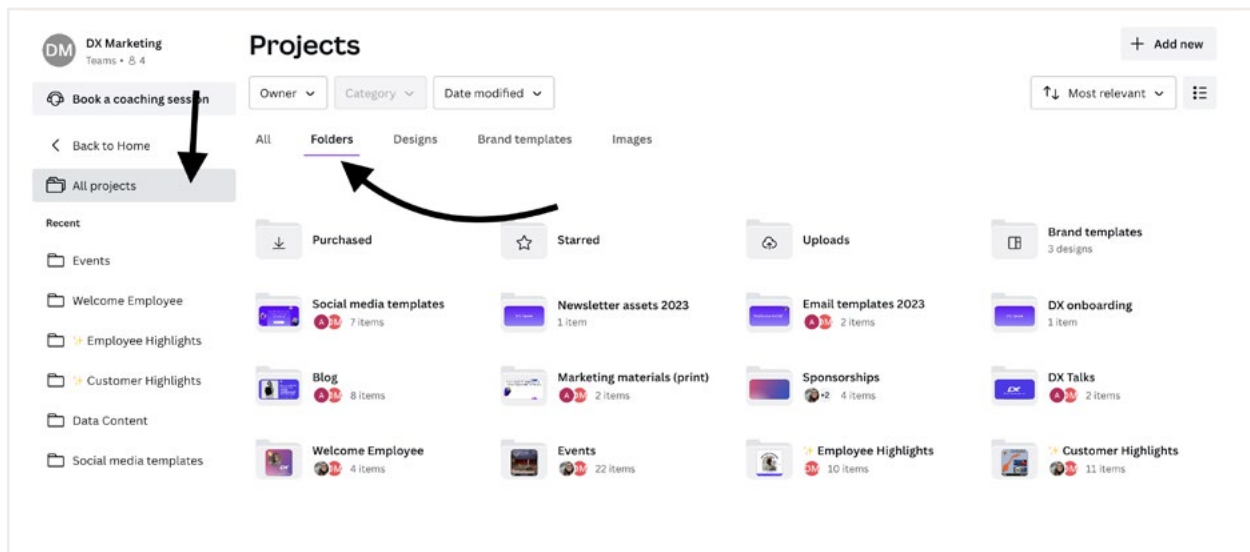
Uploading your own images, graphics, sound and video

You can upload any existing cinema assets you might have: photos, images, video, graphics, even sound files to Canva so you can use them again and again in your designs.

The easiest way is to click UPLOAD in the left-hand tool bar and simply upload your files from wherever they are saved. However, this means they will simply appear under Uploads in an unorganised way, and you might find yourself scrolling for ages to look for old uploads.

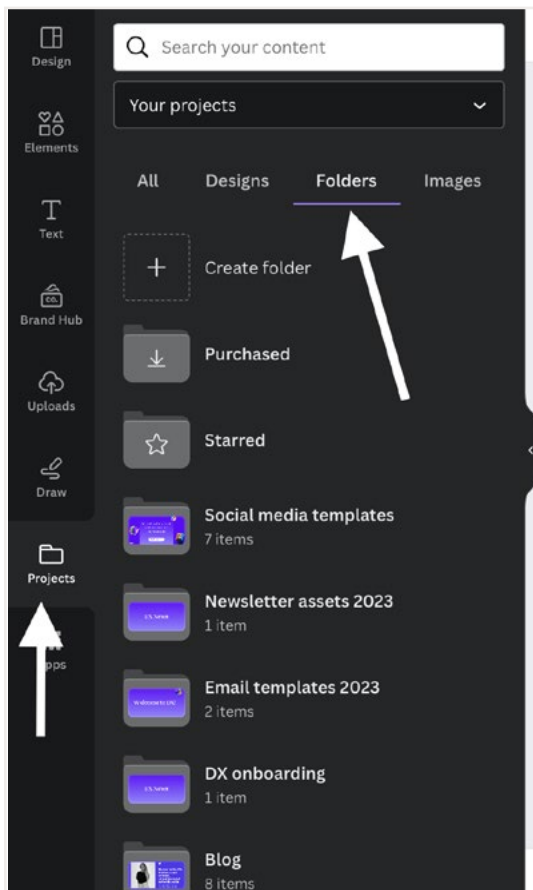
A more organised way is to go to the DASHBOARD and click Projects>Folders>+Add a Folder and create organised folders for different kinds of images in a way that makes it easier to find specific images / photos.

You can then find those folders when you want to add your own uploaded images or photos to a canva design by clicking PROJECTS in the left-hand toolbar, which will pull up all your folders.



Using the All Projects space to organise your files into folders.

You can then find your organised files (images, graphics etc) more easily when creating designs

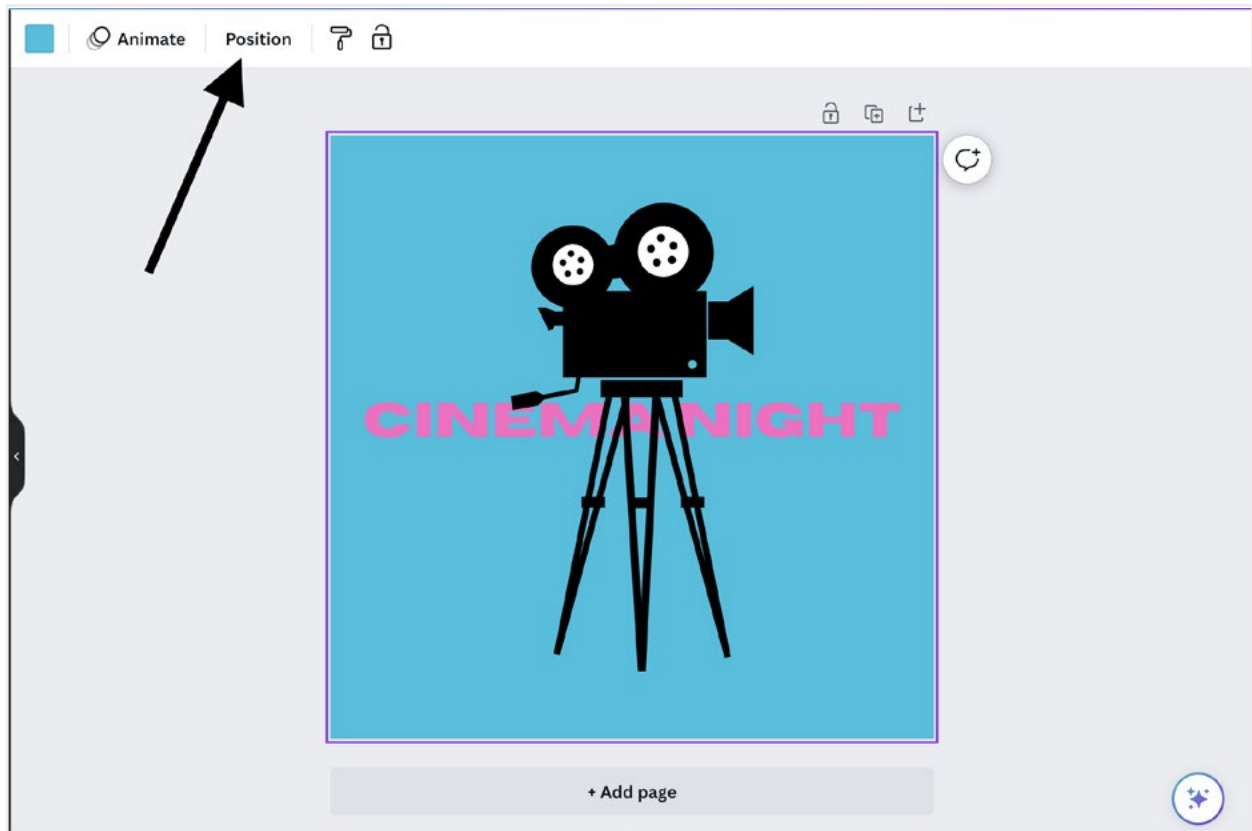


You can then find your organised files (images, graphics etc) more easily when creating designs

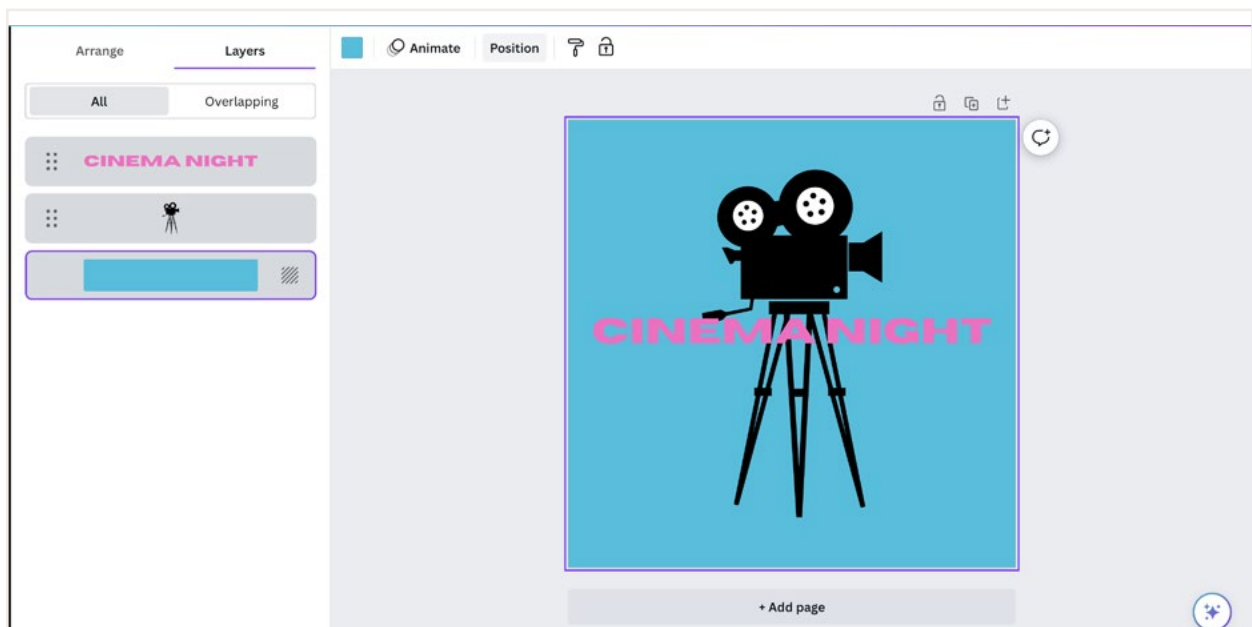
Arranging elements and working with layers

When you are working on your design, you will sometimes find the need to move elements back or forward or arrange many layers so that some are behind others.

In the Canva editor, click on an area of your design and find the POSITION button in the design toolbar



This will pull up the layers / arrange panel offering you different ways to see and rearrange overlapping elements.

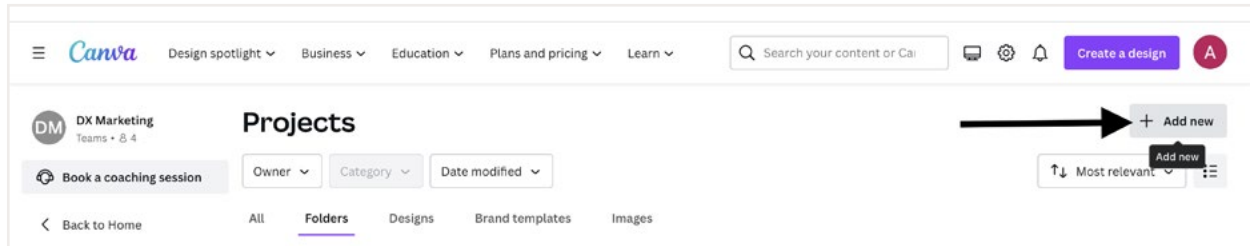


Display all the layers in your design and easily move them around with your mouse

Organising your designs

Before starting any new designs, head back to the main Canva DASHBOARD by clicking HOME.

Click on Projects > Folders and click + ADD NEW



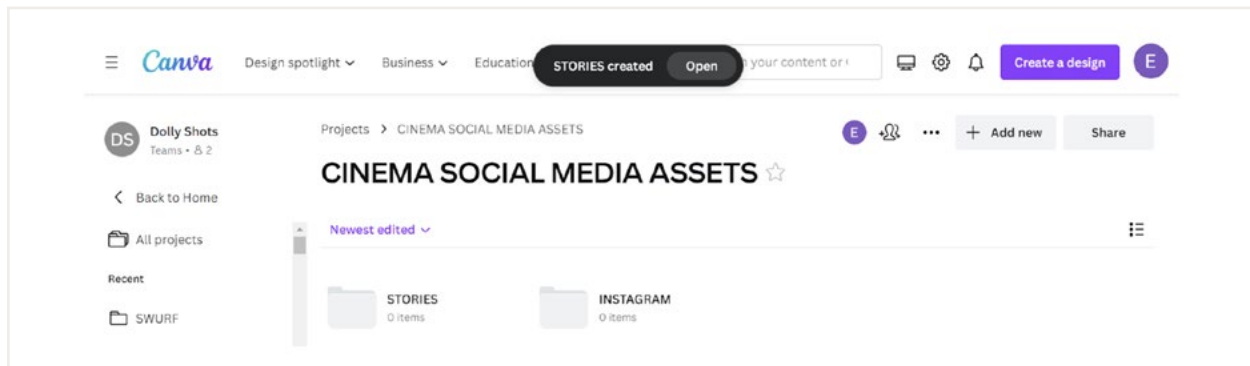
Display all the layers in your design and easily move them around with your mouse

We recommend setting up folders to easily find and organise your designs as you go, also for future team members to be able to easily find things.

Later we'll show you how to create templates from your designs so you can easily re-use different designs again and again, using new images or text and save time.

You can organise folders by type: INSTAGRAM, FACEBOOK, STORIES. Or however it works best for your cinema team.

Head back to the DASHBOARD by clicking HOME and let's design our first social media asset!



Example folder of cinema social media assets, divided into sub-folders: Instagram and Stories.

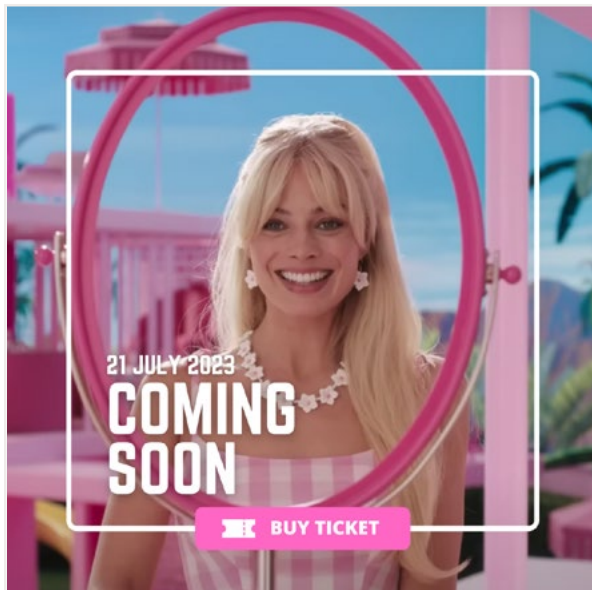
4) CREATING BASIC SOCIAL MEDIA ASSETS STEP-BY-STEP

We'll cover:

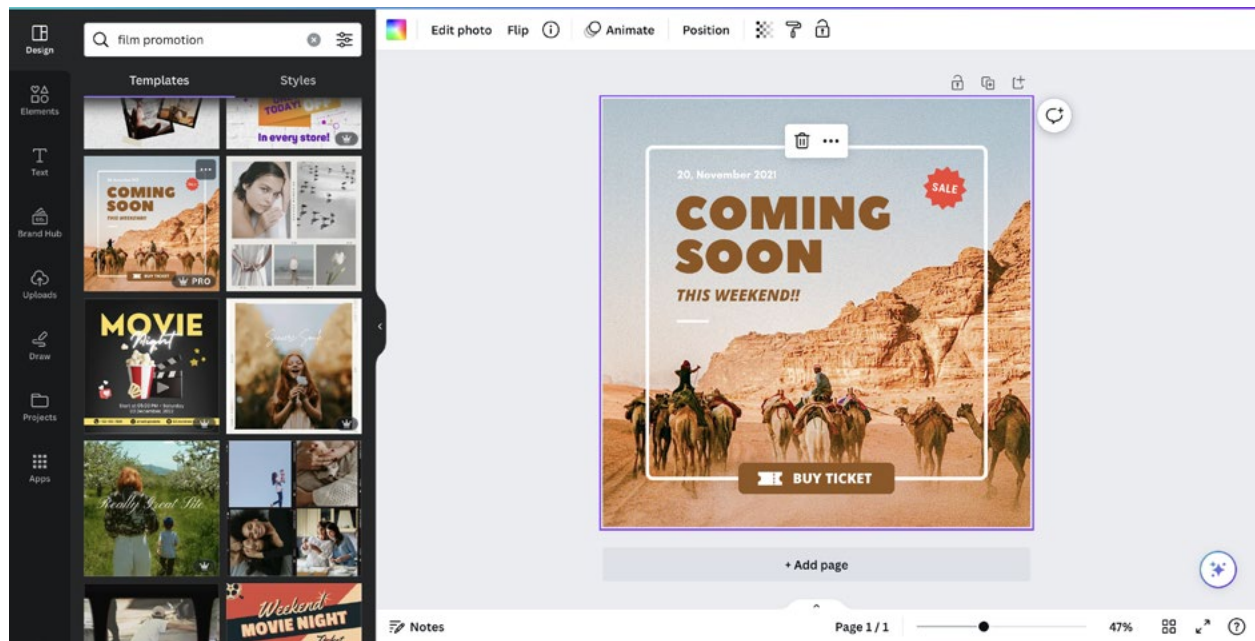
- Creating a social media asset using an existing Canva template
- Creating a social media asset from scratch
- Personalising an existing image or asset from a film distributor / promotional pack to suit your cinema

Creating a social media asset using an existing Canva template

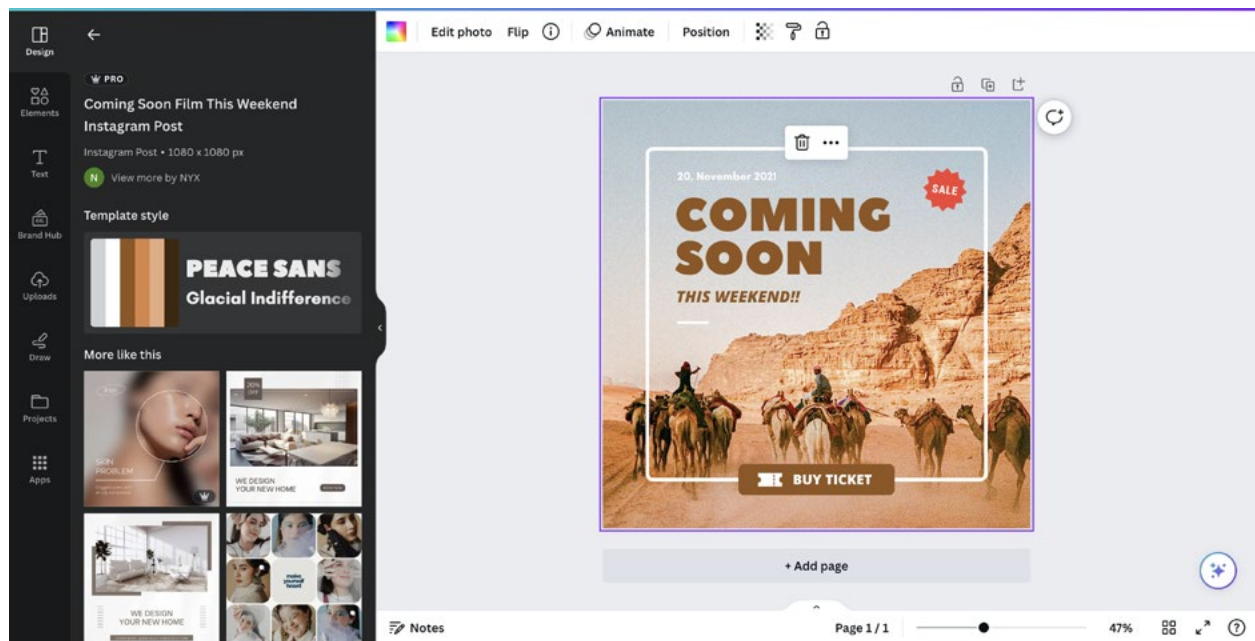
We'll create an instagram post to drive ticket sales for the Barbie Movie:



1. Open Canva, select Create A Design and choose Instagram Post (Square) from the drop down menu
2. On the left-hand tab, select Design and type "film promotion" in the Template search bar
3. Scroll to find a design template you want to adapt and double-click to add it to your canvas

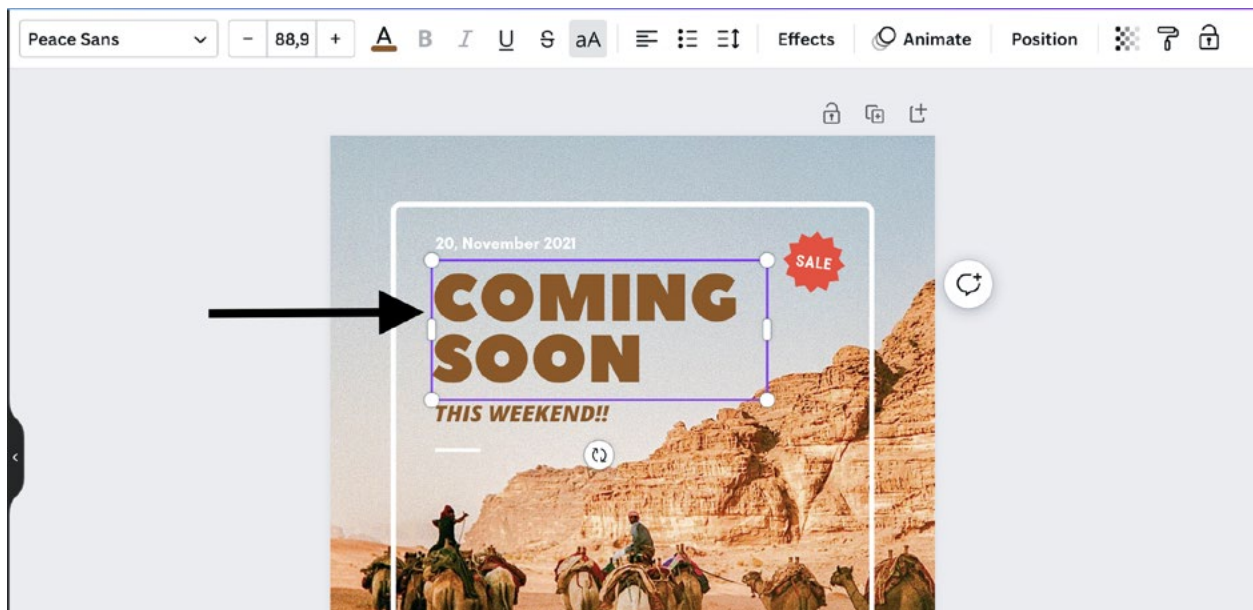


Select your template and double click

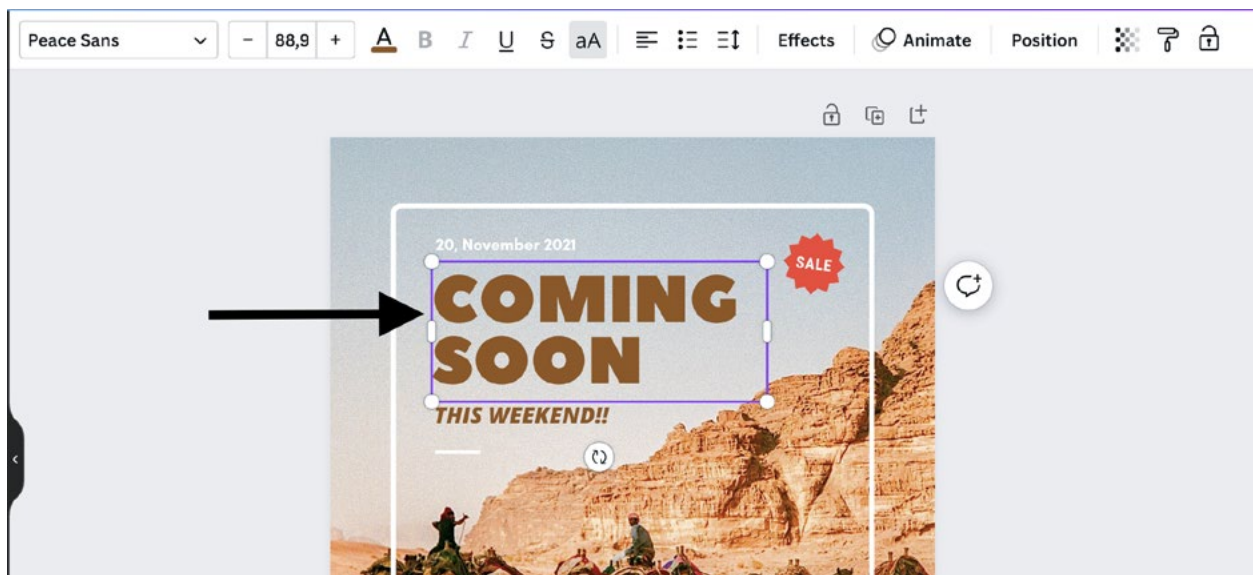


The template is now ready to edit

4. Click on any element in the template to make changes or move things around on the canvas. For example click on the text, and you can change the font style and colour, or move the text to another area.



