



Lecture Notes

Extracting Key Message using Generative AI

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A. High-Performing Content Formats for Social Media ¹

1. 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.

2. 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.

3. 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.

4. 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.

¹ Answer from Google Gemini on the question of “What kind of contents that social media viewers like most?”



B. Example Prompts used

1. The attached document is a script of a webinar. Provide an executive summary from this video script.
2. Summarize the talk of each speakers.
3. Extract an interesting quote from each speaker which will catch attention of social media viewers.
4. Develop thought-provoking messages to be posted on a social media to attract audiences to watch the video clip of this webinar.
5. Find some issues which are contrary to popular beliefs.
6. Is there any interesting statistics in the discussion?
7. What should be the most interesting key take-away message?
8. What do policy makers in Southeast Asia need to do next.
9. Develo a top 10 list.
10. Develop suitable information to create an infographic to promote key contents in this webinar.

Link to SEAMEO SEN's webinar video: (<https://www.youtube.com/watch?v=kM4V7-ybbqM>)

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