



# Using AI to Generate Authentic Social Media Engagement



# DINFOS TRAINING SESSION

by  
& Tudor Mihailescu



Thursday, 08/24/2023 ,  
Social Media Forum



# TRAINER



**Tudor Mihailescu**  
Cofounder at SpeechifAI

# AGENDA

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WHY ORGANIC  
SOCIAL

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ORGANIC SOCIAL

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SOCIAL

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SHARE CAMPAIGNS

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**\$40 MM**

Marketing Value  
Generated

**700K**

User Generated Posts

Since late 2019, our platform has been used by  
orgs and companies across the country  
including:



**CISION**

**NOVAVAX**



**2,500**

Social share  
toolkits built

**500+**

Organizations using



# Why ORGANIC SOCIAL MATTERS

User-generated content is any form of content – images, videos, text, audio – that has been posted by users generally to social media.

Instead of just an organization promoting itself, you now have supporters, staff or partners posting on your organization's behalf, talking about your campaigns on social media.

Source: <https://everyonesocial.com/blog/user-generated-content-statistics/>

82% of U.S. adults have at least one social account, where they built social networks of friends, family, and followers who view and engage with their posts.

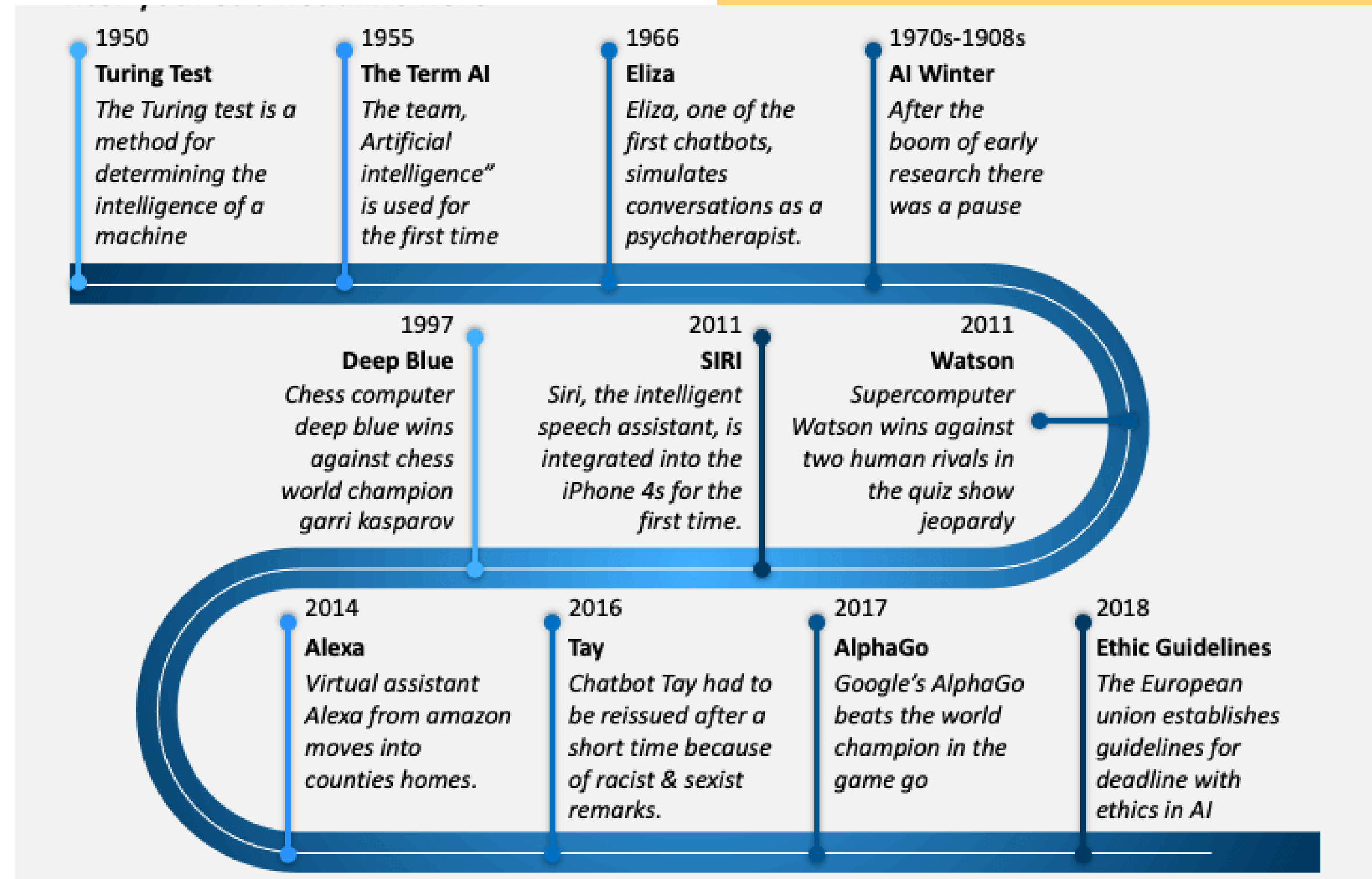
74% of consumers rely on social media to inform their purchasing decisions.