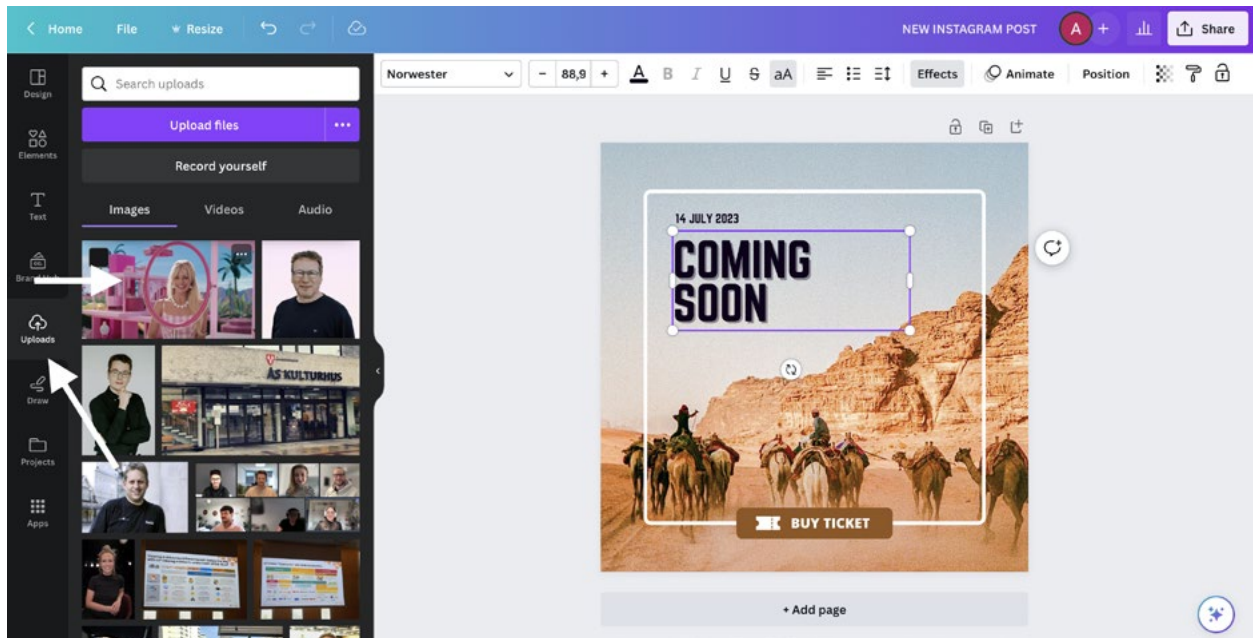
Clicking on a piece of text reveals the font toolbar



Before and after changing font type, size and editing the date. We also removed the SALE icon and "This Weekend" simply by clicking on them and hitting DELETE.

5. Change any imagery and add your own by clicking on the image and hitting DELETE. You can then go to the UPLOADS tab on the left hand side to add your own image, or scroll down on the left hand side to PHOTOS and pick a Canva photo.

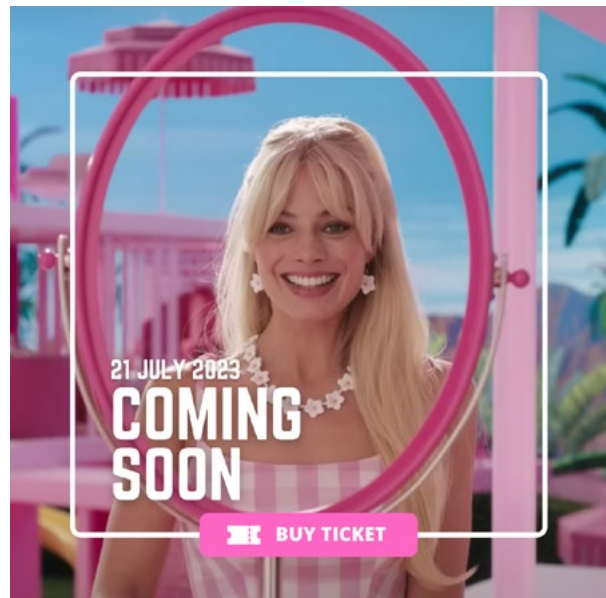
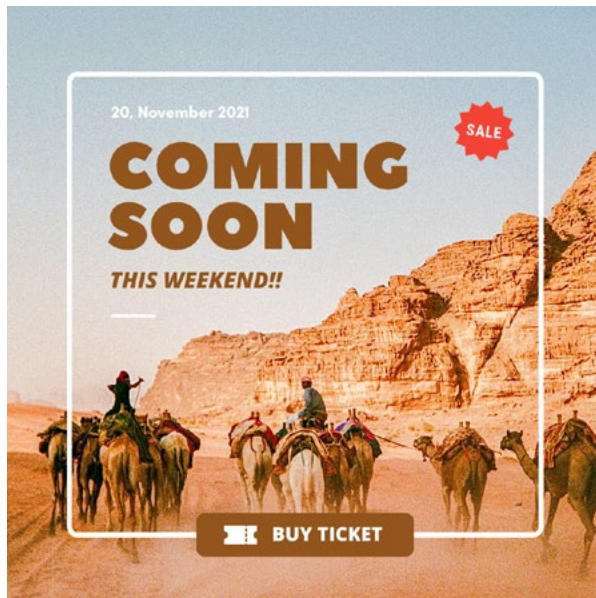
We will upload and use a Barbie Movie image. If a picture needs to be cropped, you can double click it and crop marks will appear. Use your mouse to crop or stretch.



We've uploaded our Barbie picture and added it to the template. Then we changed the font colour again to match the image and moved the text around to make it easier to read.

6. You can change the colour of design elements on a template too. Here the brown "BUY TICKETS" shape doesn't match the colours of the image. To change it, click on the element and select a different colour.

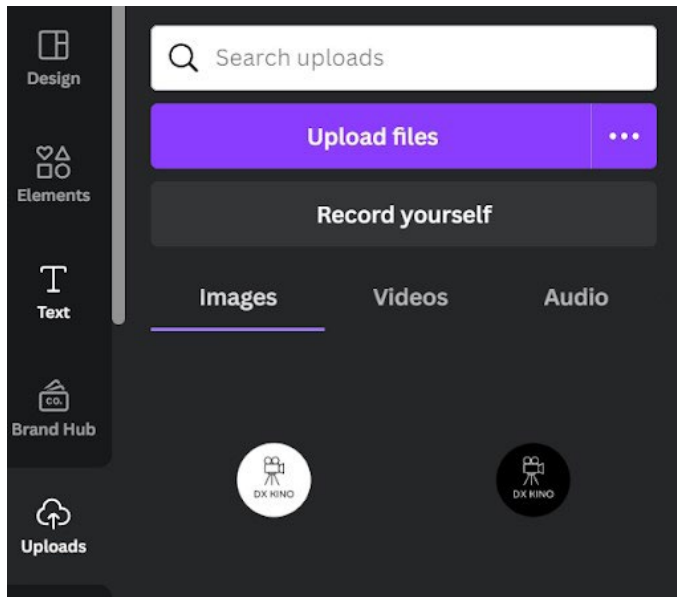
Canva will show you colours that match your main image, or you can choose your own.



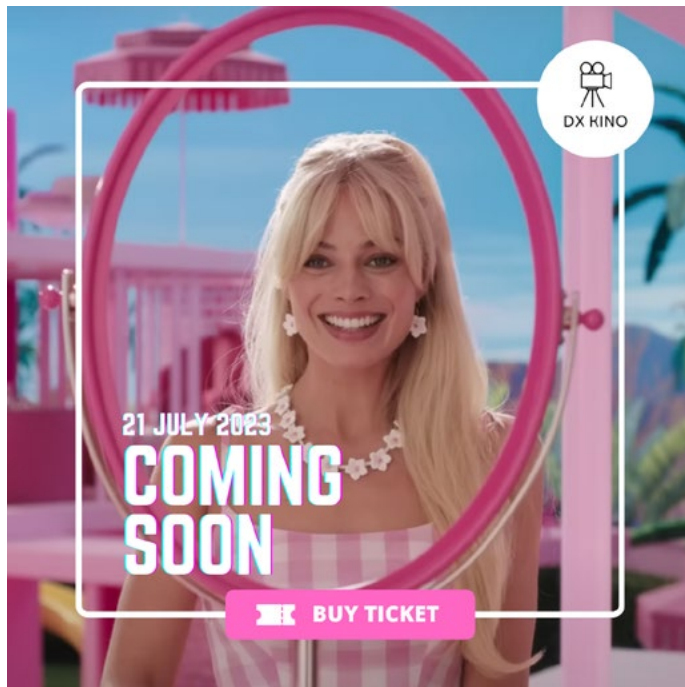
Before and after editing a template

7. Finally you can add your logo or cinema wordmark anywhere on the graphic if you want. To do this, upload your logo using the UPLOADS tab (or find it in your Brand Hub if you have one, we will cover that later).

Click to add it to the image then resize and rotate as necessary.



Upload your logo



The final artwork with your cinema logo

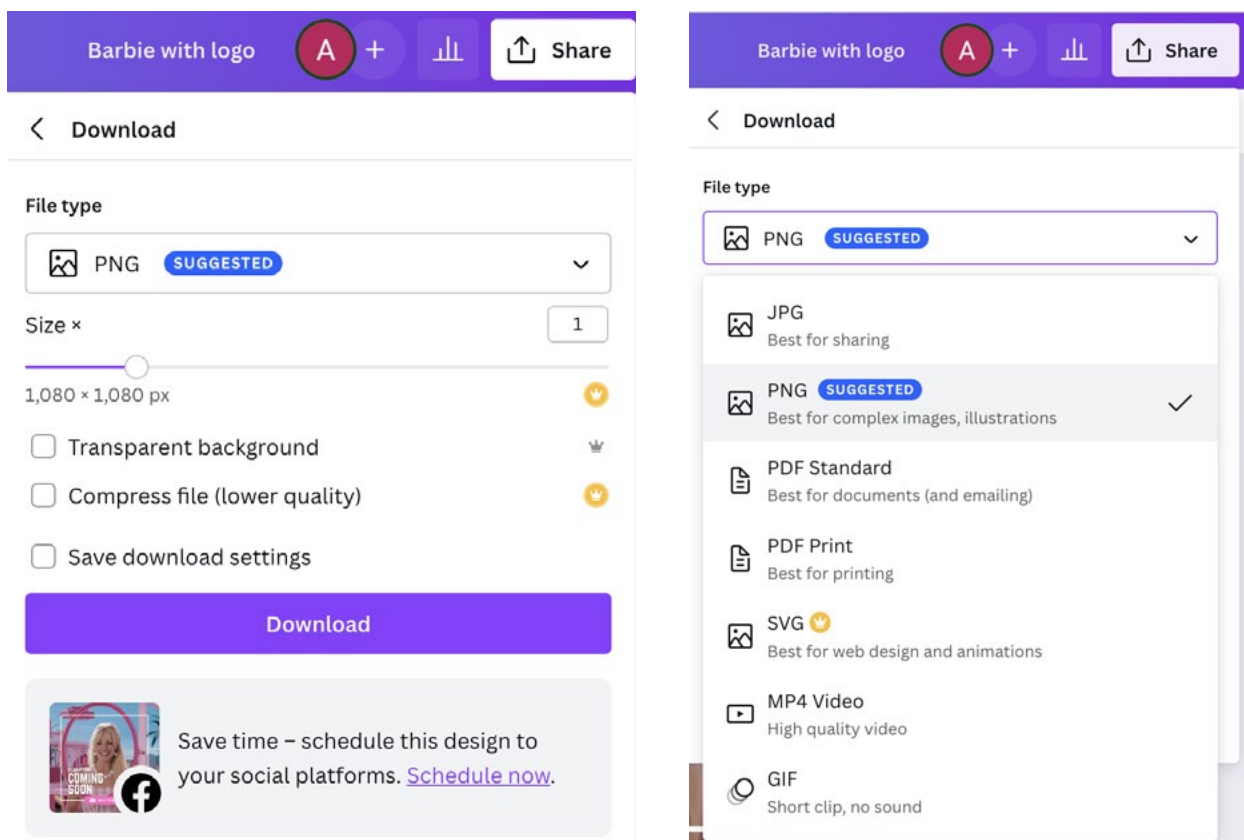
Saving and downloading your asset

Once you are happy with your design, you can download it to post to social media, or save it in a folder on your computer to use later.

You can also save this new design as your own template in Canva if you want to adapt it in the future (e.g. to promote other films using the same style of visual), or save it to a Canva folder.

Download your design to your computer:

- Click  in the top right hand of the Design space screen
- A drop down box will appear offering you the option to share the design with other people who have access to your Canva (ignore this for now), keep scrolling until you see DOWNLOAD as an option.
- Click DOWNLOAD, you will see a drop down selection called FILE TYPE allowing you to choose the format you want to download your image in: JPG, PNG, PDF, etc.

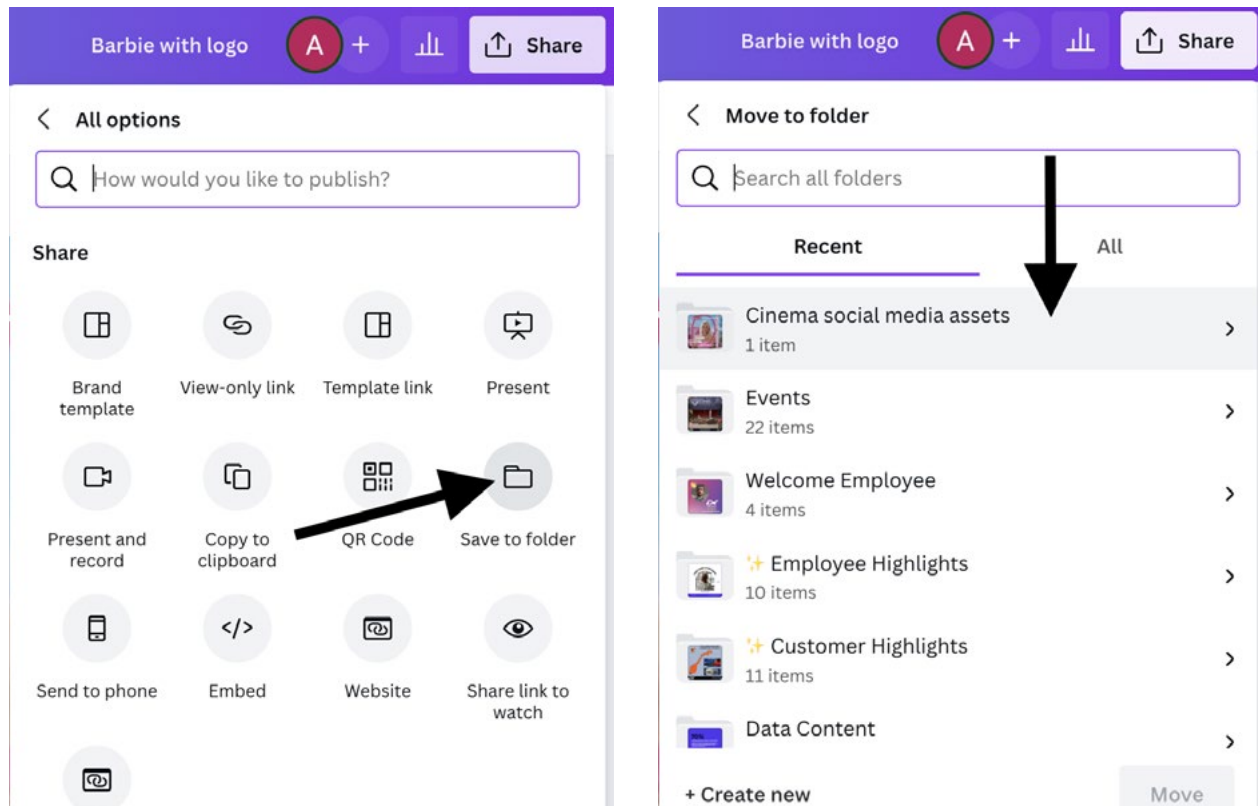


Select DOWNLOAD, then tap File Type to see the drop down selection

- We recommend saving designs as JPGs for social media unless the image is very complex with lots of detail in which case PNG is better.

Save it to a CANVA FOLDER:

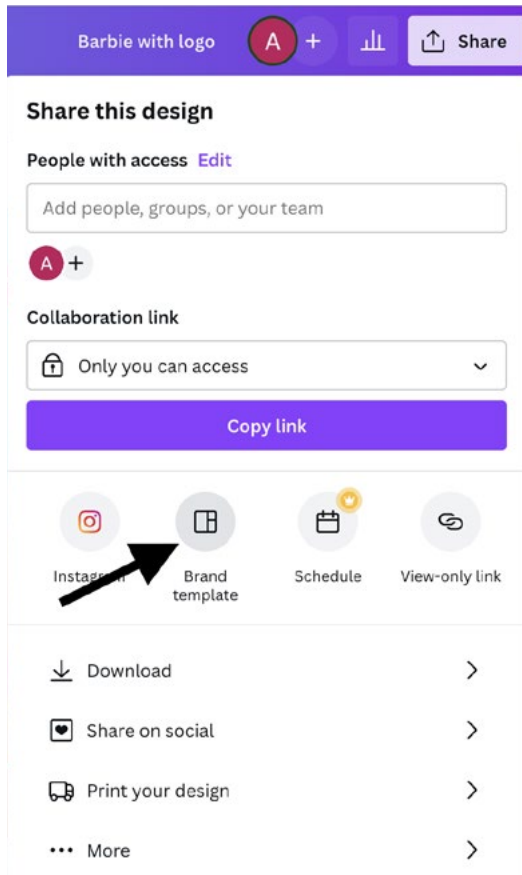
- Click  in the top right hand of the Design space screen
- A drop down box will appear offering you the option to share the design with other people who have access to your Canva (ignore this for now), keep scrolling until you see MORE as an option.
- Click MORE and scroll until you see Save to Folder



Save it to one of your pre-created folders so you can easily find your design later.

Save it as a template:

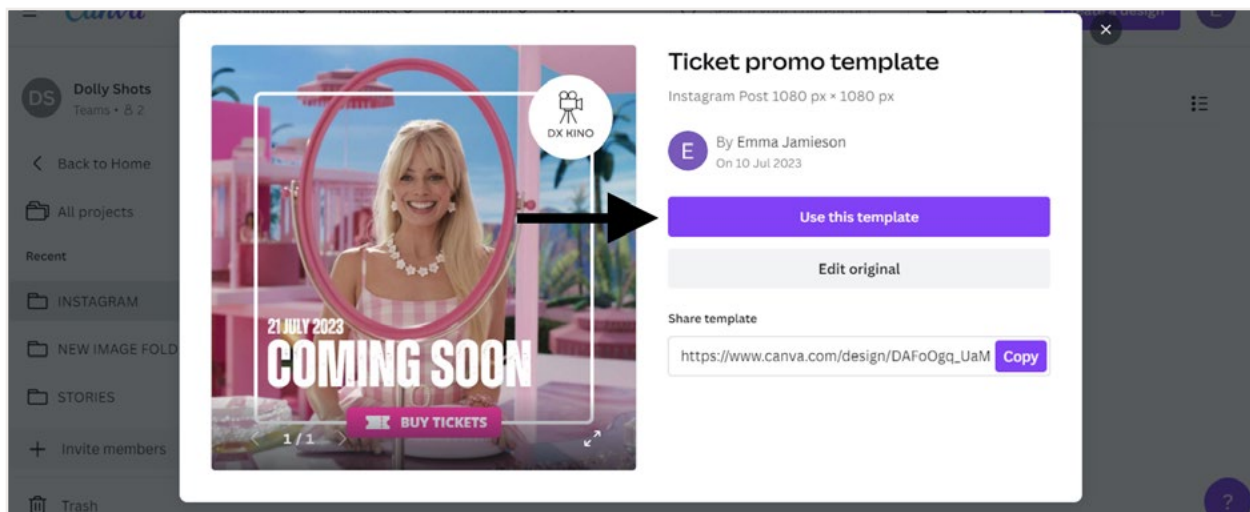
- Click  in the top right hand of the Design space screen
- A drop down box will appear offering you the option to share the design with other people who have access to your Canva (ignore this for now), keep scrolling until you see BRAND TEMPLATE



You will be given the option to then save it into a folder as a template.

