

LESSON 21 WORKBOOK

AI for Social Media

Module 3: AI for Making Money

Name		Date	
Social Media Project		Status	■ Not Started ■ In Progress ■ Complete

Lesson Purpose

Learn how AI can help you plan, create, schedule, analyze, and optimize social media content while maintaining authenticity and building an engaged audience.

Before You Begin

- I completed Lesson 20.
- I understand responsible AI use.
- I will review AI-generated content before publishing.

My Main Goal

Exercise 1

List five ways AI can improve social media marketing.

Exercise 2

Create a one-week content plan for your preferred social media platform using AI.

Exercise 3

Describe how AI can help create captions, hashtags, graphics, and posting schedules.

Practical Social Media Activity

Use an AI assistant to generate a week's worth of posts for your brand or project. Review, personalize, and improve the content before publishing.

Prompt Practice

Prompt: "Act as a social media strategist. Create a 7-day content calendar for my niche with engaging captions, hashtag ideas, image suggestions, and calls-to-action."

Key Takeaways

My Practical Action Step

Reflection

Completion Checklist

- Completed all workbook exercises.
- Created an AI-assisted content plan.
- Reviewed all AI-generated content before publishing.
- I am ready for Lesson 22.

Next Step

Continue to **Lesson 22 – AI for Online Businesses**.