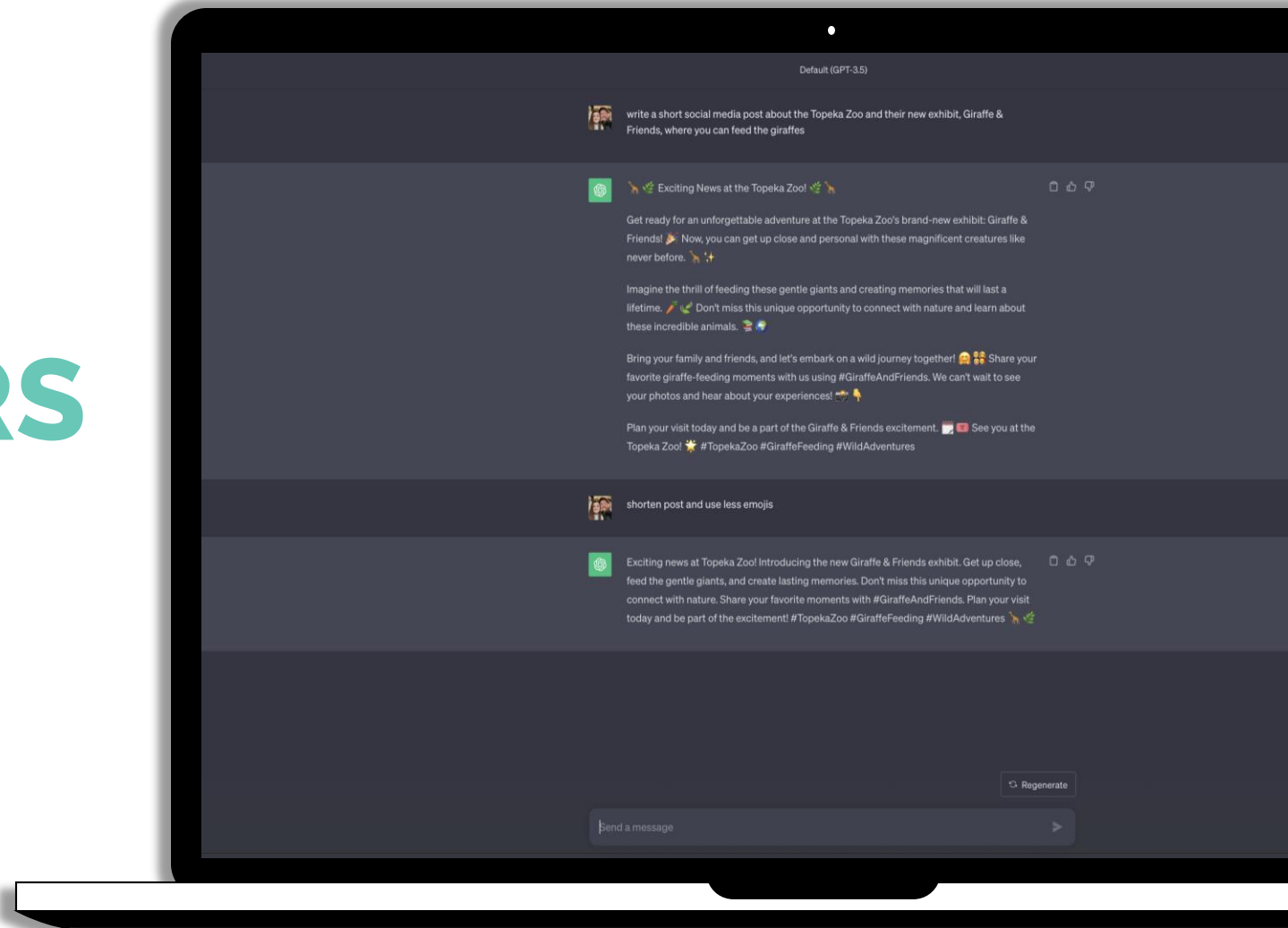


# **HOW TO USE AI TO WRITE BETTER SOCIAL MEDIA CONTENT**

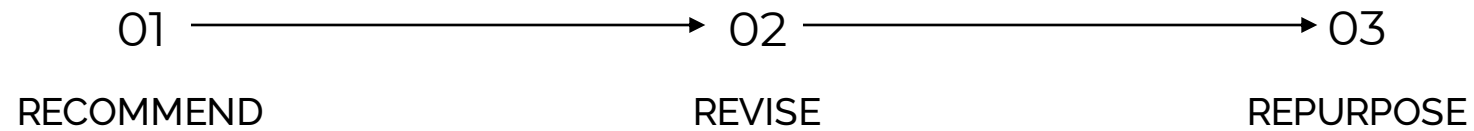
AUTUMN DENHAM



# RECLAIM 5 HOURS EVERY WEEK.



# THREE KEY ELEMENTS





# RECOMMEND

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Provide specific and thorough information to receive more accurate content.

# WHAT SHOULD PEOPLE DO DURING THE FALL TIME IN TOPEKA?



During the fall season in Topeka, Kansas, there are a variety of activities and events that people can enjoy. Here are some recommendations:



1. **Fall Foliage:** Topeka and the surrounding areas offer beautiful fall foliage. Take a scenic drive or a hike in one of the local parks, such as Gage Park or Lake Shawnee, to enjoy the vibrant colors of the changing leaves.
2. **Pumpkin Patches and Corn Mazes:** Visit local pumpkin patches and corn mazes for some classic fall fun. These places often have activities like pumpkin picking, hayrides, and corn maze challenges. Some popular options include Gary's Berries and Cider Hill Family Orchard.
3. **Fall Festivals:** Topeka hosts various fall festivals and events. Check out the Apple Festival at Old Prairie Town, where you can enjoy apple-themed treats, live entertainment, and historical exhibits.
4. **Haunted Attractions:** If you're into Halloween and spooky experiences, fall is the perfect time to visit haunted houses and attractions that pop up in the area during the season.