Find the pre-created folder you want to save it in and hit PUBLISH. It will automatically save to that folder as a template.

To use a template you have created, simply double click on it and Canva will offer you the option to use the template or to edit your original template.



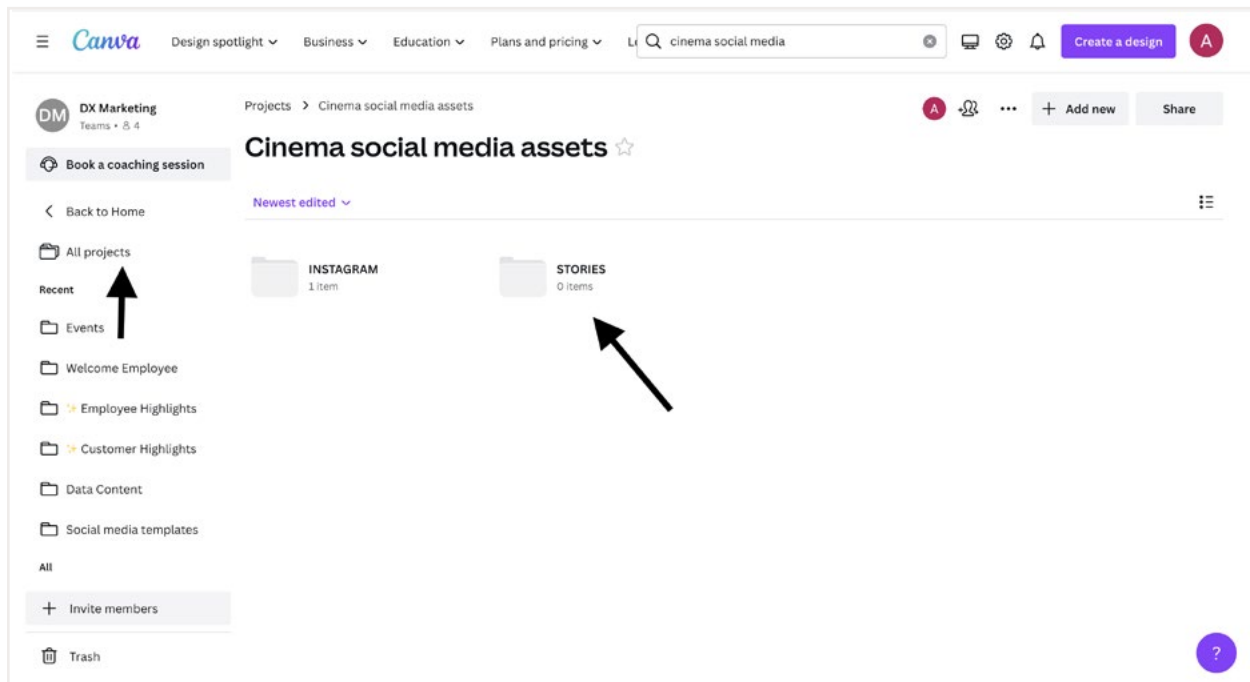
Creating a social media asset from scratch

We'll create an instagram story to promote a new popcorn offer. We're going to create this so that it saves directly to a specific folder.



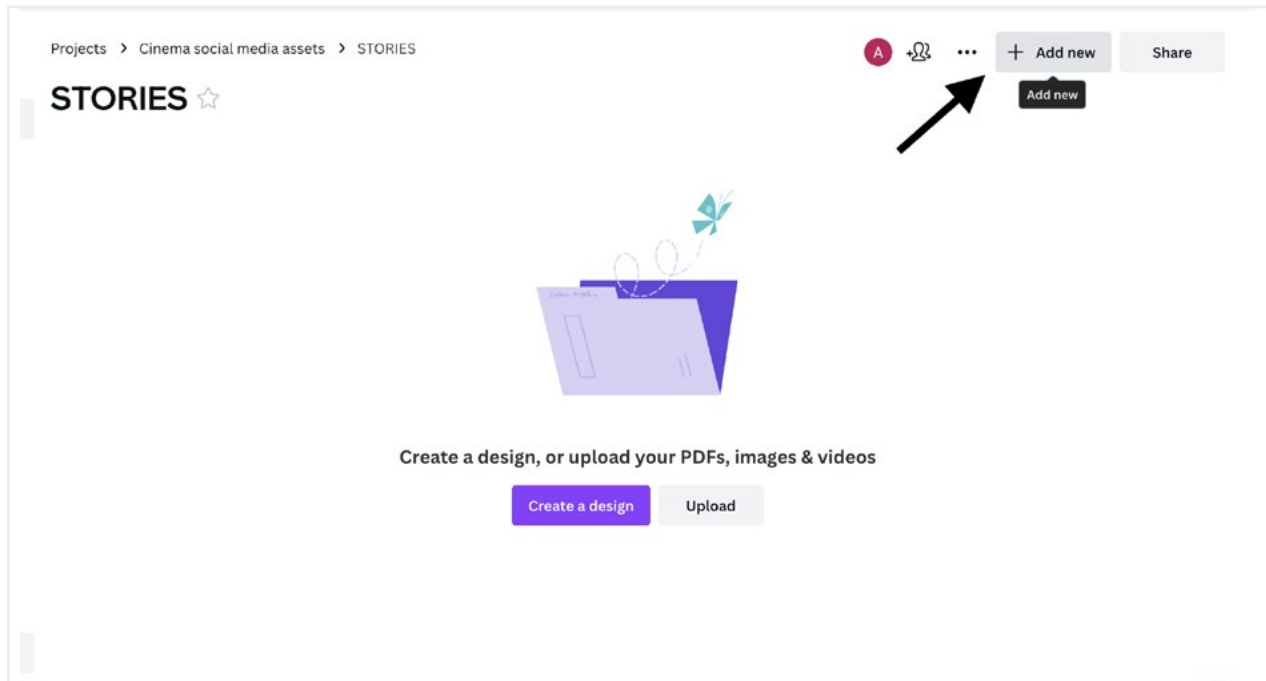
The final design we will demonstrate step-by-step

1. Open Canva, select Projects>Folder> [CHOOSE A FOLDER] and open that folder. We've created a folder called Cinema Social Media Assets, which has two sub-folders: Instagram and Stories.



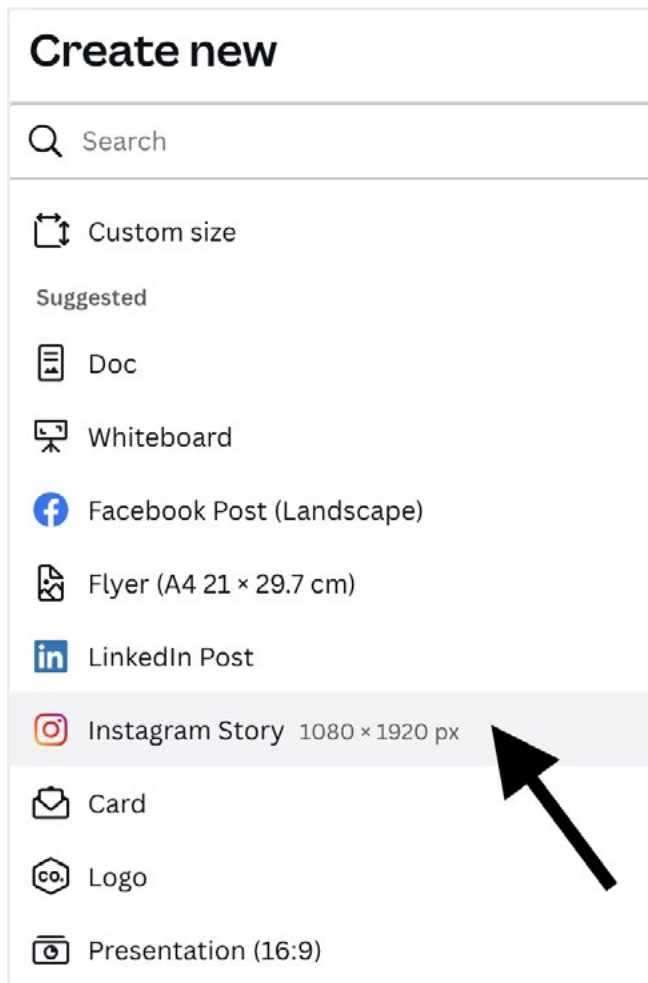
Opening our Cinema Social Media Asset folders where we will save our design

2. Click on the folder where you want to save your design. In our case, Stories.
3. Once inside the correct folder, select + Add New



Adding a new design to a folder

4. Click on + Add New and select + Design> + Create New to open a new editor, and select Instagram Story from the options

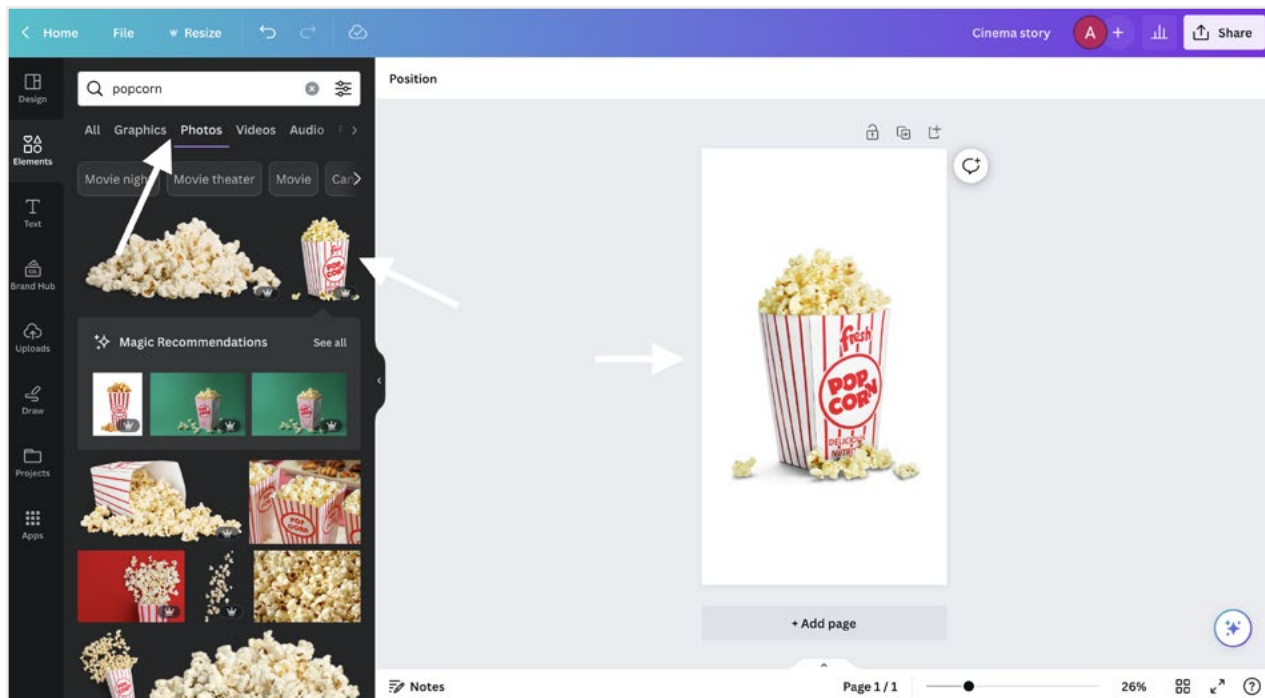


5. Now you see your blank Instagram Story canvas in the Design Space.

You can now choose to give your design a background colour, or add an image, or graphic etc. We are going to choose an image first, then Canva will suggest a colour palette based on that image that we can use to add matching text, etc.

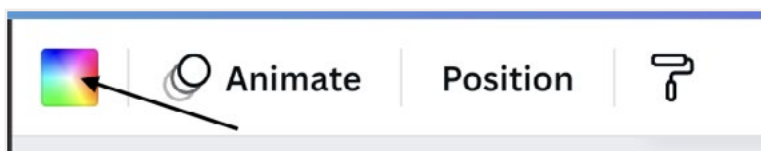
Go to the left-hand toolbar, scroll down until you see Photos and type "popcorn" into the photo search bar. Alternatively, go to Elements, type "popcorn" and choose Photos from the tab menu.

6. Now we can resize the popcorn picture and add a colour to our background.



Add the popcorn photo to your canvas. You can resize it using your mouse to toggle the blue frame.

Click the background of the canvas to open up the colour / font toolbar. Click on the colour square.



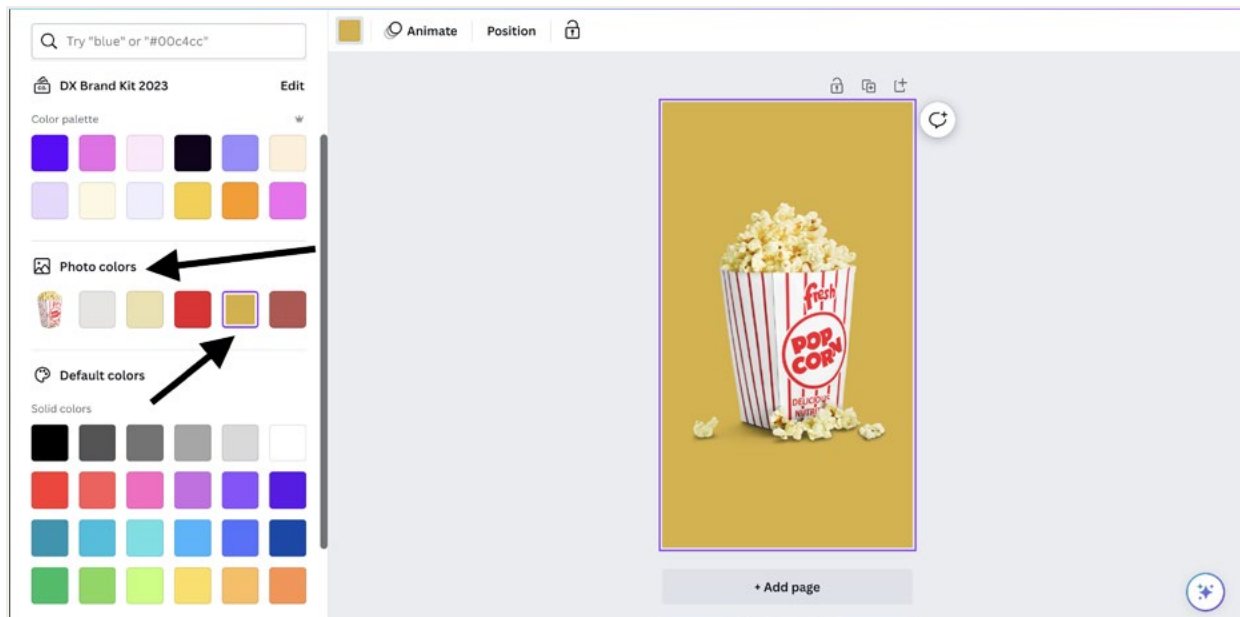
This opens the colour panel. You will see an option called photo colours, which picks out a colour palette based on your chosen image, which will help your design look cohesive.

We selected the creamy colour for our background.

7. Now we'll add some text.

Click Text in the left-hand toolbar, then click Add Text Box

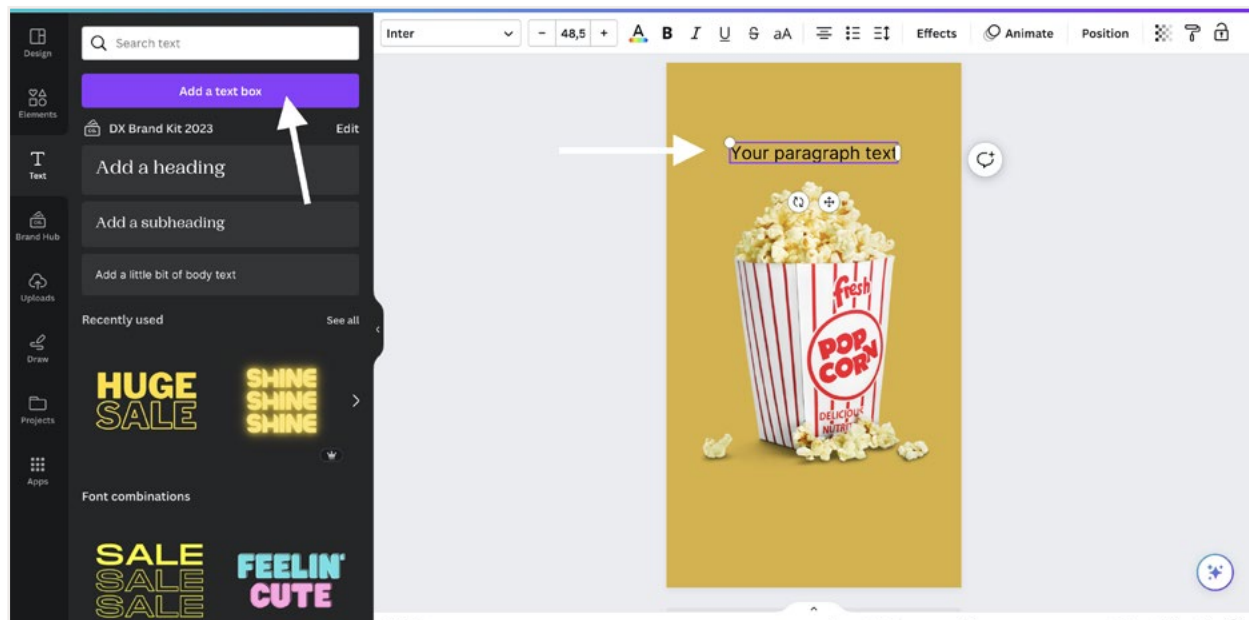
You can then click on your text box to edit the copy, font and font size using the toolbar



Selecting a colour from the photo colours palette

above the editor.

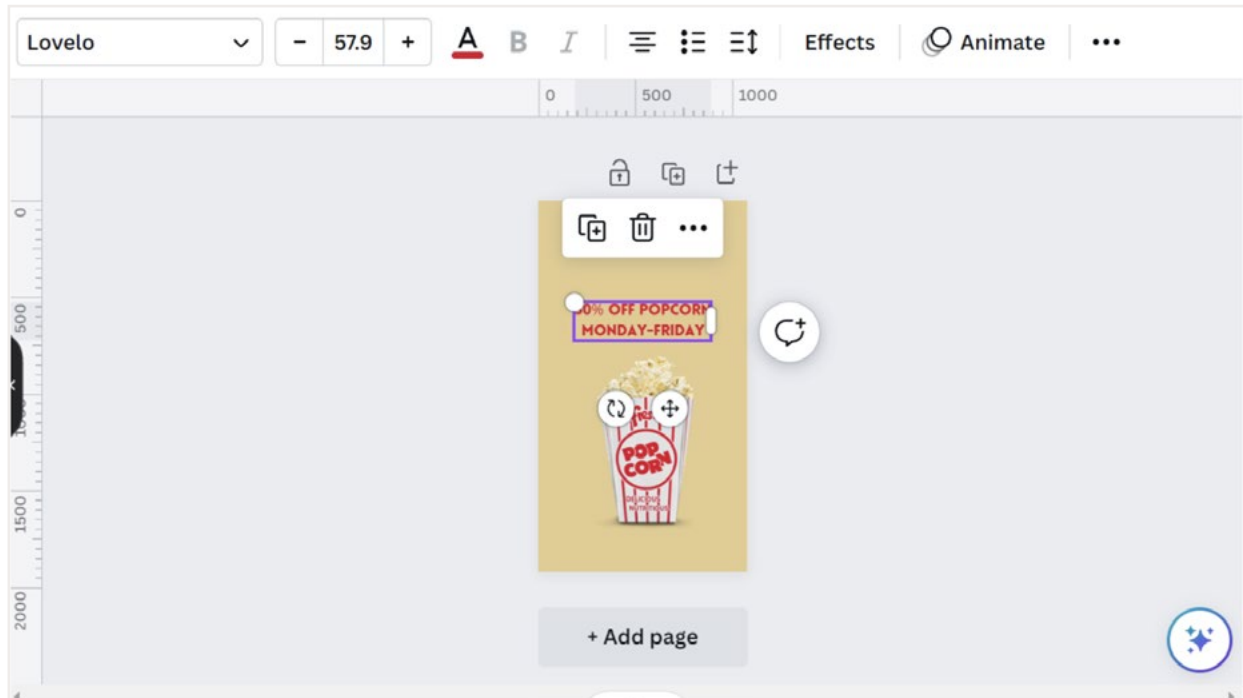
We changed the font colour to red, using the Photo Colours palette, and changed the



Adding a text box

font to LOVELO.

8. Now we will add some graphics / icons. In the left-hand toolbar, click



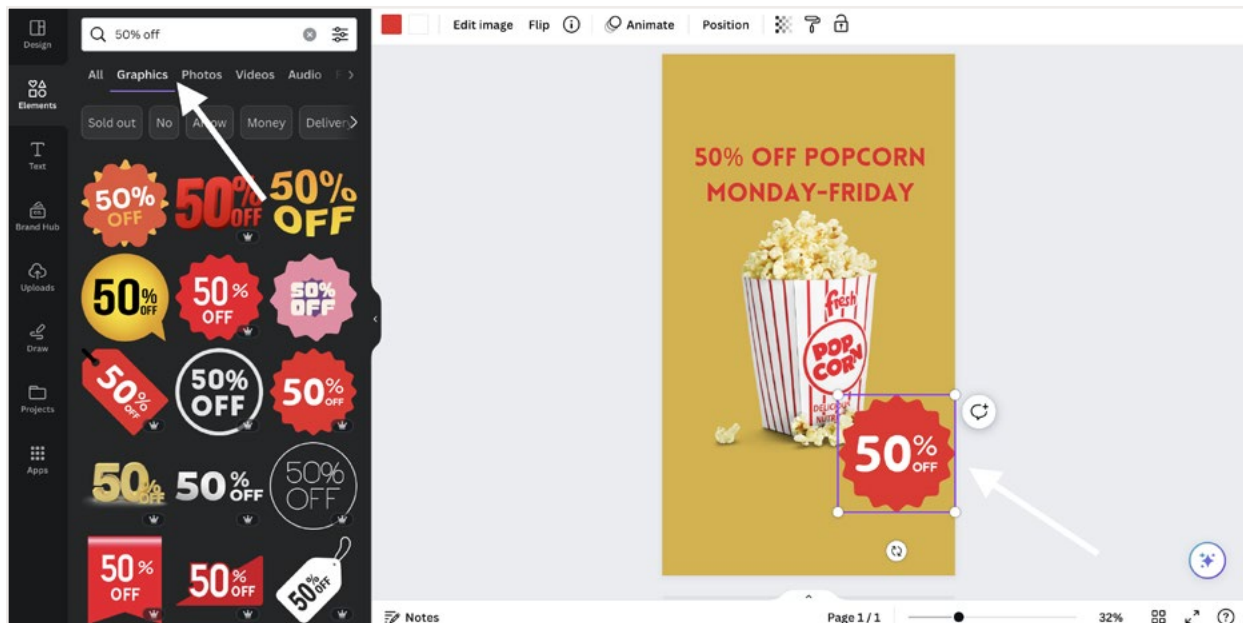
Changing the font on our design

the Elements tab, and type "50% off" in the search bar.

