

Getting Started with AI for Social Media

A Simple Guide to Using AI Successfully in Your Social Media Marketing

By Ashley Drummond (WOW Factor Media)

Promoting a special event, new service, or important cause through social media requires more than a few random posts. A social media campaign requires a specific purpose that is

targeted, optimized, and measurable. Whether you're posting organically or using paid ads, use this framework to maximize the effectiveness of your social media campaign efforts.

Social Media and AI in 2025. Why this Matters.

Your audience lives on social.

- Canadians spend about 139 minutes per day on social media, and over 96 percent of online Canadians are expected to be active by 2026. It's where your customers spend their free time and make decisions.

Social builds trust.

- Before people become customers, they need to know and like you. Consistent, authentic posting helps audiences feel connected.

Channel snapshot for 2025.

- Instagram dominates product discovery and consumer attention. Facebook remains the most-used network in Canada.

Attention spans are shrinking.

- Posts must be eye-catching, concise, and relevant right away.

Consistency wins.

- Algorithms reward steady posting. AI can help you keep up by streamlining writing, scheduling, and design.

Bottom line: Success in 2025 comes from trust + consistency + speed. AI isn't a replacement, it's your helper for brainstorming, writing, and designing faster while keeping the human connection.

The AI for Social Media Mindset

AI can:

- Suggest content ideas
- Draft captions
- Create visuals

AI can't:

- Replace your personality
- Understand your business values
- Build genuine trust

AI Analogy: Think of AI like a salon blow-dryer, it helps you finish and polish faster, but it can't replace the stylist who understands their client's style, listens to them, and adds the personal touch.

Tools to Start With

ChatGPT (for writing & ideas)

- Free: great for brainstorming and simple prompts.
- Plus (\$20 / mo): smarter, more nuanced, ideal for frequent social-media use.
- If you're just testing, start free. If you want polished content, privacy, AI training that gets smarter over time, and plan to use it daily, Plus is worth it.

Canva (for visuals & editing)

- Free: limited Magic Write / Design credits.
- Pro (\$12.99 / mo): unlimited Magic Write & Design, high text-to-image credits, and advanced AI tools such as Magic Eraser, Grab, Expand, Morph, Animate, Switch.
- If you post regularly or want polished, branded visuals, Pro is worth it.

A Simple 5-Step Workflow

Step 1 – “Teach” ChatGPT Your Business

Include:

Basic details

- What your business does (products/services offered)
- Your industry/niche
- Your target audience (age, location, demographics, psychographics)

Brand voice

- How you want your business to “sound” online (professional, friendly, bold)
- Any words, phrases or tones to avoid

Goals for Social Media

- Do you want to increase awareness, drive sales, educate, build community, or something else?
- Are you focusing on brand authority, entertainment or conversion-focused posts?

Unique selling points

- What makes your business different from competitors?
- Any special offers, guarantees, or experiences customers get only with you?

Content preferences

- Platforms you’re focusing on (Instagram, LinkedIn, Facebook etc.)
- Preferred formats (reels, carousels, stories, feed posts etc.)
- Topics or themes you already post about (and whether you want more of that or new ideas)

Audience insights

- Common questions your customers/clients ask
- Pain points or challenges they face
- What motivates them to buy or follow

Competitor examples

- Competitors or brands you admire – so AI can model ideas with similar feel but customized to you

If using ChatGPT Plus, save your description and Branch in a New Chat so it remembers context.

If using the free version, save your description in a word document then copy and paste your description each time you use ChatGPT to help you with your content.

Step 2 – Generate Your Monthly Plan with ChatGPT

Provide key dates, specials, and seasonal themes. Ask for:

- A content calendar
- Three campaign ideas
- Seasonal promotion suggestions

Step 3 – Draft Your Social Media Captions with ChatGPT

Ask for platform-specific copy with hooks, CTAs, and hashtags, then personalize and localize.

Step 4 – Create Visuals with AI in Canva

Use Magic Design or edit photos with Magic Studio tools (BG Remover, BG Generator, Magic Eraser, Magic Grab).

Canva AI acts like a creative assistant.

Step 5 – Ready-to-Use Prompt Pack (Tourism Examples)

A. Content Calendar

- “Create a 4-week Instagram + Facebook content calendar for a [tourism organization type] in [region]. Include post themes, CTAs, and hashtags.”

B. Campaign Ideas

- “Suggest three campaign ideas for [month or season] that encourage visits or bookings.”

C. Caption Creation

- “Based on the Business Information I gave you, and the Campaign Ideas you provided, please create 3 Instagram Posts and 2 Facebook Post Ideas. Be sure they have great hooks, are influential and have relevant hashtags”

Do’s and Don’ts (Ethical AI Use)

Do

- Fact-check AI outputs.
- Keep the human touch.
- Be transparent when AI imagery is used.
- Use Business / Enterprise ChatGPT for privacy and data control.
- Give as many factual details to AI as possible

Don’t

- Mislead (no fake people or testimonials).
- Over-automate: balance AI efficiency with authentic interaction.
- Sacrifice quality for quantity.

Final Takeaway

Use AI as a creative assistant to speed up content creation, then add the human touch with fact-checking, personalization, and human authenticity.



ABOUT THE AUTHOR

Ashley Drummond is a seasoned social media strategist and the CEO of Wow Factor Media and Co-Founder of AG Social, two Saskatchewan-based marketing companies focused on helping Western Canadian businesses grow through impactful digital storytelling. With over a decade of experience and a Marketing degree from the University of Alberta, Ashley has trained thousands of entrepreneurs, tourism operators, and small business owners across Western Canada on how to market more effectively using social media.

She serves on the Saskatchewan Chamber of Commerce Board of Directors and is also a proud Rural Brand Ambassador for WESK (Women Entrepreneurs of Saskatchewan). Passionate about making marketing simple and accessible, Ashley is known for her practical, real-world approach that helps people feel confident and capable—no matter their skill level.