Consumers find UGC 9.8x more impactful than influencer content when making a purchasing decision.

On average, your supporters have a network that is 10X larger than your organization's follower base.

# AI EVOLUTION

- What is artificial Intelligence?
- What is Generative AI?
- What is a rule-based algorithm?
- What is a neural network?
- What is a large language model? (LLM)





# ORGANIC SOCIAL HELPS YOU ACHIEVE

The average marketing value of  
a user generated social post is  
**\$88**



## Awareness

Promote press releases, blogs, CSR or social awareness campaigns

Success measured in impressions and clicks



## Social Actions

Promote actions such as event or newsletter sign-ups and purchases.

Measured in conversions.



## Talent acquisition and retention

Amplify job openings, celebrate hires and highlight organization culture

Measured in impressions and conversions

**AUTOMATION**



**AUGMENTATION**

**RELEVANCE**

**AUTHENTICITY**

**RESONANCE**







**Mary Ann Koruth** @MaryAnnKoruth · Nov 16, 2021



Yeah - this is a plug for good old @AP Morning Wire because I've subscribed to it for a few years now.

"Facts based, quality journalism that's easier to consume than my morning coffee." - their tag line is pretty good, though I like my coffee :)



[app.speechifai.tech](https://app.speechifai.tech)

Sign up for AP Morning Wire





**Stephan Gans** • 1st

SVP, Chief Consumer Insights and Analytics Officer at PepsiCo

1w • Edited •



Join me in welcoming the 2023 class of [#BlackChangemakers](#)!

Black Changemakers is a philanthropic program that shines a spotlight on Black community leaders and nonprofits. This initiative is meant to ensure bold voices that often go unheard are being amplified and given the opportunity to create positive change within their communities.

In partnership with the [PepsiCo Foundation](#) [#SOLIDBLACK](#) is teaming up with these incredible community leaders to recognize their innovation and boldness to drive culture and give back to their communities.



**The PepsiCo Foundation and Doritos® SOLID BLACK® Invest in 16 Nonprofit Leaders for Black Changemakers Program**

[social.prnewswire.com](https://social.prnewswire.com)



**Tammy Gordon** • 2nd

Strategic Communications | Public Relations, Digital, So...

10mo •

[+ Follow](#)

Wanna be my hero today? Introduce me to someone who would be great at this job.

Novavax is recruiting for an exciting new role as Internal Communications Manager. Job responsibilities include:

- manage intranet and digital signage related to key business projects and objectives
- support the development and execution of strategic employee communications and engagement plans designed to support key Commercial, Compliance and Regulatory/Quality business objectives, long-term goals and key projects.

Your job location will be Gaithersburg, MD.

Novavax is the fastest-growing biotech of 2020. It's a great company, incredible mission. And you'd be colleagues with me!

Click below to learn more about the position and message me if you wanna find out more, or simply apply and add me as your referral.

**New Job**

## Internal Communications Manager

Gaithersburg, MD



**Apply now!**

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ISU ANR Extension  
@ISUANR

...

The 2022 Census of Agriculture is now underway.

Conducted every five years, it is the only source of uniform, comprehensive, and impartial agricultural data for every state and county in the U.S. [#AgCensus](#)

[social.prnewswire.com/s/sTrxZgqmxMam...](https://social.prnewswire.com/s/sTrxZgqmxMam...)

**THE AG CENSUS COUNTS**  
**BECAUSE IT INFORMS DECISIONS**  
**ABOUT PROGRAMS THAT HELP**  
**FARMERS LIKE ME**

**2022 CENSUS OF AGRICULTURE**

**RESPOND NOW**  
[nass.usda.gov/AgCensus](https://nass.usda.gov/AgCensus)

**YOUR VOICE. YOUR FUTURE. YOUR OPPORTUNITY.**

**USDA**  **United States Department of Agriculture**  
National Agricultural Statistics Service

**#AgCensus**  
 





**Kyara Washington, MPH** • 3rd+  
Special Projects Coordinator • Public Health Professio...  
1mo •

[+ Follow](#) ...