You will see options to filter by graphics, photos, videos, sound files, etc. We will choose to search for graphics. Click on Graphics.

Select the graphic you want and double-click to add it to your canvas.

9. You can add more elements as you wish. We added corner framing. Again, click on



Elements, and search “corner frame” in the search bar, then filter by Graphics.

10. We can now download our graphic, or save it in a Canva folder for later use.

Personalizing existing promotional assets from film distributors

As a cinema you will often be sent promotional assets by film distributors to help promote their films. This is great, but you can enhance these assets even more, and personalise them to your cinema, to make them more relevant to your local audience.

We’re going to personalise a promotional film asset to create artwork for a local Facebook event and Instagram Post.

Imagine you want to run a special screening of Avatar: The Way of the Water for local families, with a costume-party event. You want to use Facebook events to promote this locally. You will personalise the Avatar promotional materials you have been sent to create localised content.

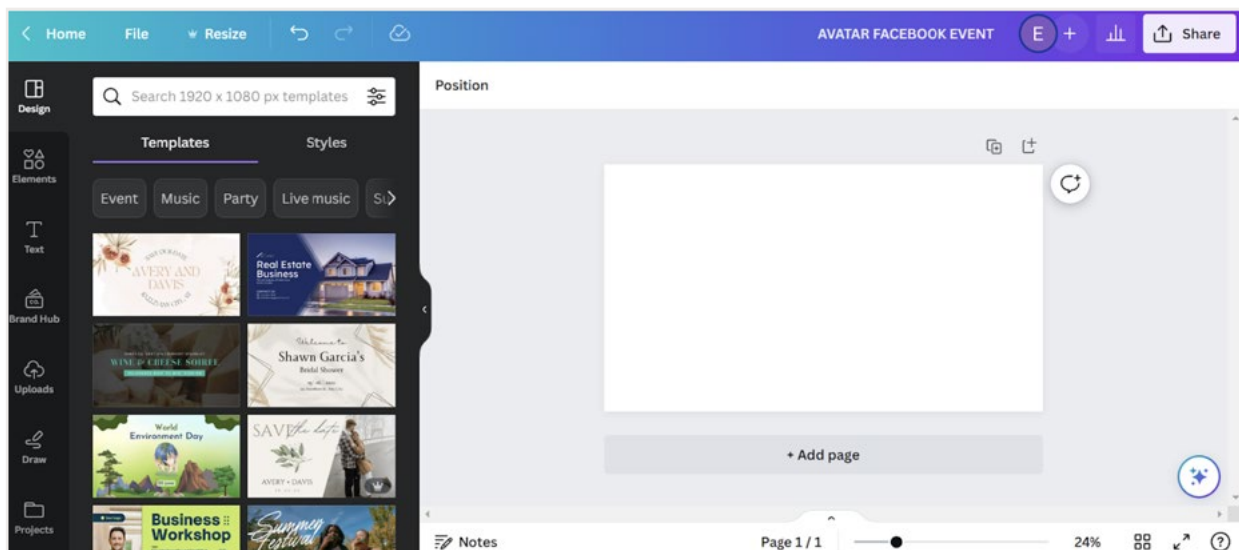
(For a great example of a cinema doing this effectively, read our DX case study about Lillehammer Kino, Norway promoting a Ladies Night event for the launch of the film Ticket to Ride)

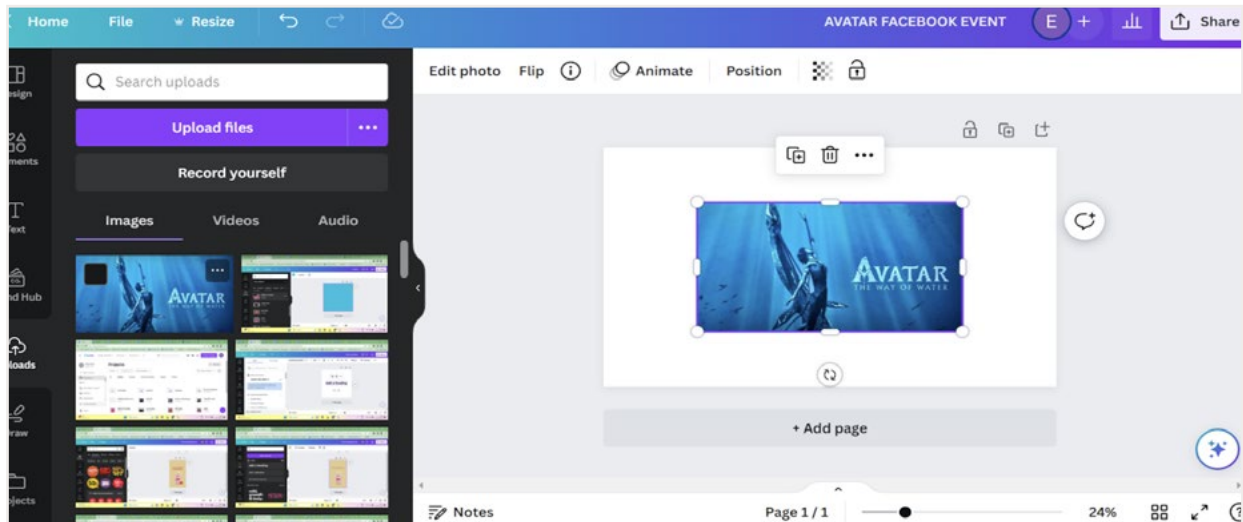
1. Create a new folder in Projects>Folders>[Create New Folder]



Example artwork for our Facebook event

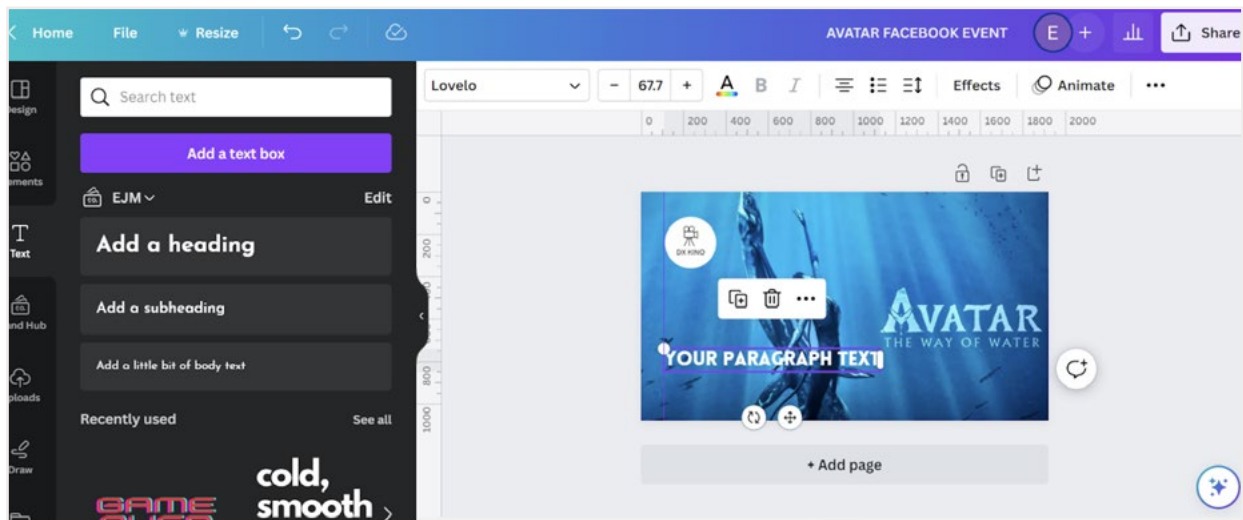
2. Click +Add New and select +Design> +Create New> Facebook Event Cover
3. Upload the film images and files you have been sent by the film distributor.



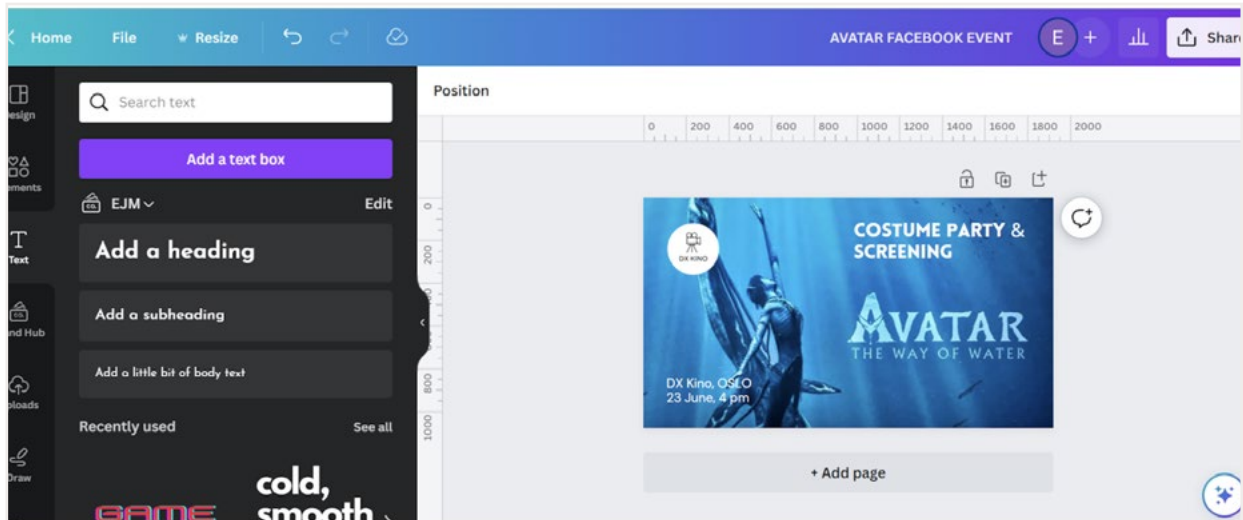


Uploading film promotional assets or artwork

- Our cinema logo
 - The event title
 - Our location / time and date
 - A graphic to highlight an offer that Kids Go Free
4. We've adjusted the key image to fit the canvas, and searched for our cinema logo in UPLOADS, then double-clicked to add it to our canvas
 5. Next we click the TEXT tab in the left-hand toolbar and add a text box. We'll change the font and font colour to match our brand.
 6. Now we type the copy we want on the Facebook event cover: time, date, location



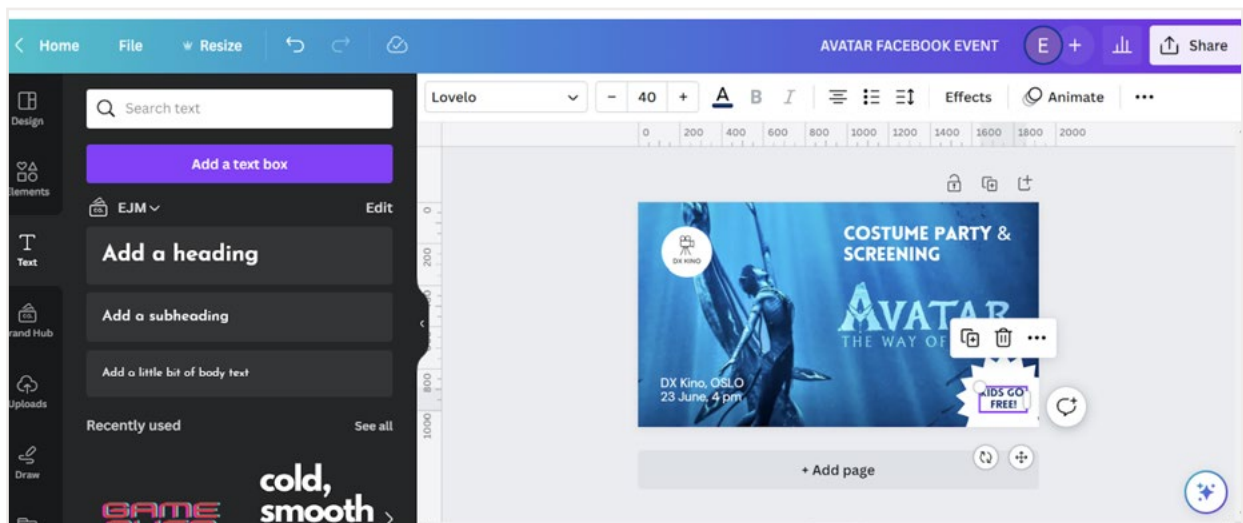
Next we want to add a promotional graphic to highlight Kids Go Free.



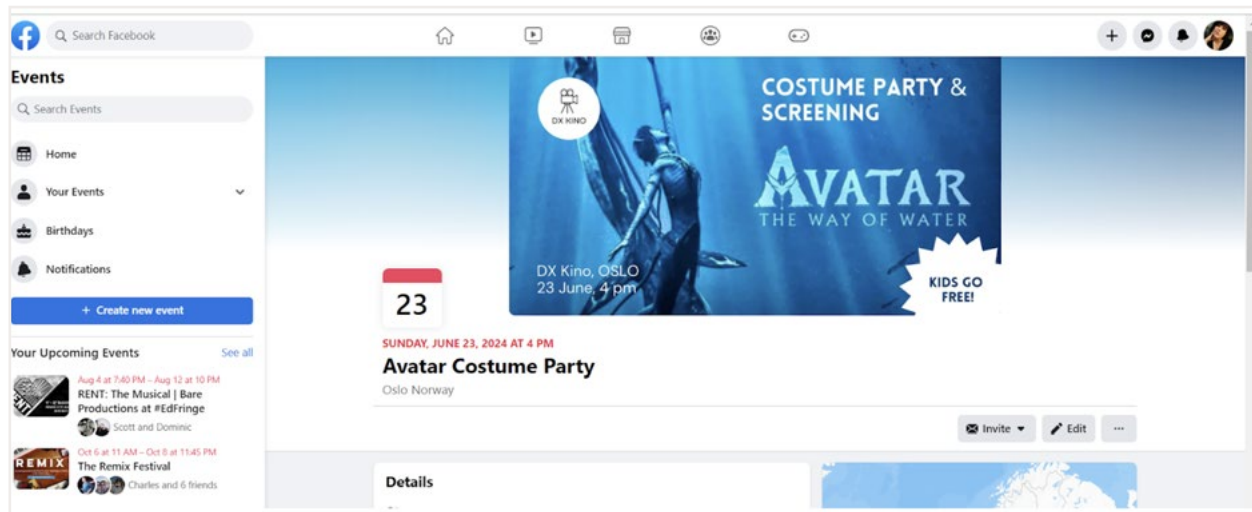
First we select Element>Shape and pick a shape

Then we add a Textbox and add text over the shape

Now we can download our artwork and create our Facebook event.



Some common canva functions that can save you time

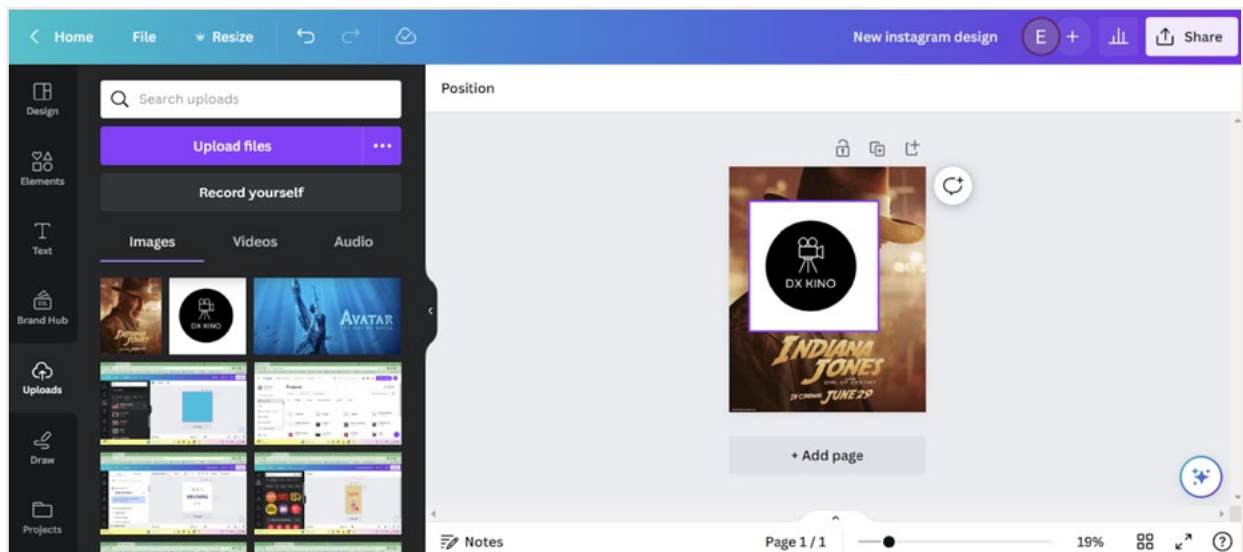


Remove background

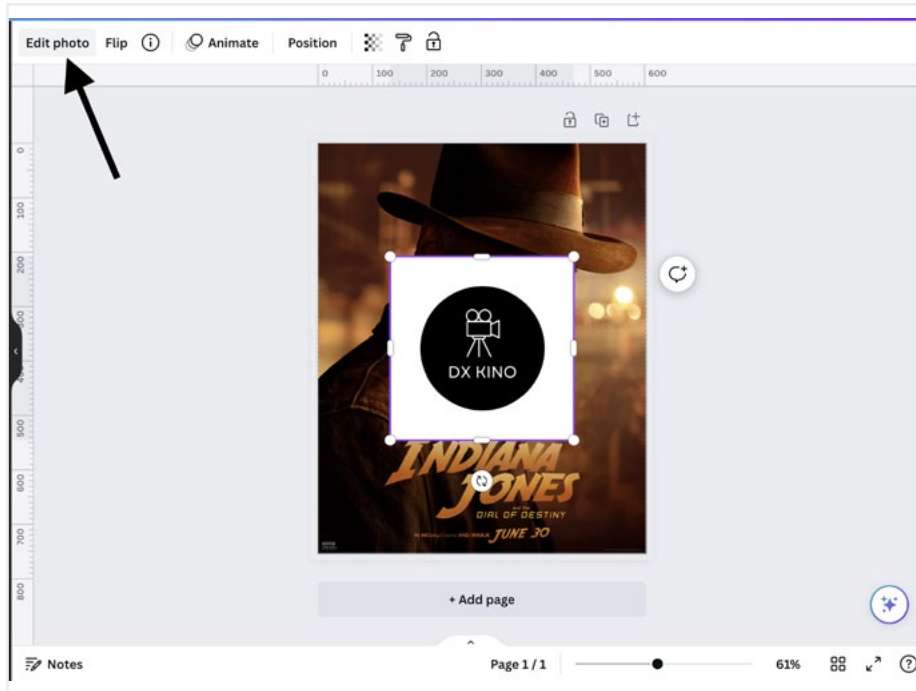
Easily remove the background of images or logos so you can layer them over each other. With one button click Canva will remove the background of photos, graphic images, even video.

Example: Remove the white background of your cinema logo, so you can add it to designs.
Here we want to add our cinema logo to the Indiana Jones promotional assets.