5. **Fall Farmers Markets:** Topeka's farmers markets continue to operate in the fall, offering a variety of fresh produce, artisanal goods, and crafts. It's a great opportunity to support local vendors and find seasonal ingredients.
6. **Football Games:** If you're a sports enthusiast, fall is football season. Catch a local high school or college football game and join in the excitement.
7. **Fall Hikes and Nature Walks:** The cooler temperatures make fall a great time for outdoor activities. Explore the trails in the local parks, such as the Governor's Mansion Walking Trail, and enjoy the crisp air and natural beauty.
8. **Fall Photography:** Topeka's landscapes and parks provide wonderful backdrops for fall photography. Capture the beauty of the changing leaves, pumpkin patches, and other seasonal scenes.
9. **Fall Crafts and DIY:** Embrace your creative side by engaging in fall-themed crafts and DIY projects. Decorate your home with handmade wreaths, centerpieces, and other autumn-inspired decorations.
10. **Culinary Adventures:** Fall flavors are distinct and inviting. Explore local cafes and restaurants that offer seasonal dishes and treats, such as pumpkin spice lattes, apple pies, and hearty soups.

Remember to check local event listings and websites for up-to-date information on specific events, dates, and times. Enjoy the fall season in Topeka, Kansas, by embracing the beauty, traditions, and activities that this time of year has to offer.

