

SAY YES TO AI: MY FULL TOOLKIT

Social That Serves the Strategy • Dorien Morin-van Dam • moreinmedia.com

The tools I actually use, what each one does, and where a human stays in the loop.

RESEARCH & STRATEGY

Start here every quarter. Know your landscape before you create anything.

CLAUDE

AI Research & Strategy Partner

Your AI thinking partner for demand mapping, narrative research, content brief drafting, and audience analysis. Ask it hard questions about your destination before you open any other tool.

WHAT IT DOES

Demand driver mapping, quarterly narrative research, content brief drafting, competitive landscape analysis, repurposing frameworks.

HUMAN IN THE LOOP

You set the strategy. Claude researches and drafts — a human approves every brief before work begins. Never let Claude make the call on local nuance.

QUICK START:

Ask Claude: "What are the top demand drivers for a Vermont destination in Q3 and what content angles might resonate with a Boston drive market?"

SOCIALINSIDER

Social Analytics & Competitive Intelligence

Deep social analytics across every major platform. Shows you engagement trends, content pillar performance, competitor benchmarks, and what's actually working — with AI-driven insights built in.

WHAT IT DOES

Cross-platform analytics, competitor benchmarking, content pillar analysis, AI-driven performance insights, historical trend tracking, white-label reporting.

HUMAN IN THE LOOP

Data tells you what happened. A human decides what it means and what to do next. Never let a dashboard replace your judgment about your community.

QUICK START:

Pull a 90-day content pillar report before planning your next quarter. Let the data tell you what your audience actually responded to — not what you hoped they would.

GOOGLE DRIVE

Content Library & Team Hub

Your central source of truth for all content assets, briefs, templates, and strategy docs. If it lives in Drive and is organized well, AI tools can work with it. If it doesn't, nothing works well.

WHAT IT DOES

Asset storage, content calendar templates, shared briefs, SOPs, image libraries, strategy documents, team collaboration.

HUMAN IN THE LOOP

AI can search and pull from Drive. A human decides what goes in, how it's organized, and what gets retired. Garbage in, garbage out — that starts here.

QUICK START:

Create one shared folder called "Content Source Material." Every strong piece of content your team has ever created lives there. That's your AI goldmine.

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CREATE & REPURPOSE

One strong human original. AI multiplies it. Never the other way around.

CASSIDY AI

Voice-Trained Creative Briefs

Build AI assistants trained on your specific brand voice, tone, and past content — so output sounds like you, not a generic language model. Your destination has a specific voice. Cassidy learns it.

WHAT IT DOES

Custom AI assistants per client or brand, voice training on past content, brief generation, caption drafting, email subject lines, platform-specific copy.

HUMAN IN THE LOOP

You train it on your voice. Every output still needs a human read — Cassidy gets close, but only you know when something sounds off for your community.

QUICK START: *Upload your 20 best captions, 5 emails, and your brand guide. Build one Cassidy assistant for social and one for email. Run them in parallel for two weeks.*

DESCRIPT

Transcription, Editing & Repurposing

Transcribes video and audio instantly, finds the strongest 60–90 second moments, and exports clips — turning one recording into a full week of content across formats and platforms.

WHAT IT DOES

Auto-transcription, clip identification, video editing by text, audiogram creation, show notes drafting, blog post starting points from transcripts.

HUMAN IN THE LOOP

AI finds the moments. A human picks the best ones. Never let auto-selected clips go live without a full watch-through. Context matters — AI doesn't have it.

QUICK START: *Run every podcast episode and video through Descript first. The transcript alone is your content goldmine for the next 30 days.*

CANVA

Visual Creation & Brand Design

Design templates, AI image generation, Brand Kit enforcement, and Magic Write for short copy — all in one visual workspace built for teams without a dedicated design budget.

WHAT IT DOES

Social graphics, carousels, Stories templates, AI image generation, Magic Resize across platforms, Brand Kit, short-form copy with Magic Write.

HUMAN IN THE LOOP

Check every AI-generated image: who is shown, is it accurate, does it reflect your actual community? Add alt-text manually every time. This is non-negotiable.

QUICK START: *Lock your Brand Kit first — colors, fonts, logo. Then use Magic Resize to turn one graphic into every platform size in under 60 seconds.*

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PUBLISH, MANAGE & MEASURE

Get content out, keep the community engaged, and track what actually matters.

AGORAPULSE

Social Media Management & Publishing

All-in-one platform for scheduling, publishing, inbox management, and ROI reporting. Consolidates every comment, DM, and mention across platforms into one unified inbox so nothing gets missed.

WHAT IT DOES

Content scheduling, unified social inbox, engagement tracking, ROI reporting, team collaboration, approval workflows, competitor monitoring.

HUMAN IN THE LOOP

AI can draft replies and sort the inbox. A human reviews every guest-facing response before it sends. Your reputation is on the line — not the algorithm's.

QUICK START:

Set up your unified inbox first. Connect every platform. Spend one week just responding — you'll learn more about your audience in 7 days than months of analytics.

ORBIT FLOWS

Workflow Automation

Connects your tools and automates the repeatable handoffs in your publishing workflow — moving content from draft to review to scheduled without manual steps getting in the way.

WHAT IT DOES

Tool integrations, publishing workflow automation, approval routing, content handoffs, team notifications, repeatable process automation.

HUMAN IN THE LOOP

Humans design every workflow and approve at each gate. Automation handles the routing — never the judgment calls. If you automate the wrong thing, you go wrong faster.

QUICK START:

Map your publishing process on paper first. Circle the purely mechanical handoffs. Those are the only steps you should automate to start.

LOVABLE

Custom Tool Building

Builds lightweight custom tools for your team — content calendars, brief generators, checklist apps, intake forms — without needing a developer. If you have a repeatable problem, Lovable can solve it.

WHAT IT DOES

Custom web apps, brief generators, intake forms, team dashboards, checklist tools, lightweight automation tools built to your exact workflow.

HUMAN IN THE LOOP

A human defines what the tool needs to do. Lovable builds it. A human tests every output path before the team uses it. Never deploy a tool your team hasn't fully tested.

QUICK START:

Start with one repeatable problem your team hits every week. Build one small tool that solves just that — a brief template, a checklist, an intake form.

REVIEWLY

AI Review Management & Reputation

Automates Google review collection via SMS and generates AI-crafted response suggestions — so your destination stays visible, responsive, and trusted without spending hours in the inbox.

WHAT IT DOES

Automated SMS review requests, AI-generated review response drafts, Google Business Profile integration, reputation monitoring, local SEO improvement.

HUMAN IN THE LOOP

AI drafts the response. A human reads and approves every reply before it posts. A generic AI response to a negative review can do more damage than no response at all.

QUICK START:

Connect your Google Business Profile. Set up one SMS review request sequence for guests post-visit. Approve every AI-drafted response before it goes live.