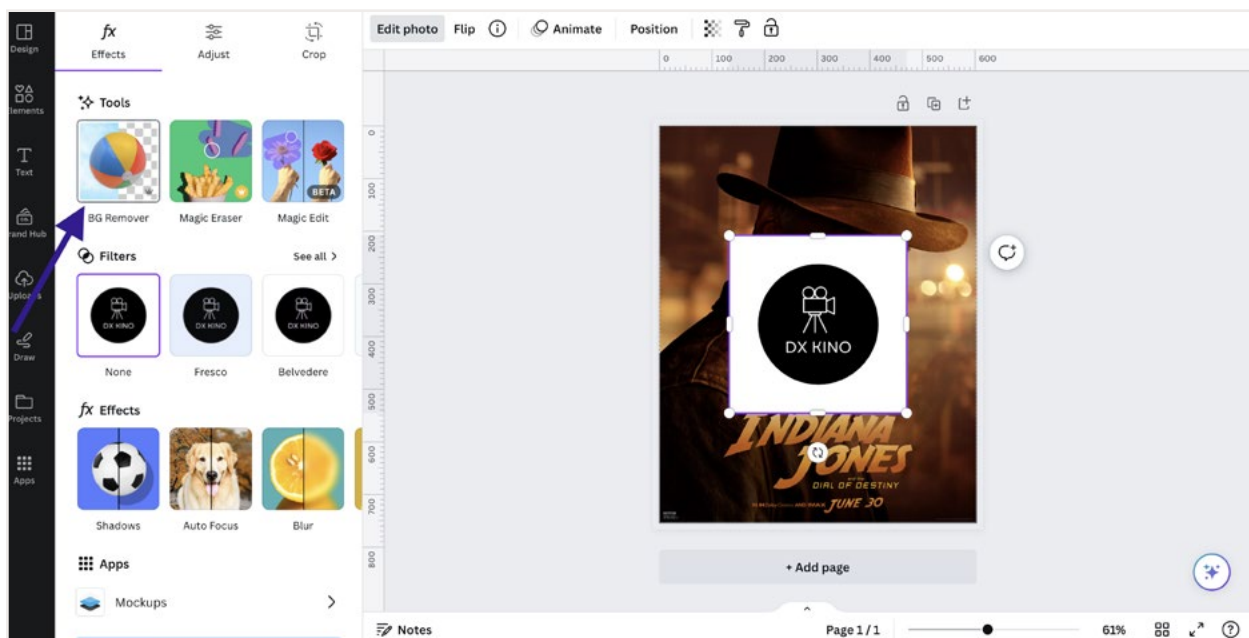
- Open a new design canvas by clicking +Add New (select whatever canvas size you need)
- We've uploaded the Indiana Jones asset and added it to our canvas
- We've uploaded our logo, but it has a white background we need to remove
- If we click on our logo file within the design, it will reveals the Edit Photo toolbar



- Click Edit Photo to reveal a panel with multiple options, including Background Remover

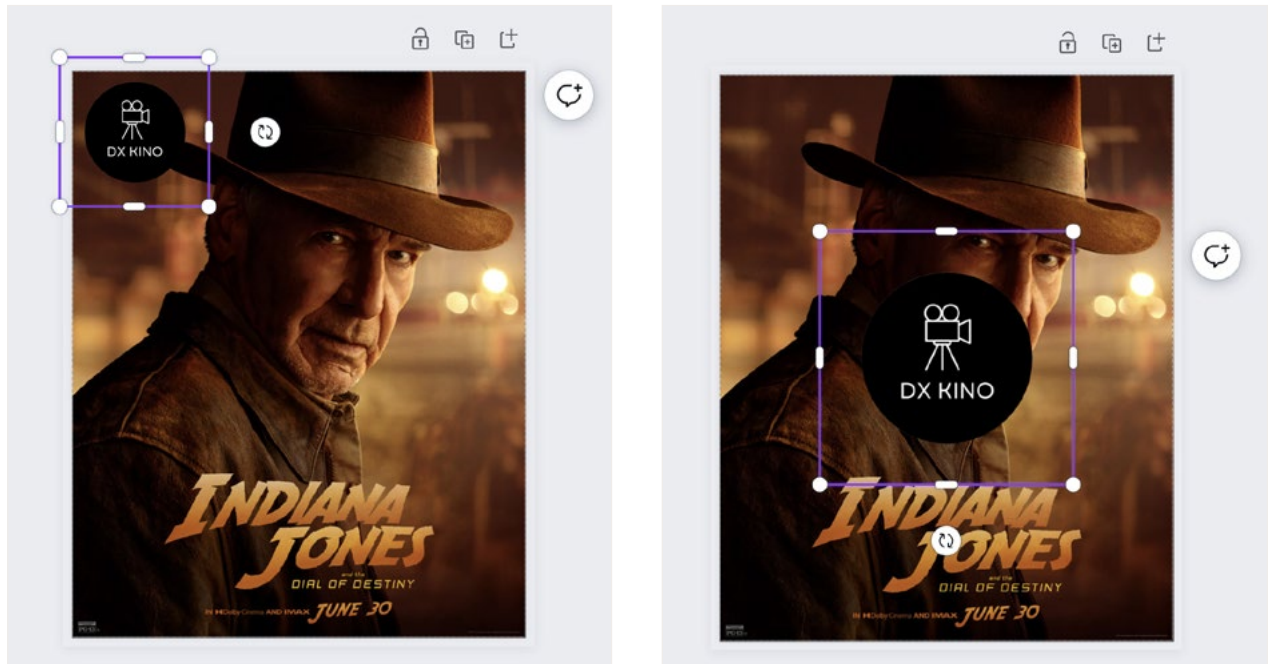


- Double click to apply the effect



- You can now adjust the size and position of your logo

Resize designs quickly



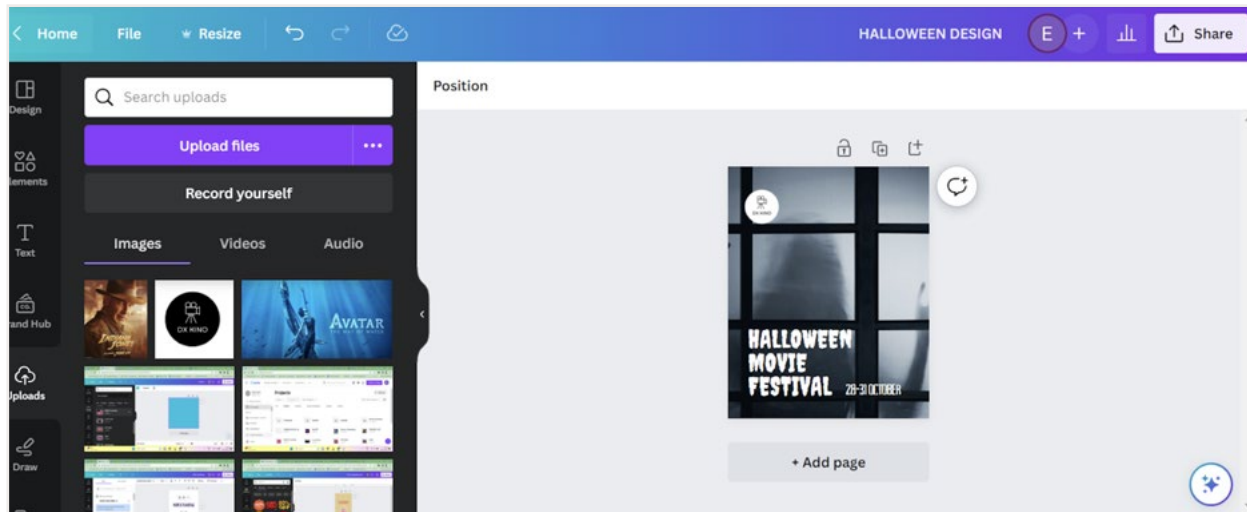
If you have a social media design for an Instagram post that you also want to use on Facebook (or multiple platforms), you can resize designs in one click so that they fit the different platform specifications.



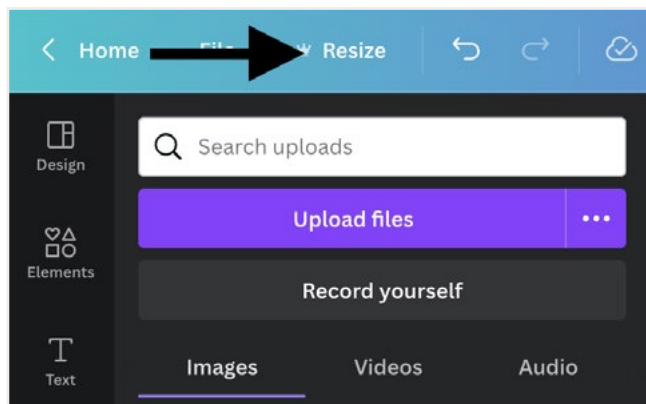
Please note that resizing needs to be done at the point of design. If you download a design so that all layers are removed, you will not be able to resize it.

- Create your design. In our case we have created a

Halloween Film Festival post for Instagram.



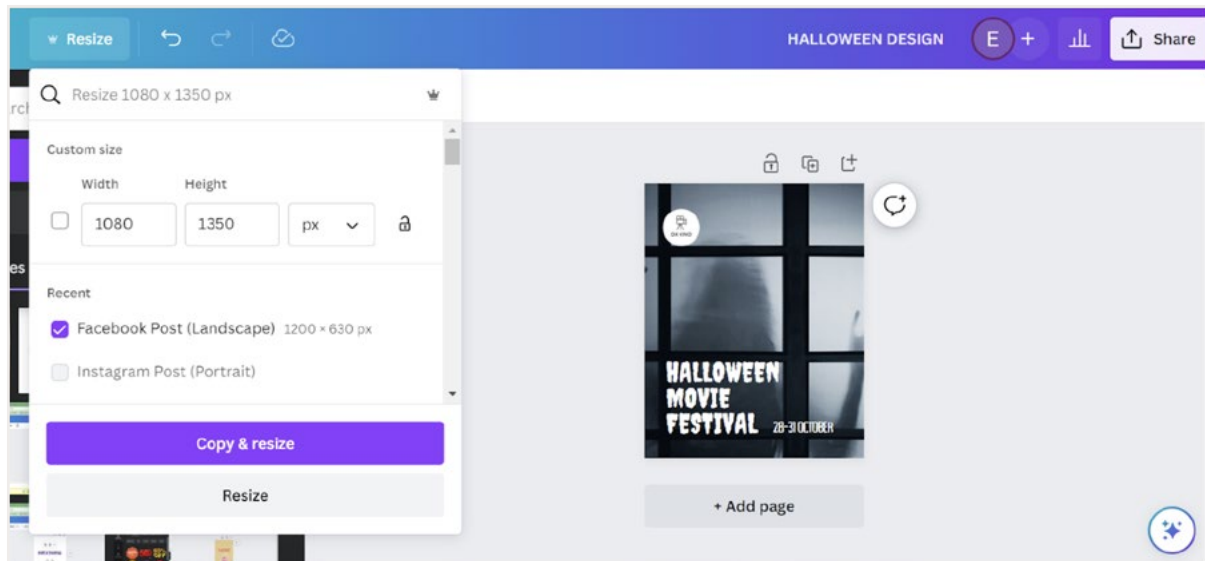
- Whilst in the design space, once you have finished your design, click on the RESIZE button in the blue toolbar above the design panel



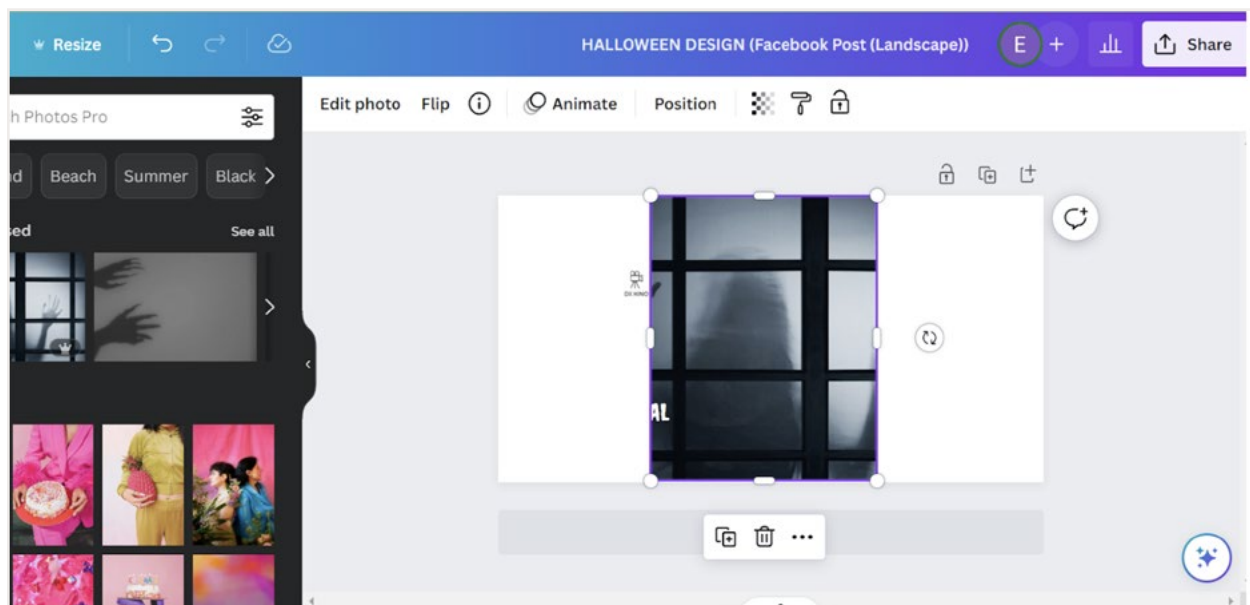
You will then see the resize panel. You have the option to RESIZE your current design (so you won't have a copy of the existing size), or COPY AND RESIZE which will preserve your current design and create a new design in your chosen size.

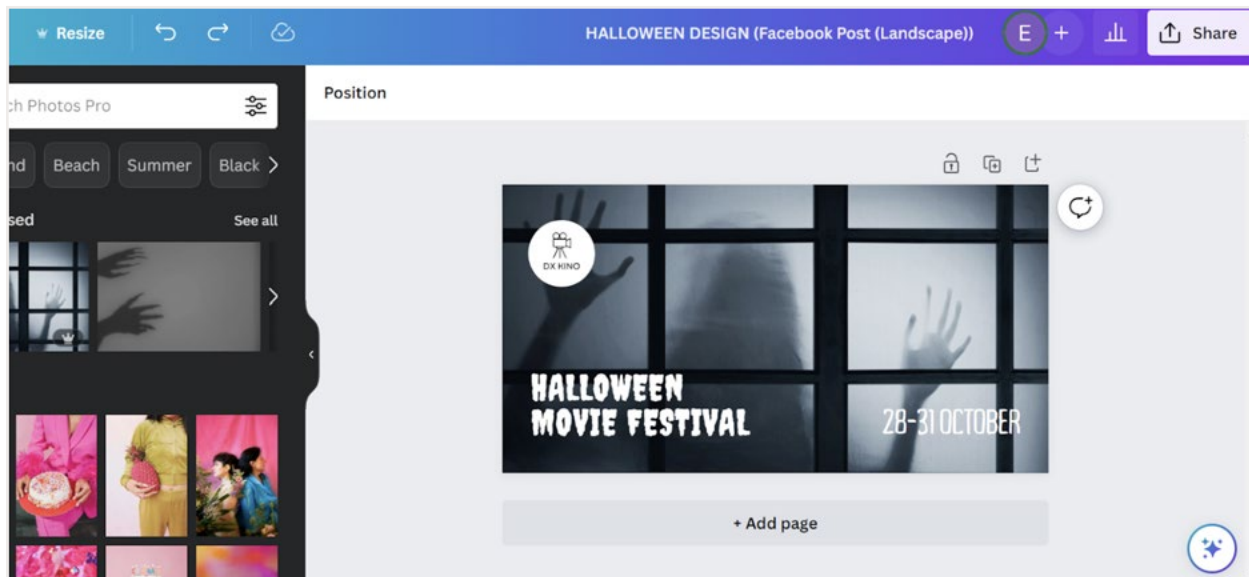
You can pick any size within the drop down panel.

We have chosen COPY AND RESIZE and selected Facebook Post (Landscape) for our resize shape.



This will open your resized design in a new tab. You may need to adjust a few elements before saving it.





Canva has almost endless functions and tools, so the best way to learn them is to play around with the app and experiment.

We hope the above provides an initial overview of the most common functions and ways it can help you create impactful, visually attractive social media assets without needing a lot of time or resources.

USING CHATGPT TO SUPPORT YOUR MARKETING AND SOCIAL MEDIA ACTIVITY

By now you will have heard of ChatGPT even if you haven't used it or explored its potential yet. As with any new or disruptive technology, there is a lot of noise and controversy about ChatGPT's AI capabilities: how it is disrupting many industries, including the film industry, how powerful it is as a tool and the potential for misinformation, etc.

However, at its basic level, it is a very useful tool to help streamline and save time on every day, admin-heavy or tedious tasks. It is fantastic for idea generation and supporting creative writing and content development, as well as helping edit, proofread, refine and improve marketing copy.

For small cinema businesses, or teams where resources are limited, ChatGPT can help complete tasks that might otherwise have to be outsourced, saving you time and money.

Below we outline broadly what ChatGPT is, how you can use it to support you with everyday marketing tasks in your cinema business, and share walkthrough examples of ChatGPT in action to give you an understanding of its functionality in relevant scenarios.

Note: When referring to ChatGPT in this document, we are referring to the free, publicly available platform: <https://chat.openai.com/>

In this guide we'll cover:

1) WHAT IS CHATGPT? [Click & Go](#)

1.a) How can ChatGPT support social media marketing activities?

2) GETTING STARTED WITH CHATGPT

2.a) Setting up your ChatGPT account

2.b) Understanding the ChatGPT interface

2.c) How to craft effective prompts to get the results you need

3) HOW TO USE CHATGPT TO IDEATE SOCIAL MEDIA CONTENT IDEAS

3.a) Using ChatGPT to generate content ideas

3.b) Using ChatGPT to generate relevant hashtags for social media posts

3.c) Using ChatGPT to create captivating social media post captions

4) USING CHATGPT TO WRITE COMPELLING COPY (WEBSITES, EMAIL, ETC.)

4.a) Using ChatGPT to write attention-grabbing newsletter hooks

4.b) Use ChatGPT to help draft email newsletters.

4.c) Crafting a relevant newsletter calendar

4.d) Writing engaging website copy

5) Things to take note of when using ChatGTP

5.a) Limitations of ChatGPT

5.b) Resources for further learning

BONUS CONTENT!

Cinema: A love poem by ChatGPT

1) WHAT IS CHATGPT?

[ChatGPT](#) is an artificial intelligence (AI) program with which humans can interact through text based conversation. It's designed to understand conversational prompts and questions and generate responses that make sense based on the information it has learned from having digested terabytes of text on the internet.

ChatGPT acts as a sort of virtual assistant that you can chat with to get information, generate ideas, or even craft complex text output (everything from novels to html code).

You can type in questions or prompts, and it will provide responses. The answers you get from ChatGPT are only as good as the prompts you put in, so you will get more detailed and relevant responses, the more well-thought out your questions and prompts are.

It all sounds very Spielberg-esque, but whilst impressive, it's important to remember that ChatGPT isn't sentient (!) it doesn't have its own thoughts or opinions. Instead, it responds purely based on language patterns it has learned from the texts and the information it was trained on.

Whilst it can be an extremely useful tool, we strongly recommend using it as a supporting tool to assist with day to day tasks rather than relying on it entirely for any text-based needs.

The programme is highly sophisticated, but it is always important to check back any output, and add your own tone of voice and style to it, your own personality and brand, rather than just copying and pasting whatever information and text ChatGPT generates.

If you are using it in scenarios where there are factual implications, we always recommend fact-checking the information it shares too!

For cinema owners, we recommend ChatGPT as a versatile tool for getting ideas, supporting content and copywriting, answering questions and summarising texts.

1.a) How can ChatGPT support social media marketing activities?

ChatGPT can support your cinema team in generating relevant, engaging content ideas quickly, saving you time and creative energy.

It's also useful for crafting post captions and descriptions, making posts more attention-grabbing and interesting, and tailored to your target audience. You can even use it to generate relevant hashtag clusters.

ChatGPT can recommend ideas and social media trends, offer best practice tips for creating content, and help you tweak copy for different platforms - for example editing down the same piece of social media content from Instagram to Twitter to keep it within the word count limit.

When you're super busy running all aspects of your cinema, it can be draining to have to constantly come up with fresh, creative ideas or know what to post about to keep your followers engaged, or attract new ones, let alone find the time to write all the content captions in a meaningful and targeted way!

By leveraging the capabilities of ChatGPT, cinemas can streamline their social media marketing processes, enhance their online presence, and connect with your audiences in a more impactful way.

2) GETTING STARTED WITH CHATGPT

2.a) Setting up your ChatGPT account

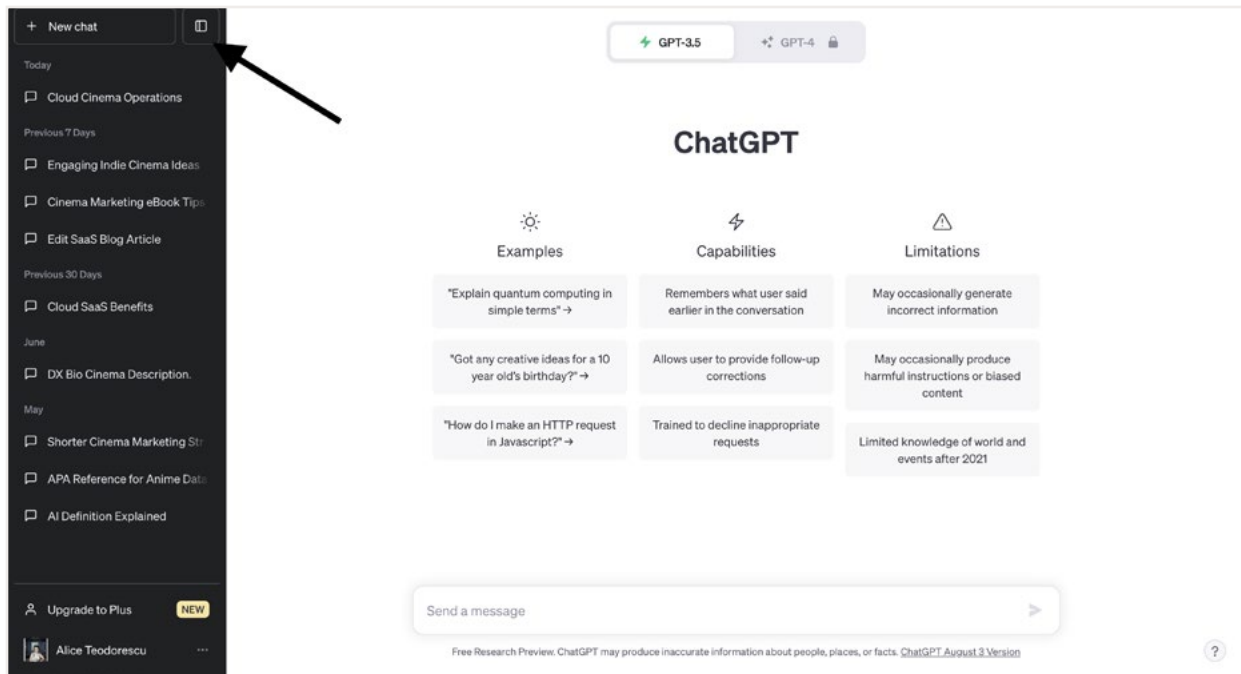
Go to the OpenAI website (openai.com) on your computer or mobile device. Navigate to the "Products" section in the website's menu, and select ChatGPT from the drop down options. Click on it to access the ChatGPT interface.

If you don't have an OpenAI account, you will need to create one. Look for the "Sign Up" button on the top right hand side of the website. You'll need to provide an email address and password to create your account.

Once you have successfully created your OpenAI account, use your registered email address and password to log in to your OpenAI account.

Once you're logged in, you should be directed to the ChatGPT interface. If not, navigate to the [ChatGPT section](#) of the website.

2.b) Understanding the ChatGPT interface



The main area of the screen is your chatbox, where you will interact with ChatGPT using the message bar at the bottom.

On the left is the Chat log, where all your Chat interactions with ChatGPT will be saved, which is useful if you want to revisit previous ideas or content.

At the bottom left hand side of the Chat Log, there are options to upgrade to a Pro ChatGPT account. This gives you access to the app during peak busy times (when sometimes the app is slow to respond or will hold you in a waiting room), as well as faster response times. For now, we don't feel it is necessary to upgrade to pro for the purposes outlined in this document.

You can also adjust your settings in the bottom of the Chat Log, such as opting not to save your Chats, or to adjust the brightness of your Chat screen.