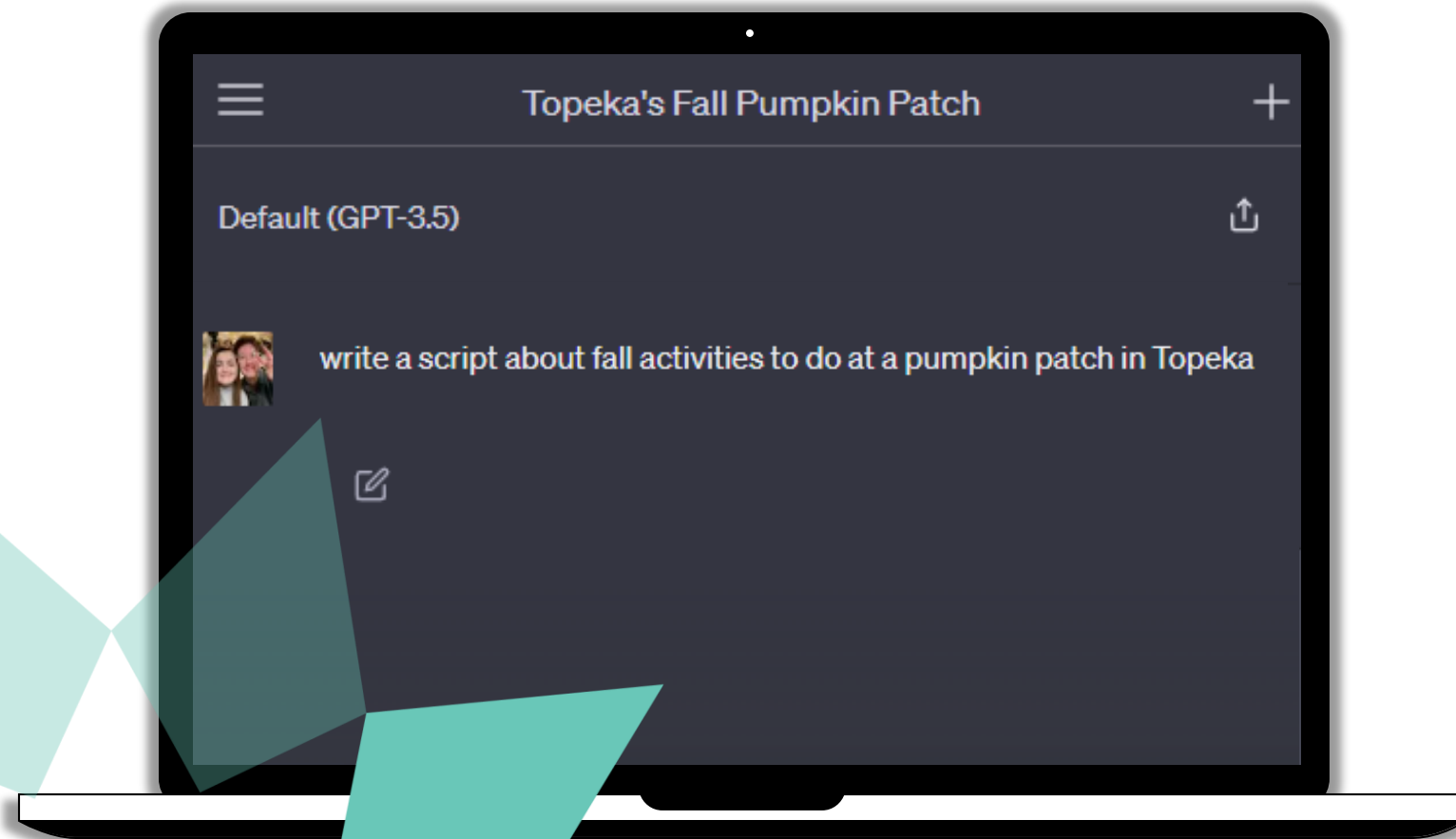


# **WHEN SUBMITTING A PROMPT...**

THEME

LENGTH

KEY POINTS



# WRITING PROMPT 1

A series of overlapping, irregular polygons in various shades of teal and light green, creating a modern, abstract geometric pattern in the bottom-left corner of the slide.