I'm thrilled to announce that I've just registered for the highly anticipated National Conference on Health Communication, Marketing and Media!

This year's [#NCHCMM](#) conference is themed "Collaborate, Innovate, Inspire: The Evolution of Public Health Communication in a Changing World" and will take place in Atlanta, GA, on July 19-21.

In my role as Special Projects Coordinator , I am excited to connect with public health communicators, researchers, and practitioners to exchange knowledge, and explore the latest trends and innovations in health communication.

Don't miss out! Secure your spot now via the registration link below. I hope I will see you in Atlanta! 🔗


[#HealthComms](#) [#NCHCMM2023](#)





**Register for NCHCMM**


[social.prnewswire.com](https://social.prnewswire.com)


1






  
Campaign Overview

  
Posts

  
Landing Page

  
Analytics

  
Email Embedding



published

Looking to increase your online engagement metrics? @speechifai. helps people say what they love about their favorite product, cause, or even news article on all major social networks.

208



Image

or

Video

or

Giphy








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Discard

Save Draft

Publish



Looking to increase your online engagement metrics? @speechifai. helps people say what they love about their favorite product, cause, or even news article on all major social networks.



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✓ Choose your social networks

✓ Write a caption for your post

✓ Pick a visual

✓ Write a link caption for your post

✓ Insert link for your post



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### Preview your AI generated copies

draft



🔥 Want to boost your online engagement? Say what you love about your favorite things with Speechifai! 🚀 It's the ultimate tool to spark conversations and spread the love! Check it out today! 📌 #Engagement #Speechifai



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<https://speechifai.tech>

🗑 Dismiss ⚙ Adjust Tone ↻ Regenerate

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🔥👥 Want to skyrocket your online engagement? Look no further! 💬 Speechifai is the ultimate secret weapon for expressing your love for favorite products, causes, or even news articles! 🚀💡

Join the online conversation and watch it explode! 🌟🌐 Boost your company's product hype NOW! 🚀✅

🔥👉 Don't miss out! Tap into the power of Speechifai today. 🤖📱 Let's make waves together! 🌊👊



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🌟 Unleash the power of online engagement with Speechifai! 🚀❤️ Share your love for the best products, causes, or news articles like never before! 💬🔥 Join the conversation and ignite the internet today. Don't miss out, check out Speechifai now! 🌐👊  
#BoostYourConversation #Speechifai #OnlineEngagement



🗑 Dismiss ⚙ Adjust Tone ↻ Regenerate

3



Share company news, events & jobs with your networks - show the world how great it is to work here




**What social platform would you like to use?**

 Facebook

 Instagram

 LinkedIn

 Twitter

 WhatsApp

Created By Recruitment & Employee  
Engagement Demo



[Terms of Use](#)



Working in the digital organizing space and need to increase your campaign engagement? @speechifai's embeddable platform helps your supporters become even more effective online.

Visit our website to learn more and sign-up for a free demo today!

Use SpeechifAI  
to give your  
audience a voice  
online.



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Customize and share



Looking to increase your online engagement metrics? @speechifai helps people say what they love about their favorite product, cause, or even news article.

It's a great tool for boosting the online conversation about company products! Check it out today:



Give your referral  
marketing tactics a  
**BOOST**

SPEECHIFAI

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Customize and share



83% of people are more likely to buy a product or service if someone they know recommends it.

@speechifai accelerates word-of-mouth by making it easy for your employees to recommend and talk to people about your company.



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SPEECHIFAI

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Customize and share

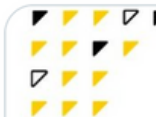


ioanazberea @ioanazberea · 9s



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SPEECHIFAI

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Learn more about SpeechifAI



# TO LAUNCH HIGH PERFORMING SOCIAL SHARE CAMPAIGNS, WE RECOMMEND:

- Create Trust
- Why It's Critical To Share
- Make It Easy (3 clicks or less)
- Teach How to Post for The Target Audience
- Alleviate Social Anxiety
- Remind supporters that donating Social Clout Is Valuable
- Do regular trainings
- Activate one-time sharers & regular sharers with different strategies





# TYPES OF SOCIAL SHARING CAMPAIGNS

- Onboarding toolkits for staff to share;
- Toolkits for press releases and special announcements;
- Shareable content hub for community members;
- Embedded social share widgets in blog articles and media room pages;
- Toolkits for partners and attendees for event promotion;
- Toolkits for CSR/awareness campaigns promotion;
- Recruitment toolkits to amplify job openings







# Q&A