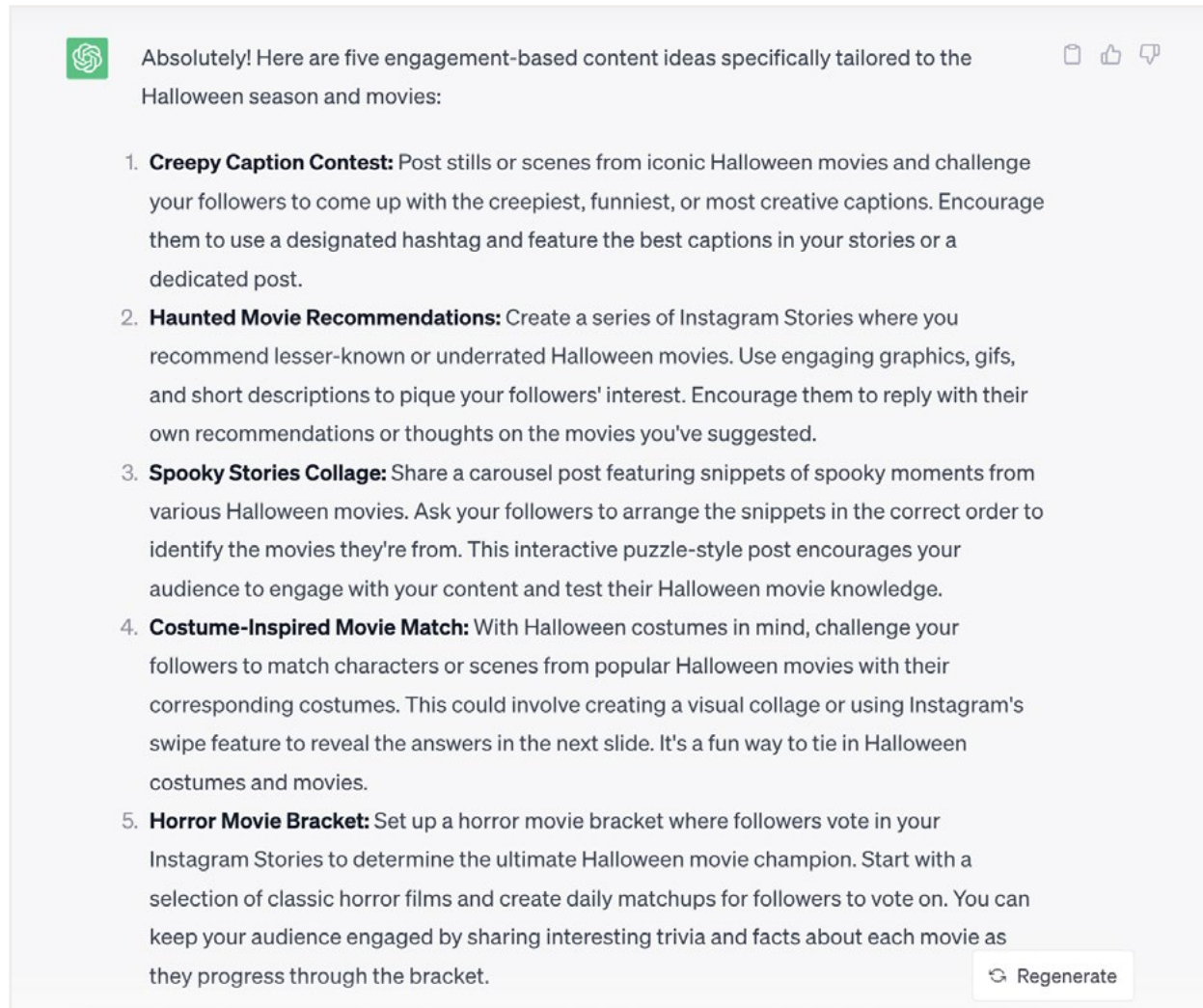
2.c) How to craft effective prompts to get the results you need

The results and support you will get from ChatGPT are only as good as the prompts and questions you ask. In the same way as you would use the search bar on Google to get answers, the more detailed your question, the more relevant the search results.

For example:

"Give me content ideas for Instagram" will generate much less effective results than:

"Give me 5 engagement-based content ideas for Instagram around the topic of Halloween movies."



A screenshot of a ChatGPT interface. On the left is the OpenAI logo. To its right is the text: "Absolutely! Here are five engagement-based content ideas specifically tailored to the Halloween season and movies:". To the right of this text are three icons: a document, a thumbs up, and a thumbs down. Below the text is a numbered list of five ideas:

1. **Creepy Caption Contest:** Post stills or scenes from iconic Halloween movies and challenge your followers to come up with the creepiest, funniest, or most creative captions. Encourage them to use a designated hashtag and feature the best captions in your stories or a dedicated post.
2. **Haunted Movie Recommendations:** Create a series of Instagram Stories where you recommend lesser-known or underrated Halloween movies. Use engaging graphics, gifs, and short descriptions to pique your followers' interest. Encourage them to reply with their own recommendations or thoughts on the movies you've suggested.
3. **Spooky Stories Collage:** Share a carousel post featuring snippets of spooky moments from various Halloween movies. Ask your followers to arrange the snippets in the correct order to identify the movies they're from. This interactive puzzle-style post encourages your audience to engage with your content and test their Halloween movie knowledge.
4. **Costume-Inspired Movie Match:** With Halloween costumes in mind, challenge your followers to match characters or scenes from popular Halloween movies with their corresponding costumes. This could involve creating a visual collage or using Instagram's swipe feature to reveal the answers in the next slide. It's a fun way to tie in Halloween costumes and movies.
5. **Horror Movie Bracket:** Set up a horror movie bracket where followers vote in your Instagram Stories to determine the ultimate Halloween movie champion. Start with a selection of classic horror films and create daily matchups for followers to vote on. You can keep your audience engaged by sharing interesting trivia and facts about each movie as they progress through the bracket.

At the bottom right of the response area is a button with a circular arrow icon and the text "Regenerate".

You can keep asking more questions or asking ChatGPT to make amends, adding layers of detail to refine your results further.

You can also ask ChatGPT to repurpose existing answers for different platforms or uses.

For example: Once ChatGPT has given you 5 content ideas you can then ask it to

"Turn each of these 5 content ideas into Instagram posts, with attention-grabbing captions, and suggested hashtags. The target audience is 18-35 and loves humour".



Absolutely, here are the Instagram post ideas with attention-grabbing captions and suggested hashtags, all geared towards a humor-loving audience aged 18-35:



1. Creepy Caption Contest:

Caption: 🎃👻 Calling all wordsmiths and spook enthusiasts! It's time for our Creepy Caption Contest. Unleash your inner ghost writer and give these chilling scenes the captions they deserve. Comment below with your most spine-tingling, hilarious, or creatively eerie captions! Don't forget to use #CreepyCaptionContest to enter! ✍️

Hashtags: #CreepyCaptionContest #SpooktacularWords #EerieEuphemisms

2. Haunted Movie Recommendations:

Caption: 🎬👻 Hauntingly Underrated! Let's dive into the lesser-known gems of Halloween horror. Swipe through for spine-tingling movie picks that deserve the spotlight this season. Have a hidden horror treasure to share? Drop it in the comments below and let's keep the spooky marathon rolling! 🍿👻

Hashtags: #HauntedMoviePicks #HorrorHiddenGems #MovieMarathonMadness

Here are some tips that can help you create effective chat prompts for ChatGPT every time:

- **Give ChatGPT a role:** This can be one of the best ways to get ChatGPT to write content that is relevant to your industry, audience and about relevant topics. By giving ChatGPT an specific role and an intended target audience, you can make it more relatable and engaging.

When asking ChatGPT to create content for you, assigning it a role will make the responses sound more relatable and authentic.

Example: "You are the owner of a small, independent cinema. What are three social media ideas you can use to engage your local audience? The target audience is primarily young couples."



Certainly, here are three social media ideas tailored to engage a local audience of primarily young couples for your small independent cinema:



1. **Date Night Delights:**

Create a weekly or monthly event called "Date Night at [Your Cinema Name]" and promote it through your social media platforms. Design visually appealing graphics that showcase the special offerings for couples, such as discounted tickets, complimentary popcorn, cozy seating setups, and a curated selection of romantic and indie films. Craft engaging captions that highlight the idea of a perfect movie night for couples. Use relevant hashtags like #DateNightMovies, #[YourCinemaName]DateNight, and #CouplesCinemaMagic to attract local couples looking for a unique date experience.

2. **Throwback Thursdays:**

Introduce a "Throwback Thursdays" campaign where you screen classic films from different eras on Thursday evenings. Use your social media accounts to post teaser trailers, nostalgic movie posters, and trivia about the featured film of the week. Encourage young couples to relive the magic of iconic movies together while enjoying a blast from the past. Create interactive polls asking which classic film they'd like to see next. Incorporate hashtags like #ThrowbackThursdayCinema, #ClassicMovieNight, and #[YourCinemaName]Throwback.

3. **Local Love Spotlight:**

Highlight the local aspect of your independent cinema by showcasing films created by local filmmakers or films that have a strong local connection. Share short interviews or behind-the-scenes content with filmmakers to give your audience an exclusive glimpse into the local filmmaking scene. Run a "Local Love" campaign where you offer discounted tickets to these local films and encourage couples to support local talent. Use hashtags such as #LocalFilmSpotlight, #[YourCity]Cinema, and #SupportLocalCinema to resonate with your audience's community spirit.

Regenerate

- **Offer context:** - As an AI, ChatGPT will always perform better with context. Providing context can help ChatGPT understand what you are looking for and provide more relevant responses.

Example: "I'm looking for information on how to drive more website traffic from my email newsletter that I send to my cinema membership card holders. I don't have much experience with email marketing. Can you provide me with some tips and best practices for creating more effective emails that encourage readers to click through to our website? I use the Mailchimp platform."

Incorporate captivating visuals, appealing captions, and a mix of engaging content formats like videos, polls, and Stories to keep your audience engaged and excited about what your cinema has to offer. These ideas will not only attract young couples but also create a sense of community around your cinema's unique offerings.



Of course! Driving website traffic from your email newsletter to your cinema's website is a great way to engage your membership card holders and keep them connected to your offerings. Here are some tips and best practices for creating more effective emails using the Mailchimp platform:



1. **Clear and Compelling Subject Lines:**

Your email's subject line is the first thing your recipients see. Make it clear, concise, and intriguing to encourage them to open the email. Use action words and create a sense of urgency or curiosity. For example, "Exclusive Movie Offers Inside: Grab Your Seats Now!"

2. **Segmentation:**

Segment your email list based on different criteria such as movie preferences, location, or membership level. This allows you to send targeted content that resonates with each group. Tailored content increases the chances of engagement and click-throughs.

3. **Engaging Content:**

Craft content that speaks directly to your audience's interests. Highlight upcoming movie releases, exclusive screenings, behind-the-scenes insights, and special events. Incorporate captivating images, GIFs, and even short video clips to make your emails visually appealing.

4. **Clear Call to Action (CTA):**

Every email should have a clear and specific call to action. Whether it's directing readers to book tickets, explore the event calendar, or discover the latest movie reviews on your website, make sure the CTA is prominently displayed and easy to understand.

5. **Personalization:**

Address your recipients by their first names and tailor content based on their previous interactions. For example, if they've attended horror movie events before, let them know about the upcoming horror movie night.

Regenerate

6. **Mobile-Friendly Design:**

Ensure your email templates are responsive and look great on both desktop and mobile devices. A significant portion of your audience will be opening emails on their smartphones.

7. **Preview Text:**

Many email clients show a preview of the email's content next to the subject line. Use this space strategically to provide a sneak peek of the exciting content inside the email.

8. **Social Sharing Buttons:**

Include buttons that allow recipients to easily share your email content on their social media platforms. This can extend your reach and bring more people to your website.

9. **Test and Optimize:**

Experiment with different elements such as subject lines, CTAs, images, and send times to see what works best for your audience. Mailchimp's A/B testing feature can help you determine the most effective elements.

10. **Track and Analyze:**

Use Mailchimp's analytics to track open rates, click-through rates, and engagement. Identify which types of content and emails resonate the most with your membership card holders and adjust your strategy accordingly.

11. **Consistency and Frequency:**

Maintain a consistent sending schedule to keep your audience engaged. However, be cautious not to overwhelm them with too many emails. Find a frequency that strikes the right balance.

By implementing these best practices, you'll be well on your way to creating email campaigns that drive more website traffic, engage your membership card holders, and enhance their overall cinema experience.

- **Include helpful and relevant information upfront** - When crafting chat prompts, it's important to include all the relevant information upfront. This can help ChatGPT provide more accurate responses and save time. Think about things like format, word count, audience, writing style, specific information required, etc.

Example: Write a short blog post about five lesser-known films by Martin Scorsese. For each film, provide an interesting fact, the year it was made, and the main actors. Use informal, simple language in an entertaining style. Provide a title and a call to action that will encourage readers to comment. Maximum word count, 600 words.



Title: "Hidden Gems: 5 Lesser-Known Scorsese Films That Deserve the Spotlight"



Hey there, movie buffs and fellow cinema explorers! We all know Martin Scorsese is a master of cinematic brilliance, giving us classics like "Goodfellas" and "The Wolf of Wall Street." But hold onto your popcorn, because we're diving into the treasure trove of his lesser-known gems that might just become your new favorites!

1. "After Hours" (1985)

This quirky comedy, released in the mid-'80s, takes you on a wild and hilarious rollercoaster through the streets of New York. Interesting Fact: Scorsese shot most of the film during nighttime hours to capture the surreal atmosphere of a city that never sleeps. Starring Griffin Dunne, Rosanna Arquette, and a slew of bizarre characters, this film is a one-of-a-kind adventure you won't forget.

2. "The King of Comedy" (1982)

Long before "Joker" hit the screens, Scorsese gave us a dark comedy masterpiece starring Robert De Niro and Jerry Lewis. It's a quirky tale of an aspiring comedian who takes his idol hostage to get his big break. Interesting Fact: De Niro improvised many scenes, keeping the crew guessing about his next move. With its unique blend of satire and a dash of crazy, this film is a must-watch.

3. "Alice Doesn't Live Here Anymore" (1974)

- **Highlight what to exclude** - It's also important to highlight what information to exclude from your prompt. This can help ChatGPT avoid providing irrelevant responses.

Example (based on above): Write a short blog post about five lesser-known films by Martin Scorsese. For each film, provide an interesting fact, the year it was made, and the main actors. Use informal, simple language in an entertaining style. Provide a title and a call to action that will encourage readers to comment. Maximum word count, 600 words.

Exclude the films 'Boxcar Bertha' and 'Hugo'. Do not use emojis.

Once you have ideas provided by ChatGPT, you can ask it to adapt those ideas to different platforms, so you can recycle and reuse content across multiple channels:



Can you adapt this blog post into a series of Instagram posts with each film having a short caption (max. word count 60) and please suggest 10 relevant hashtags for the posts



Instagram Post 1: "After Hours" (1985)



Caption: 🎬🌃 Dive into the wild side of NYC with "After Hours"! Scorsese's nighttime adventure is packed with laughs and oddities. Did you know he filmed most scenes after dark? A cinematic ride you won't forget. #AfterHours #ScorseseCinema #NYCAdventures

Instagram Post 2: "The King of Comedy" (1982)

Caption: 🎭😂 De Niro shines in "The King of Comedy"! A comedy of errors where laughs turn into chaos. Fun fact: De Niro improvised many scenes, keeping us guessing. A dark comedy masterpiece! #KingOfComedy #DeNiroMagic #ComedyChaos

Instagram Post 3: "Alice Doesn't Live Here Anymore" (1974)

Caption: 🚗💖 Take a '70s road trip with "Alice Doesn't Live Here Anymore." Burstyn's Oscar-winning performance tugs at your heartstrings. Scorsese shows his drama chops in this heartwarming tale. #AliceDoesntLiveHere #BurstynMagic #70sDrama

3) HOW TO USE CHATGPT TO IDEATE SOCIAL MEDIA CONTENT IDEAS

Having to constantly come up with social media content ideas can be exhausting and challenging, especially for a small team. Even more challenging is making sure that content is targeted and appealing to your local audience! But keeping your social media channels fresh and building an engaged following is a key element in your marketing toolkit.

A great support function that ChatGPT offers is helping to generate social media content ideas and provide inspiration for your team. ChatGPT will even offer tips to drive further engagement.

3.a) Using ChatGPT to generate content ideas

Start giving ChatGPT some context about your business, your audience, and the purpose you want your social media content to achieve.

For example, specify the social media platform you're targeting (e.g., Instagram, Twitter, Facebook), some demographic information, and any specific goals you have in mind (e.g., increase engagement, drive traffic to your website, get likes, etc).

You can either ask broad, open-ended questions to get some general ideas and inspiration, for example questions like:

- "What are some creative ways to showcase our cinema on TikTok?"
- "How can we engage our local audience through interactive content and encourage them to come to our cinema?"



Showcasing your cinema on TikTok can be a fantastic way to engage a younger audience and generate excitement around your offerings. Here are some creative ideas to get you started:

1. **Behind-the-Scenes Tour:** Take viewers on a virtual tour behind the scenes of your cinema. Show them the projection room, the popcorn-making process, and the setup before a screening. Use upbeat music and energetic narration to make it fun and captivating.
2. **Movie Countdowns:** Create short countdown videos for upcoming movie releases. Use text overlays, snippets of trailers, and catchy music to build anticipation. You could even encourage users to duet with their own excitement for the upcoming movies.
3. **Guess the Movie Scenes:** Post short clips of iconic scenes from well-known movies, but don't reveal the title right away. Encourage viewers to guess the movie in the comments. This can be a fun interactive way to engage your audience and test their movie knowledge.
4. **Cinema Transformation:** Record a time-lapse video of your cinema's transformation from a daytime setup to a nighttime movie haven. Show the process of setting up the screens, arranging seats, and turning on the lights. Set it to an upbeat track for a dynamic feel.
5. **Movie-Themed Challenges:** Create challenges related to movies, like imitating famous movie quotes, showing off your best red carpet walk, or reenacting iconic scenes with a twist. Encourage users to join in and use a dedicated hashtag for your cinema.
6. **Cinema Hacks and Tips:** Share handy tips for the ultimate cinema experience. Show how to sneak in snacks, the best seat selection strategies, or creative ways to make the most out of movie nights.
7. **Meet the Staff:** Introduce your cinema staff in a series of short videos. Each staff member could share their favorite movie genre, a fun fact about themselves, and a movie recommendation. This adds a personal touch to your cinema's online presence.



 Regenerate

Be topic specific: You can provide ChatGPT with specific prompts or keywords to generate content ideas. For example:

- "I am a cinema owner. What are some inspirational posts we can create around the filmmaker Wes Anderson to generate buzz ahead of our screening of his latest film?"

You can refine ChatGPT answers as you go. If the initial answers you are provided aren't exactly what you are looking for, you can provide more detail to refine, as per the below example exchanges.

1. **"Step into the Enchanting World of Wes Anderson at DX Bio! 🎬✨ Immerse yourself in the magic of his visually stunning creations. Stay tuned for exclusive details about our upcoming screening of his latest masterpiece – where cinema truly comes to life. #WesAndersonMagic #DXBioExperience"**
2. **"Attention all DX Bio adventurers! 🎬✨ Our cinema, where every frame is a canvas, is thrilled to bring you a journey into Wes Anderson's imaginative realm. Are you ready to be whisked away by his cinematic charm with us? Comment below and tag a fellow movie enthusiast! 🍿 #DXBioMagic #WesAndersonFandom"**
3. **"Mark your calendars, cinephiles! 📅🎬 DX Bio invites you to a night of whimsy and wonder, as we present the latest gem from Wes Anderson's treasure trove. Get ready to be captivated by the extraordinary – right here at our cinematic haven. #SaveTheDate #DXBioMagic"**
4. **"Unveiling the Genius of Wes Anderson at DX Bio! 🌟🎬 Join us as we shine a spotlight on the cinematic artistry of this master storyteller. Expect insights into his creative process and be prepared for a film screening that's more than just a show – it's an experience. #FilmmakerSpotlight #DXBioMagic"**
5. **"Prepare to be Charmed, DX Bio Style! 🌈✨ Dive into the vibrant universe of Wes Anderson's films, where every scene is a masterpiece waiting to be discovered. Are you counting down the days to our exclusive screening of his latest creation? Let's celebrate cinema like never before! 🎬🍿 #CinemaMagic #DXBioMagic"**

Feel free to adjust these posts further to align perfectly with DX Bio's tone and messaging. Incorporating your cinema's unique style and ambiance will surely make these posts resonate with your audience and generate excitement for the upcoming Wes Anderson film screening!

If you want to refine the above answers, you can give more descriptive prompts:

 Absolutely, here are some posts that highlight Wes Anderson's history, his filmography, and encourage viewers to come see his latest film at DX Bio:   

1. **"From the Past to the Present: Wes Anderson's Cinematic Journey! 🎬✨ As DX Bio celebrates its rich 25-year history, we delve into the captivating world that Wes Anderson has woven through his films. Join us in experiencing his evolution as a storyteller at our exclusive screening of his latest masterpiece. #WesAndersonMagic #DXBioLegacy"**
2. **"Lights, Camera, Wes Anderson: A Cinematic Legacy at DX Bio! 🌟🎥 Take a trip down memory lane as we revisit some of his iconic films that have left an indelible mark. Join us for an immersive evening that celebrates his artistry, both past and present. Are you ready to be part of this journey? #CinematicLegacy #DXBioMagic"**
3. **"🎬 Calling All Film Lovers! 🌈✨ Dive into the filmography of Wes Anderson – a treasure trove of visual storytelling and imaginative characters. DX Bio invites you to experience the magic firsthand. Join us for a celebration of his cinematic journey and witness the latest chapter in our upcoming screening! #FilmMagic #DXBioMagic"**
4. **"Behind Every Frame Lies History and Imagination. 🎬✨ Wes Anderson's films have transported us to places both whimsical and profound. At DX Bio, we're excited to showcase his cinematic brilliance and present his latest masterpiece. Mark your calendars and let's explore the art of storytelling together! 🎥🌟 #CinematicExploration #DXBioMagic"**
5. **"A Tribute to Wes Anderson's World: From The Royal Tenenbaums to The Grand Budapest Hotel, his films have captured our hearts. Now, DX Bio proudly presents the next chapter – his latest creation that promises to be nothing short of extraordinary. Join us for an unforgettable evening of cinema magic! 🎬✨ #FilmLegacy #DXBioMagic"**

Remember that while ChatGPT can provide valuable content ideas, human judgment and creativity play a crucial role in customizing and refining the content to fit your cinema brand's unique needs, audience and tone of voice.