# REMEMBER...

THEME

LENGTH

KEY POINTS



Default (GPT-3.5)



Write a one minute script with on screen talent about Gary's Berries Fall Festival, which features a pumpkin patch, sunflower field, hayrack rides, petting zoo, corn maze, and more! Bring the whole family out to enjoy over 30 attractions until the last weekend of October. This festival is located off Highway 24, between Topeka and Lawrence. Not to mention, you can enjoy farm fresh food and check out special events like glass blowing and live music! Check out other locations like Berry Hill UPick Farm and Rees Fruit Farm for more fall fun in Topeka.

# WRITING PROMPT 2

# WRITING PROMPT 1

Welcome to the heart of fall, where the crisp air and vibrant colors signal the arrival of pumpkin patch season in Topeka! Gather your friends and family for a day filled with laughter and autumn magic.

Get creative at the pumpkin painting station. Unleash your inner artist and transform your pumpkin into a unique masterpiece.



# WRITING PROMPT 2

Hey there, folks! Are you ready for some good old-fashioned fall fun? Well, look no further because Gary's Berries Fall Festival is here to make your Autumn dreams come true!



And if you're up for a challenge, try conquering our mind-boggling corn maze – it's a real test of teamwork and navigation skills!



# REVISE

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Identify information that is incorrect, outdated, or contradicts your brand voice.

Host: Hey there, folks! Are you ready for some good old-fashioned fall fun? Well, look no further because Gary's Berries Fall Festival is here to make your autumn dreams come true!

Host: Picture this – a sprawling pumpkin patch where you can pick your perfect pumpkin, a sunflower field that will take your breath away, hayrack rides through the golden countryside, and a petting zoo where the kids can get up close and personal with adorable animals.

Host: And if you're up for a challenge, try conquering our mind-boggling corn maze – it's a real test of teamwork and navigation skills!

Host: With over 30 attractions to choose from, Gary's Berries Fall Festival is fun for the whole family. But hurry, because this fantastic festival only runs until the last weekend of October!

Host: You'll find us conveniently located just off Highway 24, nestled between Topeka and Lawrence.

Host: And let's not forget the mouthwatering farm-fresh food! Plus, we have some incredible special events like glass blowing demonstrations and live music to keep the excitement going all day long.

Host: But the fun doesn't stop there! If you're craving more fall adventure, check out other fantastic locations like Berry Hill UPick Farm and Rees Fruit Farm right here in Topeka.

Host: So, what are you waiting for? Grab your family, grab your friends, and come on down to Gary's Berries Fall Festival for a harvest season you'll never forget! We'll see you there!

Hey there, folks! Are you ready for some good old-fashioned fall fun? Well, look no further because Gary's Berries Fall Festival is here to make your autumn dreams come true!



Hey there, folks! Are you ready for some good old-fashioned fall fun? Well, look no further because Gary's Berries Fall Festival is here to make your autumn dreams come true!



It's that time of year again, and we've got your fall fun covered right here in the capital city of Kansas.

Hey there, folks! Are you ready for some good old-fashioned fall fun? Well, look no further because Gary's Berries Fall Festival is here to make your autumn dreams come true!



It's that time of year again, and we've got your fall fun covered right here in the capital city of Kansas.

Hey there, folks! Are you ready for some good old-fashioned fall fun? Well, look no further because Gary's Berries Fall Festival is here to make your autumn dreams come true!



It's that time of year again, and we've got your fall fun covered right here in the capital city of Kansas. I'm India Yarborough with Visit Topeka and today we're exploring Gary's Berries Fall Festival!



And if you're up for a challenge, try conquering our mind-boggling corn maze – it's a real test of teamwork and navigation skills! With over 30 attractions to choose from, Gary's Berries Fall Festival is fun for the whole family. But hurry, because this fantastic festival only runs until the last weekend of October! You'll find us conveniently located just off Highway 24, nestled between Topeka and Lawrence.



If you're up for a challenge, try conquering their corn maze or brand-new low ropes course - they're a real test of teamwork and navigation skills.

