



3rd SEAMEO Knowledge Management (KM) Learning and Sharing Forum

AI-driven Knowledge Management | 15 and 22 August 2024



Extracting Key Messages with GenAI

Dr Kritsachai Somsaman

SEAMEO STEM-ED Director



High-Performing Content Formats for Social Media

Visual-Centric Content

- **Infographics:** These condense complex information into easily digestible visual representations, enhancing comprehension and shareability.
- **Short-Form Video:** Platforms like TikTok and Instagram Reels have demonstrated the potency of concise, visually stimulating video content.
- **Image-Based Content:** Memes, GIFs, and captivating imagery can foster a sense of community and rapid dissemination.
- **Carousels:** This format allows for the sequential presentation of multiple images or videos, extending audience engagement.



High-Performing Content Formats for Social Media

Structured Content

- **List-Based Articles:** Compilations such as "Top 10" or "Best Of" formats have proven effective in capturing audience attention.
- **How-To Guides:** Step-by-step instructions provide value to users and establish the author as an authority.
- **Checklists:** These offer practical tools for audience use and can drive engagement.



High-Performing Content Formats for Social Media

Interactive Content

- **Polls and Quizzes:** Encourage audience participation and gather valuable insights about preferences.
- **Contests and Giveaways:** Generate excitement and increase brand visibility.
- **User-Generated Content:** Leveraging audience-created content fosters a sense of community and authenticity.



High-Performing Content Formats for Social Media

Narrative-Driven Content

- **Behind-the-Scenes:** Offer exclusive glimpses into the brand or creator's world.
- **Live Video:** Facilitate real-time interaction with the audience.
- **Storytelling:** Connect with audiences on an emotional level through compelling narratives.



10 most engaging social media post ideas

1

SHARE AN INFOGRAPHIC

Information provided visually has a much higher chance of attracting engagement than text alone.



2

PRODUCT SHOWCASE

In our #FollowTheData campaign, we learnt that 64% of consumers will make a purchase after watching a branded video on social platforms.



3

SHARE A BEHIND THE SCENES VIDEO

Self-filmed video clips can be done easily with a mobile and minimal post-production effort.



4

SHARE A CAROUSEL ON INSTAGRAM

Bring together a collection of images that tell a story and increase visibility and engagement.



6

RUN AN INSTAGRAM STORY QUIZ

A story quiz is an engaging and interactive way to get opinion or feedback from your followers.



5

SHARE SOME FAQ ANSWERS

Your FAQ page can make surprisingly great social media content.



7

POST AN INSTAGRAM REEL

A Reel is a 15-second video clip set to music that you can share with your followers



8

CROSS-PROMOTE

Did you know you can share a Tweet directly to Snapchat? Many social media platforms include features to cross-promote your content.



9

TOP 10 POST

Regular round-ups of ideas, previous content, tips or straight forward advice can be put together quickly and easily.



10

SHARE A 'DAY IN THE LIFE' VIDEO

Personal stories from team members or small project teams can help to connect your customers and clients to those working behind the scenes to deliver your products and services. These 'day in the life' videos can be captured on mobile phones and require little editing before posted to your social media accounts.



Digital marketing driven by data.

basecreative.co.uk

Rebecca Holloway
Social Media Consultant



<https://basecreative.co.uk/opinion/guides/social-post-engagement/>



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WEBINAR

The banner features logos for ECOSOM, SEAMEO SEN, EdTech Hub, and SEAMEO INNOTECH. The main title is "WEBINAR ON EMPOWERING EDUCATORS: NAVIGATING THE INTEGRATION OF GENERATIVE AI AND EDUCATION IN SOUTHEAST ASIAN CONTEXT".

MR. ZAINAL ABAS
Director
Educational Resources and
Technology Division
Ministry of Education
MALAYSIA

MR. JAZIB ZAHIR
Pakistan Co-Lead
EdTech Hub

MS. HAANI MAZARI
Asia Lead &
Digital Personalised
Learning Focal Point
EdTech Hub

PROF. ROBERTO ARAYA
Full Professor
Institute of Education, CIAE,
CHILE

ATTY. IRA PAULO POZON
Chief of Staff and
Manager
Legal, Policy, and Quality
Management Office
SEAMEO INNOTECH
PHILIPPINES

DR. KRITSACHAI SOMSAMAN
Director
SEAMEO STEM-ED
THAILAND

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EMPOWERING EDUCATORS: NAVIGATING THE INTEGRATION OF GENERATIVE AI & EDUCATION IN SE ASIAN CONTEXT

<https://www.youtube.com/watch?v=kM4V7-ybbqM>



Lecture Notes and Material from this presentation can be downloaded from:



<https://seameo-stemed.org/blog/extracting-key-message-with-generative-ai/>