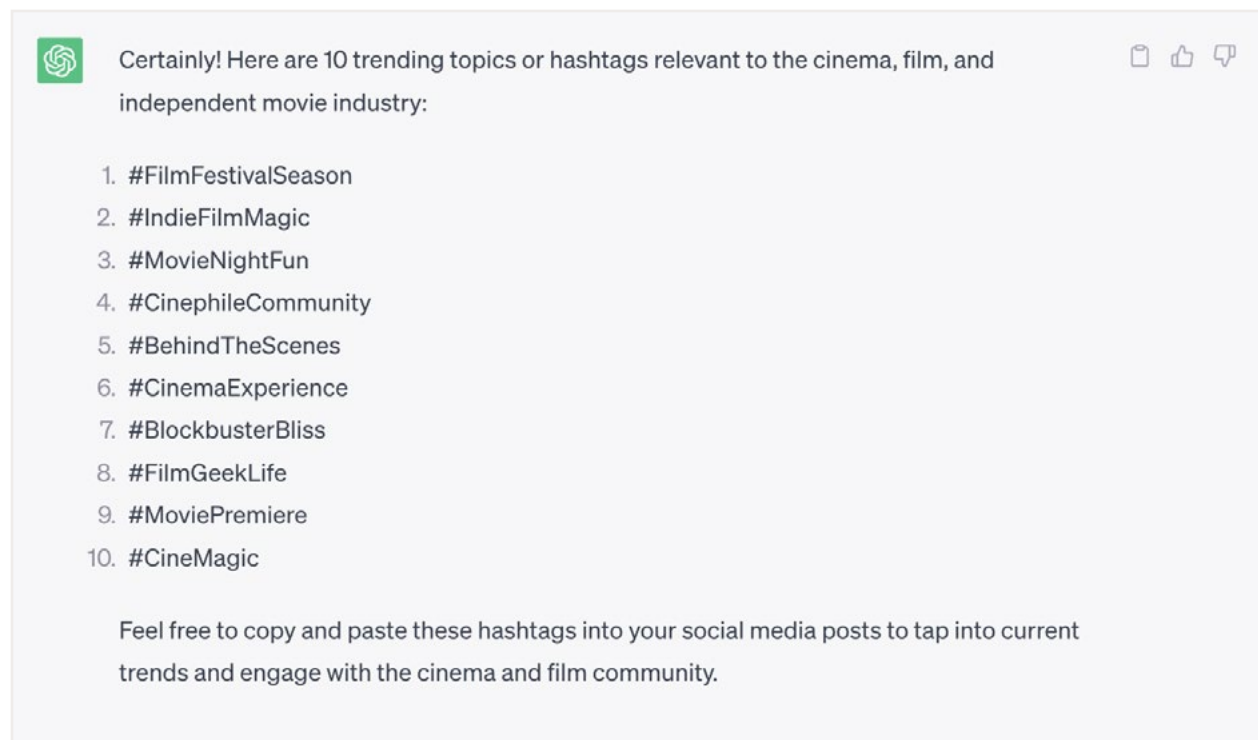
If you reread your CHatGPT posts and think it doesn't sound quite like your cinema's personality, always adapt and refine!

3.b) Using ChatGPT to generate relevant hashtags for social media posts

You can ChatGPT to recommend popular hashtags for your industry, local area, interest group, etc. Or use it to suggest hashtags based on your existing content.

For example:

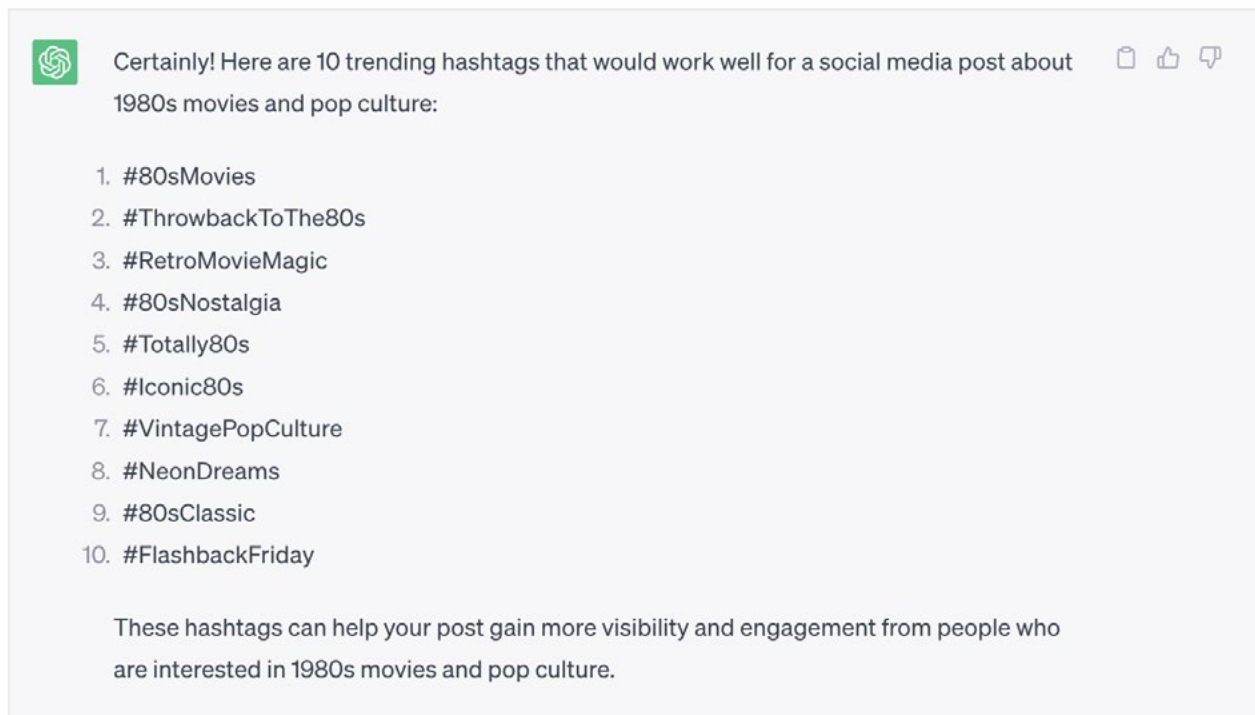
"Give me 10 trending topics or hashtags relevant to the cinema / film / independent movie industry in a list that I can copy and paste"



Or you can dig deeper into the detail and ask for hashtags relevant to a specific theme, seasonal period, event, etc.

For example:

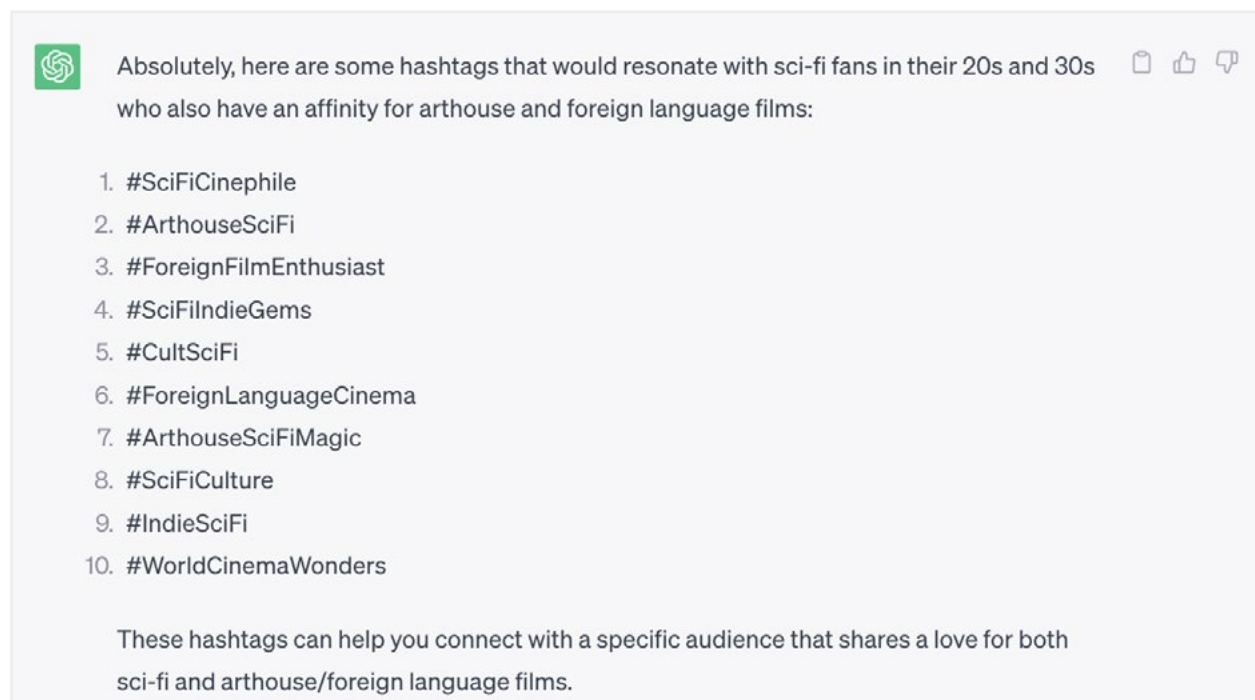
"What are 10 trending hashtags you would recommend for a social media post about 1980s movies and pop culture"



If you have a specific target audience in mind, mention it when requesting hashtags. This can help generate even more tailored suggestions.

For example:

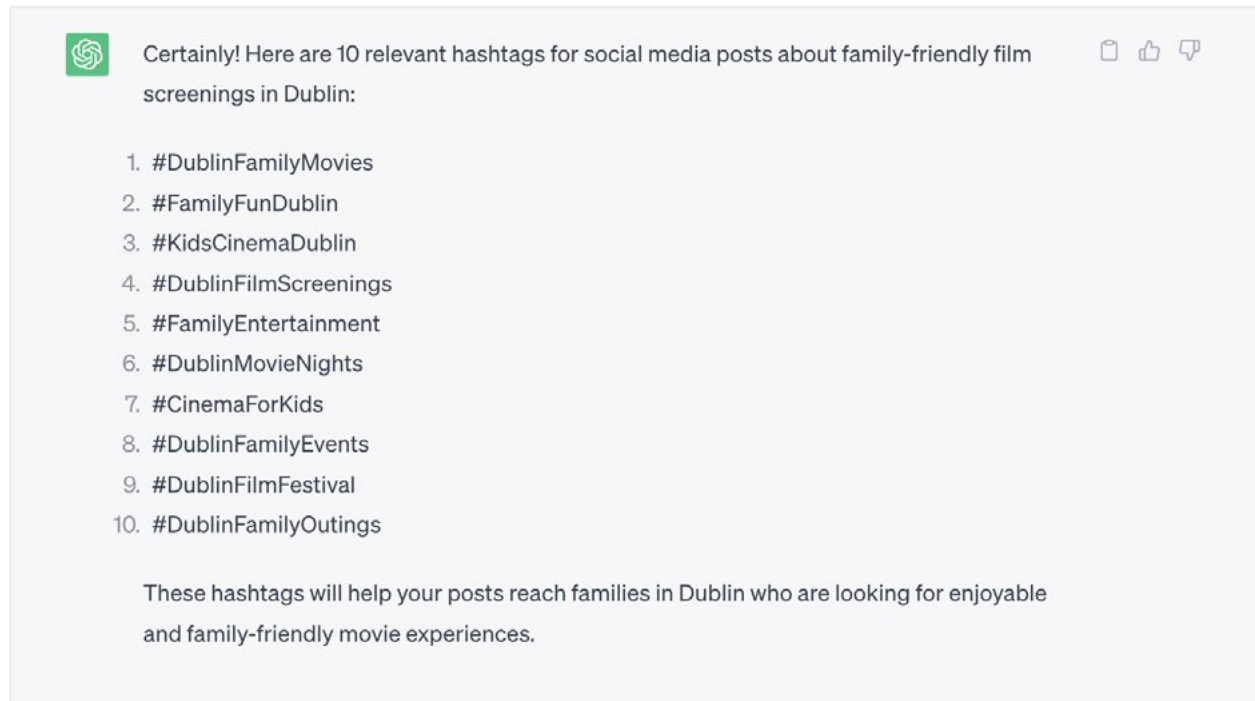
"What hashtags would resonate with sci-fi fans in their 20s and 30s who love arthouse and foreign language films?"



Incorporating local area hashtags or demographic specific hashtags can also be useful.

For example:

“Suggest 10 relevant hashtags for social media posts about family-friendly film screenings in Dublin”.



3.c) Using ChatGPT to create captivating social media post captions

So now you have a lot of great ideas and have played around with generating generic captions. You'll want to explore how to use ChatGPT to create detailed captions to support your cinema marketing, tweak them for different platforms or take existing copy from your website or marketing materials to adapt into social media posts.

Let's look at three examples.

Imagine your cinema is hosting an Avatar: Way of the Water costume party and screening and you want to promote it on your Instagram and Twitter.

You will promote it over multiple posts throughout the weeks leading up to the event.

Start with a basic prompt.

I'm including the role I want ChatGPT to play (cinema owner), the event details, the platform I want the content for and the target audience.



Absolutely, here are three Instagram posts to promote your costume party and movie screening event at DX Bio:



Instagram Post 1: Event Announcement

Image: A vibrant image of characters from the movie "Avatar" with kids in costumes, holding tickets and smiling.

Caption: 🦄 Get ready for an adventure beyond your wildest imagination at the DX Bio Costume Party and Movie Night! 🌍 Join us on June 20 for a night of fun, free entry for the kids, and a screening of "Avatar: The Way of the Water." 🎬 Dress up as your favorite characters and stand a chance to win amazing prizes in our costume contest! Tag your friends and let's make this a magical family evening. See you there! 🌟❤️
#DXBioCostumeParty #AvatarMovieNight #FamilyAdventure

Instagram Post 2: Costume Contest Details

Image: A creative collage of various movie-related elements, including characters, tickets, and a "Best Costume" trophy.

Caption: 🦄🌈 Calling all little adventurers and young dreamers! Our Costume Contest is back and it's bigger than ever! 🌟 Dress up as your favorite "Avatar" character and stand a chance to win incredible prizes! The creativity is limitless – think Neytiri, Jake Sully, or your own Avatar-inspired creation! 🎭 Kids enter for FREE, and we've got a night of magic, movies, and memories waiting for you on June 20. Don't miss it! 🌈🦄 #DXBioCostumeContest
#AvatarInspiredFun #FamilyNightOut

🔄 Regenerate

I can now copy and paste these into a content calendar, and adapt them as I wish (maybe a few less emojis!).

Adapting responses for a different platform (Twitter in this case):

I want these same posts adapted for our Twitter account. I've specified the character limit and included the event link that needs to be in the tweets.



Can you adapt these posts for Twitter to meet the required 280 characters limit? The Tweets have to include this link within the character limit. The link: bit.ly/avatarparty



Twitter Post 1: Event Announcement



🎉 Join us for an unforgettable adventure at the DX Bio Costume Party & Movie Night! 🎬
On June 20, enjoy "Avatar: The Way of the Water" with FREE entry for kids. Dress up as your fave characters & win prizes! Tag your friends and let's make it a magical night. 🌟❤️
#DXBioCostumeParty bit.ly/avatarparty

Twitter Post 2: Costume Contest Details

🎉👦 Get ready, young dreamers! Our Costume Contest is back on June 20. Dress as "Avatar" characters for a chance to win amazing prizes! Neytiri, Jake Sully – or your unique creation, the choice is yours! 🎉 Kids enter FREE. An evening of magic & movies awaits! 🎬🌈
#DXBioCostumeContest bit.ly/avatarparty

Twitter Post 3: Countdown Reminder

🕒🌍 Just a few days until our enchanting Costume Party & Movie Night on June 20! 🌟 Get those costumes ready, gather the family, and join us at DX Bio for a mesmerizing "Avatar" experience. Let's celebrate cinema's magic together! See you soon. ❤️🎉 #DXBioCountdown
bit.ly/avatarparty

In less than 5 minutes with a few tweaks, I now have three posts ready for both my cinema's social media platforms to promote my event.

Generate different styles of content around the same theme

The above posts are very promotional, with the purpose of driving ticket sales.

Now I want some more general posts about Avatar: The Way of the Water to engage and encourage interaction with my followers, that I can add to my content calendar so that I have a mix of posts.

Again I will use a detailed prompt including a role, target audience, platform and purpose.



You are the cinema owner of DX Bio. Write 3 engagement-based Instagram posts about Avatar: The Way of the Water that have the purpose of encouraging interaction and comments from followers. The target audience is families



Instagram Post 1: Interactive Movie Trivia



Image: A captivating still from "Avatar: The Way of the Water."

Caption: 🌊💙 Dive into the mesmerizing world of "Avatar: The Way of the Water"! Here's a trivia challenge for all our fellow explorers: Can you name the aquatic creature that plays a key role in this breathtaking sequel? Comment your guess below and let's see who can crack the code! 🧐👉 #AvatarTrivia #FamilyMovieNight

Instagram Post 2: Dreamy Caption Contest

Image: A captivating visual showcasing the enchanting visuals of the movie.

Caption: ✨💬 Calling all imagination enthusiasts! What do you think Neytiri and Jake Sully are discussing in this scene from "Avatar: The Way of the Water"? Write your most creative caption below and let your thoughts flow like the Pandora rivers! 🌊🌿 #AvatarCaptionChallenge #ImaginationUnleashed

I would then repeat the exercise to turn these into Tweets, then tweak the wording a little bit to make it more our cinema's tone of voice, then add them to my content calendar.

When posting you'll want to add any hashtags you feel are directly relevant to your cinema, and tag any partners, distributors, etc.

Adapting existing copy

Sometimes you'll receive marketing materials or promotional blurb from distributors that you'll want to adapt into social media posts that more suits your audience.

You can simply paste the copy into ChatGPT and ask it to refine it to meet your needs.

For example, imagine you receive this press information:

Avatar: The Way of Water is a 2022 American epic science fiction film directed and produced by James Cameron.

He co-wrote the screenplay with Rick Jaffa and Amanda Silver from a story the trio wrote with Josh Friedman and Shane Salerno.

Distributed by 20th Century Studios, it is the sequel to Avatar (2009) and the second installment in the Avatar film series. Cast members Sam Worthington, Zoe Saldña, Stephen Lang, Joel David Moore, CCH Pounder, Giovanni Ribisi, Dileep Rao, and Matt Gerald reprise their roles from the original film, with Sigourney Weaver returning in an additional role[6] while Kate Winslet joined the cast.

It follows a blue-skinned humanoid Na'vi named Jake Sully (Worthington) as he and his family, under renewed human threat, seek refuge with the aquatic Metkayina clan of Pandora, a habitable exomoon on which they live.

The copy is very dry and boring. Here's how you can use ChatGPT to turn it into a compelling, fun social media post:

You are the cinema marketer for DX Bio. I will give you a short text. Please turn it into a short, fun, informal, and engaging Facebook post appealing to an audience aged 18-35. 

The text: Avatar: The Way of Water is a 2022 American epic science fiction film directed and produced by James Cameron.

He co-wrote the screenplay with Rick Jaffa and Amanda Silver from a story the trio wrote with Josh Friedman and Shane Salerno.

Distributed by 20th Century Studios, it is the sequel to Avatar (2009) and the second installment in the Avatar film series. Cast members Sam Worthington, Zoe Saldña, Stephen Lang, Joel David Moore, CCH Pounder, Giovanni Ribisi, Dileep Rao, and Matt Gerald reprise their roles from the original film, with Sigourney Weaver returning in an additional role[6] while Kate Winslet joined the cast.

It follows a blue-skinned humanoid Na'vi named Jake Sully (Worthington) as he and his family, under renewed human threat, seek refuge with the aquatic Metkayina clan of Pandora, a habitable exomoon on which they live.



 Hold onto your seats, folks!  Get ready to dive back into the mesmerizing world of Pandora because "Avatar: The Way of Water" is here to take us on another epic adventure! 



 Directed and produced by the legendary James Cameron, this 2022 science fiction masterpiece is more than just a movie – it's an immersive experience! 

 Cameron teamed up with Rick Jaffa, Amanda Silver, Josh Friedman, and Shane Salerno to weave a story that'll have you on the edge of your seat. And guess what? Our favorite cast members Sam Worthington, Zoe Saldña, Stephen Lang, and more, are back in action! 

 Jake Sully, the blue-skinned Na'vi we can't help but root for, takes center stage again. This time, he's joining forces with the aquatic Metkayina clan to face renewed human threats. The adventure, the drama, the jaw-dropping visuals – it's all here! 

Get ready for an underwater odyssey like no other.  Grab your popcorn and get ready to be transported to a world beyond imagination!  Are you as pumped as we are? Drop a  in the comments if you're counting down the days to this epic ride! 

#AvatarTheWayOfWater #EpicCinemaAdventure

4) USING CHATGPT TO WRITE COMPELLING COPY (WEBSITES, EMAIL, ETC.)

You know you need to maximise your email marketing and keep your cinema website updated, but that doesn't mean you're a natural copywriter, or have the time to spend hours crafting the most concise, or engaging copy to meet your audience's needs.

ChatGPT can do a lot of heavy lifting when it comes to streamlining website updating tasks or generating email newsletter copy that meets your brand style and tone of voice, to save you time. ChatGPT is also useful for proofreading and to suggest keywords that enhance your website content searchability.

4.a) Using ChatGPT to write attention-grabbing newsletter hooks

A good email subject hook can greatly increase your newsletter opening rate. Here's how you can prompt ChatGPT to help you refine your email subjects into attention-grabbing hooks.



You are the cinema owner of DX Bio. You need to promote the upcoming Avatar costume-party and movie screening event to your email newsletter subscribers. Write three attention-grabbing email hooks, maximum word count 10 words. The goal is to drive opening rates.



1. "Unleash Your Inner Avatar: Join Us for a Costume Extravaganza!"
2. "Win Prizes, Watch 'Avatar,' Rock Your Costume: RSVP Now!"
3. "Calling All Adventurers: Dive into Our Avatar Costume Party!"



"You are the cinema owner of DX Bio. You need to promote the upcoming Avatar costume-party and movie screening event to your email newsletter subscribers. Write three attention-



Writing effective email newsletter subject hooks is crucial for grabbing your readers' attention and encouraging them to open your emails. Here are some best practices to keep in mind:



1. **Be Clear and Concise:** Keep your subject line short and to the point. Aim for around 5-7 words to ensure it's easily scannable.
2. **Use Action Words:** Incorporate action verbs that convey what readers can expect from the email. Words like "Discover," "Get," "Join," and "Unlock" create a sense of engagement.
3. **Create Curiosity:** Pique the reader's interest by hinting at something intriguing or valuable inside the email. Make them curious enough to want to learn more.
4. **Highlight Benefits:** Clearly communicate what readers will gain by opening the email. Whether it's valuable content, exclusive offers, or useful information, emphasize the benefits.
5. **Personalization:** Use the recipient's name in the subject line if possible. Personalization can increase open rates by making the email feel more tailored.
6. **Urgency and Scarcity:** Incorporate a sense of urgency or scarcity to encourage immediate action. Phrases like "Limited Time Offer" or "Last Chance" can drive open rates.
7. **Ask a Question:** Pose a compelling question that resonates with the reader's interests or pain points. Questions stimulate curiosity and engagement.
8. **Use Emojis Sparingly:** Emojis can add visual appeal, but use them sparingly and ensure they align with your brand's tone.
9. **Segmentation:** Tailor subject lines to specific audience segments. Personalized subject lines improve relevancy and engagement.
10. **A/B Testing:** Test different subject lines to see which ones resonate better with your audience. Experiment with variations to refine your approach over time.
11. **Avoid Clickbait:** While curiosity is good, avoid misleading subject lines that disappoint readers when they open the email.
12. **Mobile-Friendly:** Ensure your subject line is concise and impactful on mobile devices. Many readers check emails on their phones.
13. **Be Authentic:** Match your subject line to the content of the email. Avoid overhyping or using exaggerated claims.
14. **Stay On-Brand:** Maintain consistency with your brand's tone, style, and voice to build familiarity and trust.
15. **Test Length:** While shorter subject lines are often effective, occasionally longer subject lines that provide more context or detail can also work, depending on the content.

Remember, the subject line is your first impression, so make it count. Regularly analyze your email open rates to see what's resonating with your audience and adjust your approach accordingly.

grabbing email hooks, maximum word count 10 words. The goal is to drive opening rates."