And if you're up for a challenge, try conquering our mind-boggling corn maze – it's a real test of teamwork and navigation skills! With over 30 attractions to choose from, Gary's Berries Fall Festival is fun for the whole family. But hurry, because this fantastic festival only runs until the last weekend of October! You'll find us conveniently located just off Highway 24, nestled between Topeka and Lawrence.



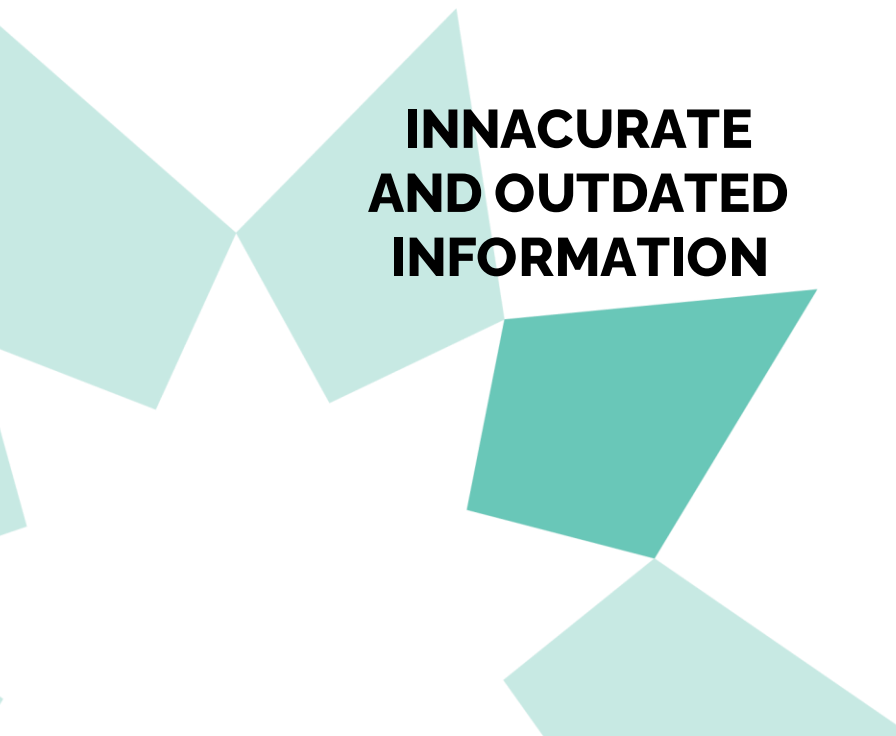
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And if you're up for a challenge, try conquering our mind-boggling corn maze – it's a real test of teamwork and navigation skills! With over 30 attractions to choose from, Gary's Berries Fall Festival is fun for the whole family. But hurry, because this fantastic festival only runs until the last weekend of October! You'll find us conveniently located just off Highway 24, nestled between Topeka and Lawrence.



If you're up for a challenge, try conquering their corn maze or brand-new low ropes course - they're a real test of teamwork and navigation skills.

# COMMON ERRORS



**INNACURATE  
AND OUTDATED  
INFORMATION**

**DULL AND FORMAL  
SOUNDING TEXT**

**OVERLY  
DETAILED AND  
LENGTHY TEXT**



# REPURPOSE

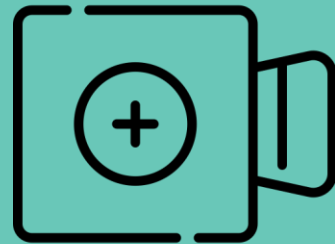
Save time by using the content you  
already made to create other  
marketing assets.

# HOW TO REPURPOSE



## SCRIPT

We're exploring Gary's Berries Fall Festival, which features over 30 attractions! Find the perfect pumpkin, take a hayrack ride, or pet the adorable animals. Check out other fantastic locations like Berry Hill UPick Farm and Rees Fruit Farm!



## YOUTUBE DESCRIPTION

Join us as we explore pumpkin patches, corn mazes, and more at Gary's Berries Fall Festival! Looking for other things to do in Topeka? Check out our videos to have more fun in the capital city of Kansas.



