



# AI in Social Media: The Practitioner's Field Guide

How to use AI to brainstorm, create, edit and publish short-form videos at scale



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More in Media

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## Humanize Your Brand with Faces

If you watched my presentation for Humanize Your Brand on 'Why Every B2B Brand Needs a Face', then this guide is for you.

I'm sharing the exact ways AI can support you, and your team, in creating more human-centered, high-trust video content without burning out.

This isn't theory. It's practical. And it's made for doers like you.

# Why AI and Video is the Power Combo

## Trust and Scale = Your New Video Strategy

- Video builds trust.
- AI builds capacity.
- Together, they give you a content engine that works smarter, not harder.

This guide helps you show more faces, more often — without burning out your team.

## 1. Brainstorming with AI

### Use AI to Generate Endless Ideas

To the following prompts, add information about your industry, job title, product or service, target audience, business goals and marketing goals and some general ideas that you already have brainstormed with your team. Push back if the ideas are too general and even ask AI to check for ideas in other industries that could work for yours!

#### Prompt Bank:

*"Give me 5 video ideas from our Head of Marketing about building trust."*

*"Turn this blog post into 3 short video topics for LinkedIn."*

*"Write 3 hooks for a 30-second 'day in the life' video."*

*"What short-form content could our HR team create to highlight company culture?"*

## 2. Writing Scripts with AI

### From Prompts to Talking Points

#### Tips:

- Use bullet points for a natural feel
- Ask AI to match tone to platform
- Let AI reword awkward phrasing into friendly, on-camera style
- Consider creating a custom GPT that will create video script for anyone in your company, using the right sentiment, emotional words and knows your target audience
- Give AI these three things at all times: content, context and constraints

#### Example Prompts:

*"Summarize this into 3 talking points for an on-camera video."*

*"Make this CEO quote more conversational."*

## 3. Editing Video with AI

### Polish Faster with AI-Powered Tools

AI tools are developing at a super fast rate. Video editing is now done mostly by extracting and editing the transcript. This makes creating clips from long-form video much easier. Learn to master AI editing for fast repurposing of content.

#### Top Tools:

**Descript**

Auto-captions, filler word removal, transcription

### CapCut

Templates, auto-cuts, mobile-friendly

### Runway

B-roll generation and background tools

## 4. Repurposing and Publishing

### Turn 1 Video into 10 Pieces of Content

Use AI to:

- Generate platform-specific captions
- Summarize long videos
- Suggest hashtags and emojis
- Clip highlights for short-form platforms

## 5. AI-Powered Video Workflow

### Daily Tasks

Need a quick idea what your weekly task would look like? Here is an example weekly task list.

Day	Task	AI Use Example
Monday	Brainstorm topics	ChatGPT for prompts
Tuesday	Draft outlines	ChatGPT for bullets and hooks

Day	Task	AI Use Example
Wednesday	Record and Edit	Descript, CapCut for quick edits
Thursday	Publish and schedule	Later/Agorapulse and AI caption gen
Friday	Repurpose	Clip, summarize, repackage with AI

## Weekly Tasks

Frequency	Task
Weekly	Report - engagement rates, video views, reach
Weekly	Analyze - top video scripts for sentiment

## Monthly Tasks

Frequency	Task
Monthly	Report - overall growth, engagement rate, reach
Monthly	Analyze - best performing videos for topics, sentiment and CTR

# 6. Tool Directory

## Your AI Toolbox

Tool	Use
ChatGPT	Ideas, outlines, repurposing, reporting, analyzing

Tool	Use
Descript	Captions, edits, transcripts
CapCut	Short-form video creation
Agorapulse	Scheduling and performance tracking

# 8. Final Tips

## Start Scrappy, Stay Human

- Don't wait for perfect, just hit record.
- Rotate faces: CEO, team members, customers.
- Use AI to make it easier, not robotic.
- Consistency over perfection.

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# Let's Keep the Momentum

## Need a Second Set of Eyes?

Want feedback on your first AI-powered video? Or help building a repeatable system?

**Let's connect:**

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