You can also ask ChatGPT to recommend best practices for writing email hooks.

4.b) Use ChatGPT to help draft email newsletters.

Start by the usual process of providing context and information about: the role you are / or want ChatGPT to play, the target audience, the goal or purpose you want to achieve, any other specific information that needs to be included.

We suggest asking for an outline or structure first which you can use to write your own newsletter, or then use to ask ChatGPT to help you.

Subject Line: 🧜‍♂️ Dive into Magic: Avatar Costume Party & Movie Night 🎬

Introduction (Opening Hook):

- Greet the recipients and create excitement.
- Briefly introduce the event and its theme.
- Length: 1-2 sentences

Subheader: Get Ready to Embark on an Adventure!

- Build anticipation for the upcoming event.
- Encourage families to join the festivities.
- Length: 1 sentence

Event Details and Highlights:

- Include the event date, time, and location.
- Describe the costume party aspect and highlight prizes.
- Emphasize the movie screening of Avatar: The Way of Water.
- Length: 2-3 sentences

Subheader: What's in Store for You:

- Tease the immersive experience attendees can expect.
- Mention any special activities or surprises.
- Length: 1 sentence

Why Attend:

- Explain the benefits of attending.
- Highlight the family-friendly environment.
- Describe the unique movie night experience.
- Length: 2-3 sentences

Subheader: Join Us for a Night of Magic:

- Reinforce the idea of a magical experience.
- Use emotive language to create excitement.
- Length: 1 sentence

Ticket Booking Information:

- Provide a clear call to action to book tickets.
- Include a link to your ticket booking page.
- Highlight any special pricing for families or kids.
- Length: 1-2 sentences

Subheader: Secure Your Spot Now!

- Encourage immediate action.
- Convey a sense of urgency.
- Length: 1 sentence

Safety Measures:

- Briefly mention any safety protocols in place.
- Reassure attendees about a safe and enjoyable experience.
- Length: 1 sentence

Subheader: Your Safety is Our Priority:

- Highlight the importance of attendee well-being.
- Mention any relevant safety measures.
- Length: 1 sentence

Family-Friendly Atmosphere:

- Emphasize the event's suitability for families.
- Mention activities or aspects that cater to kids.
- Length: 1-2 sentences

Subheader: Fun for All Ages:

- Reiterate the family-friendly nature of the event.
- Use language that appeals to both parents and kids.
- Length: 1 sentence

Event Countdown:

- Add a countdown to create excitement.
- Remind readers of the approaching event date.
- Length: 1 sentence

Subheader: The Countdown Begins:

- Build anticipation for the upcoming event.
- Use language that conveys a sense of excitement.
- Length: 1 sentence

Call to Action: Book Your Tickets Now!

- Emphasize the urgency to secure tickets.
- Encourage readers to take action immediately.
- Length: 1 sentence

Subheader: Grab Your Tickets Today!

- Reiterate the call to action.
- Use bold language to inspire action.
- Length: 1 sentence

Closing Remarks and Contact Information:

- Thank readers for their time and interest.
- Provide contact information for inquiries.
- Length: 1 sentence

Subheader: Got Questions? We're Here to Help!

- Let readers know you're there to assist.
- Encourage them to reach out if they have questions.
- Length: 1 sentence

Footer: Social Media Links and Unsubscribe Option:

- Include links to your social media profiles.
- Provide an option to unsubscribe.
- Length: 1 sentence

Signature:

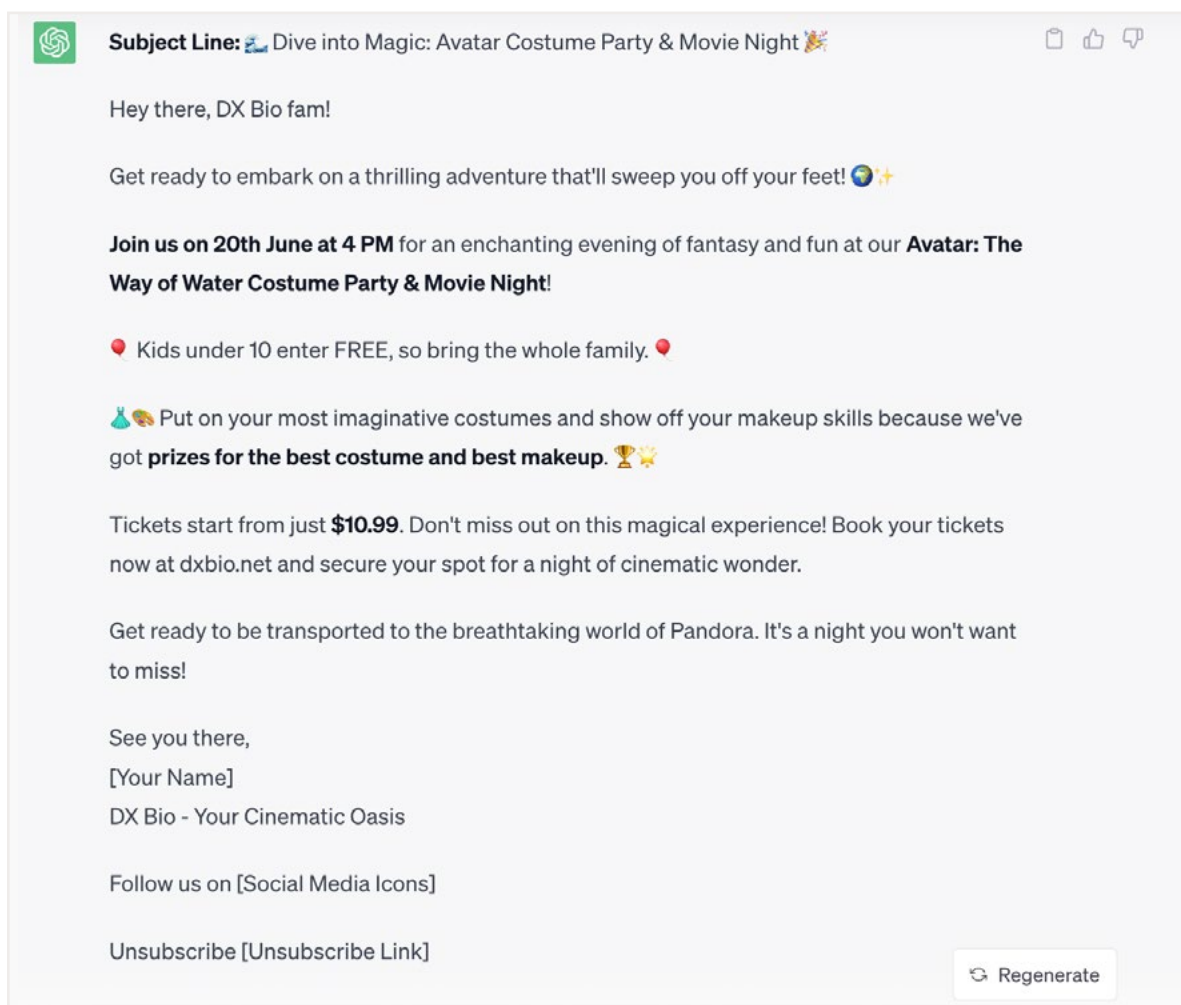
- Sign off with your name or the cinema's name.
- Add a warm closing sentiment.
- Length: 1 sentence

Remember to keep the copy concise, engaging, and appealing to families. Utilize subheaders to break up the content and make it easily scannable. Use emotive language, compelling calls to action, and clear information to encourage ticket bookings.

Prompt example:

"Can you suggest an outline for an email newsletter to promote an Avatar: The Way of Water costume party and screening? Please include suggestions for copy length and subheaders. The target audience is families. The goal is to drive ticket bookings"

Now you have an outline, you can ask ChatGPT to flesh it out into an email, by providing a bit more detail.



"Can you use this email outline to draft me the full email? I want it to be short and concise. You can leave out the safety section. The details for the Avatar: Way of Water costume party and screening event are: 20 June, 4 PM. Kids under 10 go free. Tickets from \$10.99. Prizes for best costume and best make-up. Tickets from [dxbio.net](#)"

As always, we recommend adapting the language and tone of voice to reflect your cinema's brand and you might want to tweak the wording a bit. But this process can save you a lot of time.

4.c) Crafting a relevant newsletter calendar

You can also ask ChatGPT to suggest newsletter topics you might want to develop a more regular newsletter calendar for your subscribers. These could include seasonal newsletters, promotional, etc.

Example prompt: "You are a cinema owner based in Germany. You have 6000 newsletter

- 1. January:** Start the year with a bang by showcasing your "New Year, New Films" lineup. Highlight upcoming releases, from thought-provoking dramas to heartwarming comedies.
- 2. February:** Celebrate Valentine's Day with a special "Date Night at the Movies" promotion. Feature romantic films and offer couples' discounts.
- 3. March:** Spring into action with a spotlight on International Women's Day. Showcase empowering films directed by women and share stories of influential female filmmakers.
- 4. April:** April showers bring film marathons! Promote themed movie nights, from classic sci-fi to family-friendly animations.
- 5. May:** Embrace the spirit of outdoor cinema as the weather warms up. Announce open-air screenings and provide details on how to enjoy movies under the stars.
- 6. June:** Gear up for summer blockbusters. Introduce the most anticipated films hitting the screens and offer special deals for families.
- 7. July:** Highlight the cinema's anniversary or a milestone. Throw a cinematic celebration with exclusive screenings and nostalgic throwbacks.
- 8. August:** Showcase films from around the world during a "Global Cinema Month." Feature foreign-language films that offer a cultural escape.
- 9. September:** As the days get cooler, introduce a "Back to School" film series that resonates with nostalgia. Invite your audience to relive their school days with iconic movies.
- 10. October:** Embrace the spooky season with a Halloween-themed newsletter. Promote horror movie marathons and invite subscribers to vote on their favorite scare.
- 11. November:** Show gratitude with a "Cinema Thankfulness" theme. Share stories of films that have inspired positive change and invite subscribers to contribute their own.
- 12. December:** End the year on a festive note with a "Holiday Classics" showcase. Feature timeless family favorites and announce special Christmas Eve screenings.

 Regenerate

subscribers and you want to send them one email a month to keep them engaged with your film programming. Please write 12 possible newsletter topics to cover seasonal, promotional, and film specific content. Your target audience is 35-55 years old."

4.d) Writing engaging website copy

As a cinema owner or manager, you'll likely have to update your website weekly or monthly with film content to promote your latest programming. This might involve editing long press kit information for films, or translating film blurbs from or into another language, or trying to format lots of different sources of information into the standard format of your website CMS system.

This is where ChatGPT can help you with formatting, editing and time saving!



Can you summarise the following copy into a short paragraph of maximum 55 words? 

The copy: Harrison Ford returns to the role of the legendary hero archaeologist for this highly anticipated final installment of the iconic franchise-- a big, globe-trotting, rip-roaring cinematic adventure. Starring along with Ford are Phoebe Waller-Bridge ("Fleabag"), Antonio Banderas ("Pain and Glory"), Karen Allen (Raiders of the Lost Ark), John Rhys Davies (Raiders of the Lost Ark), Shaunette Renée Wilson ("Black Panther"), Thomas Kretschmann ("Das Boot"), Toby Jones ("Tinker Tailor Soldier Spy"), Boyd Holbrook ("Logan"), Olivier Richters ("Black Widow"), Ethann Isidore ("Mortel"), and Mads Mikkelsen ("Another Round"). Directed by James Mangold ("Ford v Ferrari," "Logan") and written by Jez Butterworth & John-Henry Butterworth and David Koepp and James Mangold, based on characters created by George Lucas and Philip Kaufman, the film is produced by Kathleen Kennedy, Frank Marshall and Simon Emanuel, with Steven Spielberg and George Lucas serving as executive producers. John Williams, who has scored each Indy adventure since the original Raiders of the Lost Ark in 1981, has once again composed the score.



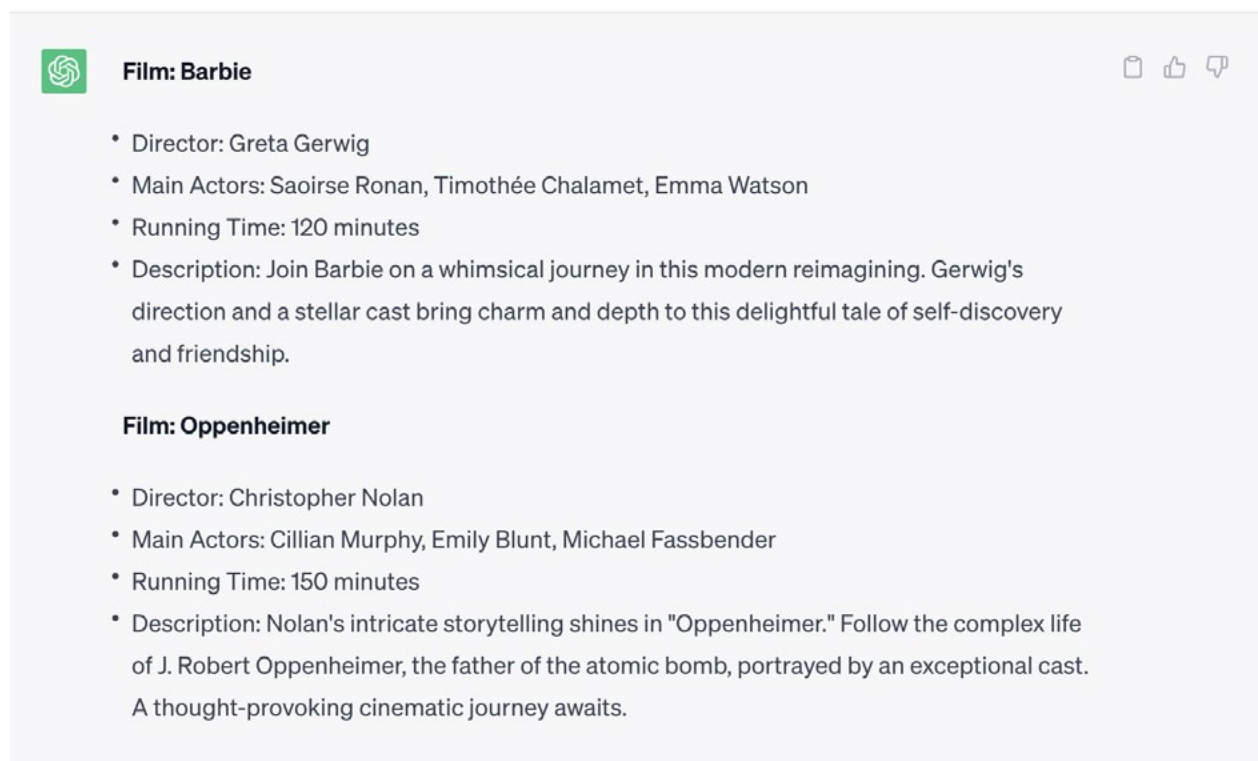
Harrison Ford returns as the legendary archaeologist in the highly anticipated final installment of the iconic franchise. This globe-trotting adventure features a star-studded cast and is directed by James Mangold. John Williams, composer since 1981, provides the score. Get ready for a rip-roaring cinematic experience like no other.   

There are several ways you can use ChatGPT to support streamlining this process.

- **Feed existing copy into ChatGPT and ask it to summarise it**

Example: You've been given a press kit for Indiana Jones that is 250 words long, but your website film listing set-up has a maximum word capacity of 55.

- **Give ChatGPT detailed prompts that generate copy according to your CMS set-up**



requirements. You can then save the prompt as a template to reuse every time you need it.

"You are a cinema owner. You have to add 2 cinema listings to your website for the upcoming week. Each listing needs to contain: the film title, the director, the 3 main actors, the total running time in minutes, and a brief description of maximum 45 words. The films are: [\[insert film1\]](#) and [\[insert film 2\]](#). Can you write the cinema listings based on those requirements?"

NOTE! Always fact-check! As you can see above here there are multiple errors regarding the actors. But overall this template prompt can be used every time you need to create listings for your website or other listings sites quickly that just need to be sense-checked, instead of writing them from scratch every week.

You can also use ChatGPT to proofread or re-energise your website copy.

- **Use ChatGPT to refresh or proofread copy on your website.**

You are a cinema owner and you are refreshing your website copy. Can you make the following copy a bit more punchy and informal? "GFT opened as a single screen cinema over 40 years ago and has now become Scotland's best attended independent cinema as well as a leading film education charity. 

Our vision for Glasgow Film is an inclusive, collaborative space where audiences and communities can nurture their passion for cinema and film, and be empowered through participation in our programmes. Everyone is welcome and everyone is included. This is 'Cinema For All'.

Our mission is to provide 'Cinema For All'. We exist to celebrate the magic of film and nurture excellent independent cinema from across the globe. To do this we provide high-quality programmes of curated screenings, festivals, events and industry opportunities; we empower our communities to participate through education and outreach initiatives; and we develop sector leading equalities initiatives to ensure cinema is accessible, safe and welcoming for the widest possible audience.

Our values are: Community, Authenticity, Sustainability"



40 years ago, GFT kicked off as a solo-screen cinema. Today, it's Scotland's ultimate indie cinema, plus a film education champ. 🎬🌟



We're all about cinema passion. Join us in this vibrant, inclusive hub where everyone's part of the action. Welcome to 'Cinema For All'.

Our mission? Rock 'Cinema For All'. We're here to celebrate film's magic, spread indie gems worldwide, and bring you top-notch screenings, festivals, and events. We educate, outreach, and make cinema a welcoming haven for everyone. 🌍🌈

Our vibes? Community, Authenticity, Sustainability. Let's make movie memories together! 🍿🎉

If you feel your website copy is a bit dry, boring, too long, or you simply want to change the tone of voice to give it a fresh feel, you can ask ChatGPT to help you.

Here's an example, using copy from Glasgow Film Theatre's website. The copy is great as it is, but if we wanted to make it more punchy, or informal, to appeal to a younger audience for example, we can use the following prompt:



Can you proofread the following copy and suggest any grammatical or editorial improvements?



"For half a century, Rice Cinema has maintained an international reputation as an important cultural center in Houston, Texas. As defined by its founders, Jean and Dominique de Menil, it is a cinemateque experience for both the screening of great films and the opportunity to discuss these works. This program emerges from the spirit of artists and teacher like James Blue, Roberto Rossellini, and Colin Young who saw cinema as a subject of conversation and part of a community, rather than a commodity to be consumed.

Rice Cinema regularly shows documentaries, foreign films, and experimental cinema and has brought filmmakers from all parts of the world to present their work. Among the many filmmakers that have come through our doors are Andy Warhol, Jean Luc Godard, Dennis Hopper, Richard Lester, Sam Peckinpah, Rahkshan Bani-Etemad, Fernando Solenas, Shirin Neshat, Patricio Guzman, Arturo Ripstein, Albert Maysales, and many others.



"For half a century, Rice Cinema has maintained an international reputation as a significant cultural center in Houston, Texas. As envisioned by its founders, Jean and Dominique de Menil, it offers a cinémathèque experience, encompassing not only the screening of outstanding films but also providing a platform for discussions about these cinematic creations. This program is rooted in the ethos of artists and educators like James Blue, Roberto Rossellini, and Colin Young, who perceived cinema as a topic for conversation and an integral part of a community, rather than merely a commodity to be consumed.

Rice Cinema consistently features documentaries, foreign films, and experimental cinema, inviting filmmakers from around the globe to showcase their work. Over the years, a diverse array of filmmakers has graced our venue, including iconic names like Andy Warhol, Jean-Luc Godard, Dennis Hopper, Richard Lester, Sam Peckinpah, Rahkshan Bani-Etemad, Fernando Solanas, Shirin Neshat, Patricio Guzmán, Arturo Ripstein, Albert Maysles, and numerous others."



- **Proofreading and editing existing copy**

In this example, we asked ChatGPT to proofread copy from Rice Cinema, Texas to see if it needs any corrections or to suggest editorial improvements

5) THINGS TO TAKE NOTE OF WHEN USING CHATGTP

Chat GPT is an incredible tool, with a huge variety of uses. We recommend experimenting and looking at different ways it might help you. Over time you will become more comfortable creating detailed prompts to support you with a variety of tasks.

However, it is just a tool and must be used as such. ChatGPT is great to support idea generation, help with menial or admin heavy tasks, or by offering suggestions, but it should be seen as a guide or helpful assistant, rather than to be relied on entirely for tasks without being sense-checked.

Only you know your brand and business inside-out, and know your audience as well as you do. Likewise, you will have a particular way of writing, your own tone of voice, or your own processes, etc. which CHatGPT can't simply replace.

Therefore we want to highlight the limitations of ChatGPT and things to check for before using any copy or text output that you are given by the platform.

5.a) Limitations of ChatGPT

- ChatGPT may sometimes generate incorrect or inaccurate information. The platform was updated in 2022 to include more up-to-date web-browsing capabilities so it can provide recent information that is found online, but the platform doesn't possess real-time knowledge verification, so it is always important to check facts and information before sharing publicly.
- Because ChatGPT generates its responses based on what it has been fed from the internet, which means some of its information comes from inaccurate, biased, or unchecked sources. This is more critical and relevant in areas of law, science, news, education, etc. but nevertheless is worth bearing in mind!
- ChatGPT has a word limit for each generated response, which means it might truncate longer texts or not fully address complex or multi-part questions.
- If ChatGPT doesn't understand your prompt it might provide inaccurate or incomplete answers, so it's worth making sure your prompt is clear and simply worded to get the best results.
- ChatGPT might sometimes generate very long-winded, wordy responses, providing more information than necessary or including repetitive phrases. We recommend including a maximum word count, or limit on information required if you don't want to be sent enormous amounts of text!
- It may not have up-to-date information as its training data goes up until September 2021, so it may lack knowledge of recent events or developments.
- ChatGPT is a language model, and while it can provide helpful information, it should not be considered a substitute for professional advice or expertise in specialized fields, nor for your own style of expression, writing or business tone of voice.

5.b) Resources for further learning

- [Hootsuite offer a free introductory course on using ChatGPT for social media marketing](#)
- [A handy ChatGPT for beginners video tutorial with walkthrough examples](#)
- [WATCH: A DX talk we held recently to discuss ChatGPT and generative AI](#)

BONUS CONTENT!

Cinema: A love poem by ChatGPT



Write a short love poem for the magic of cinema



In flickers of light, enchantment we find,
A world of emotions, both tender and kind.
Upon silver screens, stories unfold,
Love's symphony played in frames of gold.

A dance of shadows, a whispering breeze,
Cinema's magic sets hearts at ease.
Through laughter and tears, it holds us tight,
Guiding us into the depths of the night.

From black and white classics to colors so bold,
The secrets of hearts and dreams it's told.
In the darkened embrace of a theater's space,
Cinema weaves dreams, a captivating embrace.

So here's to the magic that's woven on screen,
A love affair timeless, forever pristine.
In frames of emotion, our hearts take flight,
Cinema, dear magic, forever our light.

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