## INSTAGRAM CAPTION

Whether you're all about picking the perfect pumpkin, taking a hayrack ride, or finding your way through a corn maze, Topeka's got it all! Check out our latest video at Gary's Berries Fall Festival and make sure to follow us for more seasonal fun.



## STORIES

Don't miss out on all the fall fun you can have in Topeka!



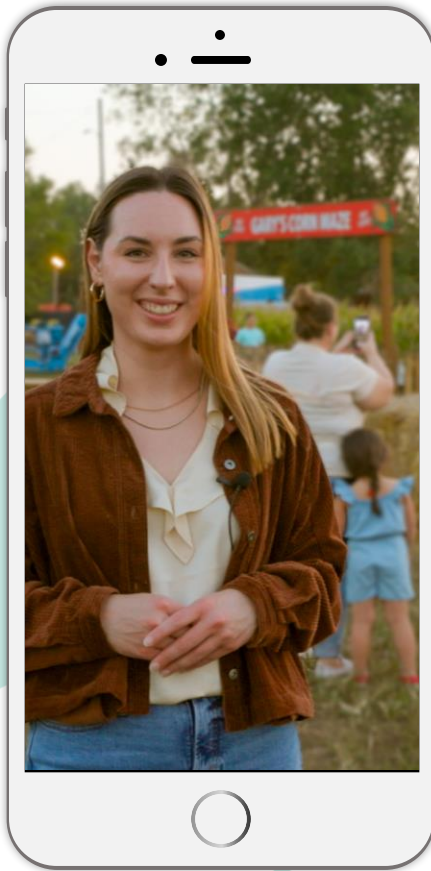
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### [FALL FUN IN TOPEKA](#)

Join us as we explore a pumpkin patch, corn maze, and more at Gary's Berries Fall Festival! Looking for other things to do in Topeka? Check out our videos to have more fun in the capital city of Kansas.

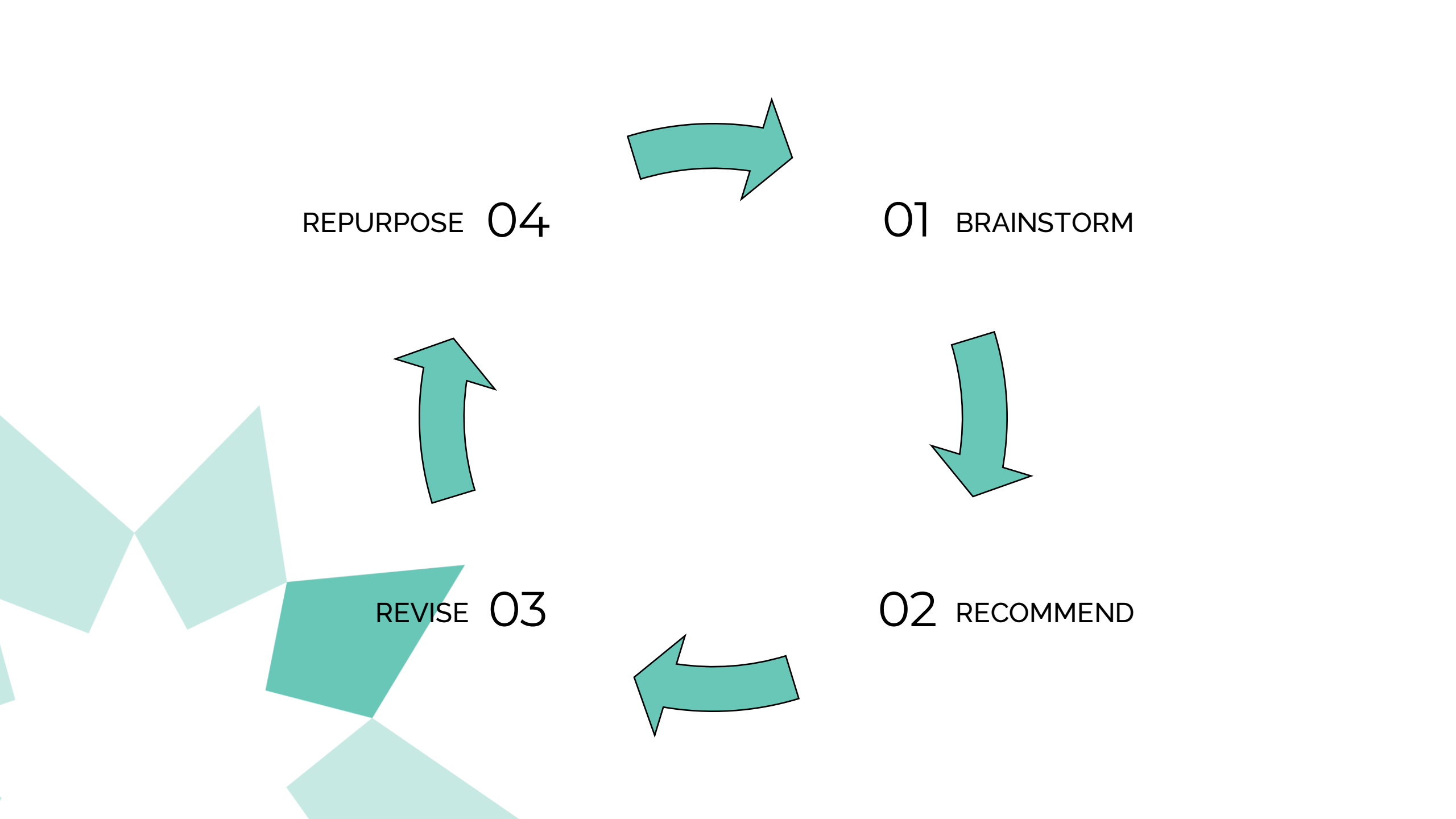


# APPLY THE THREE R'S

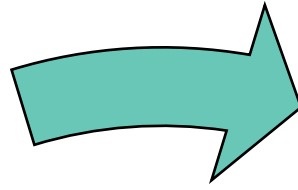


- **RECOMMEND.** Write a short social media post about Gary's Berries Fall Festival, which features over 30 attractions! You can find the perfect pumpkin, take a hayrack ride, pet adorable animals, and so much more.
- **REVISE.** Gary's Berries Fall Festival is back and better than ever! Immerse yourself in the autumn magic with over 30 attractions, from pumpkin picking perfection to charming hayrack rides! Get ready to cuddle adorable animals and make unforgettable memories.
- **REPURPOSE.** Check out our latest post about all the things you can do at Gary's Berries Fall Festival this year!

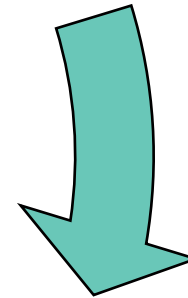




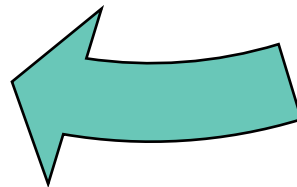
REPURPOSE 04



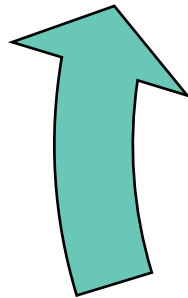
01 BRAINSTORM

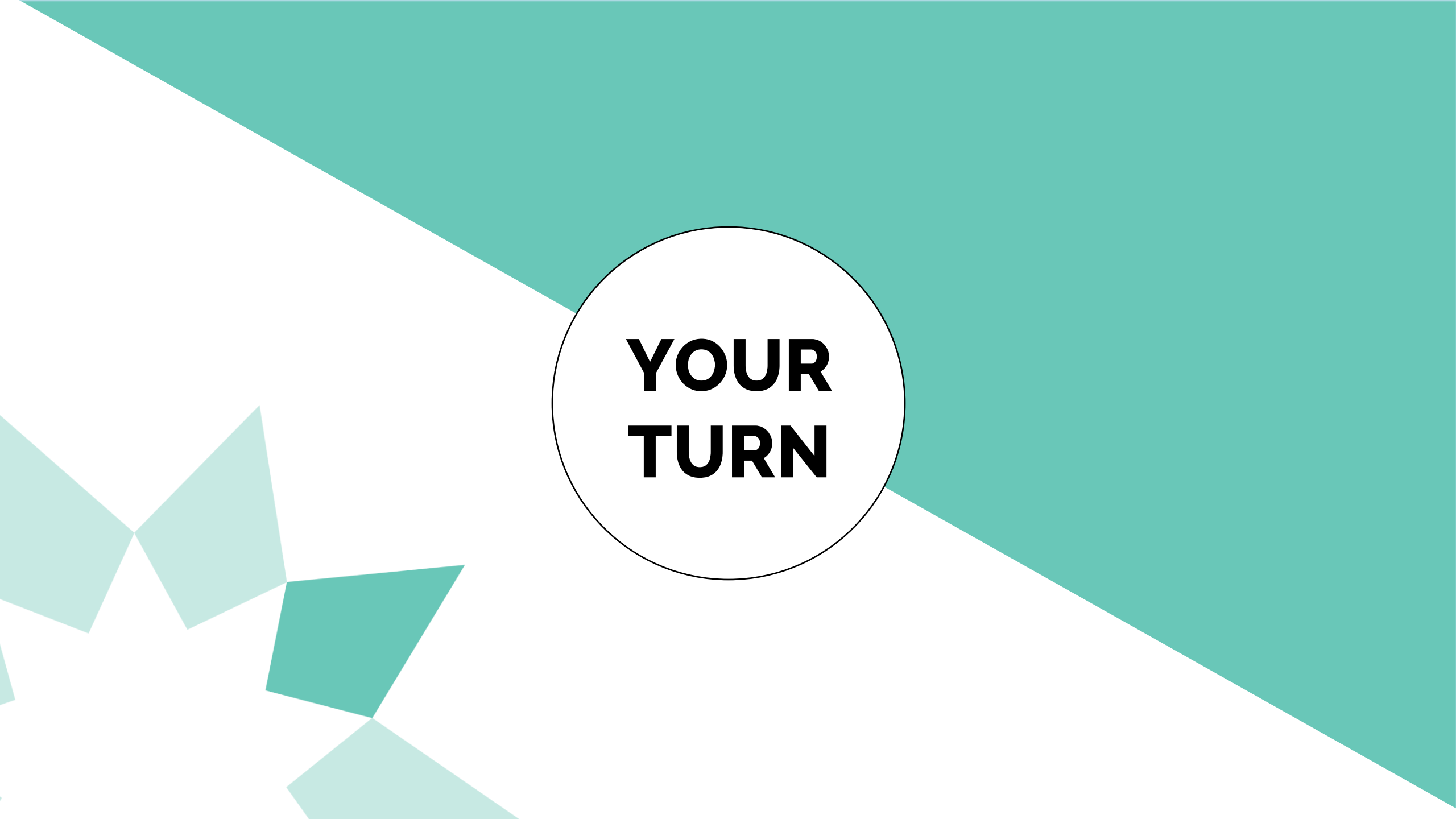


02 RECOMMEND



REVISE 03



The background is a composition of teal and white geometric shapes. A large teal triangle occupies the top right. A white triangle occupies the bottom left. In the center, a white circle with a thin black outline contains the text. To the left of the circle, there is a cluster of several overlapping teal triangles of various sizes and orientations.

**YOUR  
TURN**

A series of overlapping teal-colored geometric shapes, including triangles and quadrilaterals, arranged in a jagged, abstract pattern along the bottom-left corner of the slide.

**QUESTIONS?**