AI IS NOT NEW.
IT JUST KINDA FEELS LIKE IT IS.
What is artificial intelligence?
AI refers to machines or software that exhibit capabilities that we'd normally associate with human intelligence.
Some AI understands natural language and how to respond, such as Siri and Alexa.
Some AI recognizes complex patterns, like facial recognition software on your phone or a self-driving car.
Some AI makes suggestions and decisions for you, like a YouTube algorithm suggesting the next video to view.
MACHINE LEARNING

A method of achieving AI where machines are given access to data and they use this data to learn for themselves.
EMAIL FILTERS
Today’s AI revolution
Today’s AI revolution is a design revolution.
The new Descript: A new way to make video. A better way.
Email automation and curation

• Curates your approved content to create a newsletter

• Personalizes each newsletter based on past engagement

• Can use your own, external, or a mix
Video creation, clipping, and repurposing

• Create snippets from longer clips
• Repurpose single video to multiple social outlets
• Edit videos from text
**MarketMuse**
- Audits your content to find what’s performing well
- Creates content calendars

**QuantPlus**
- Evaluates trillions of data points for ads from around the world and in dozens of industries
- Makes recommendations before campaigns launch

**WRITER**
- Brainstorming and first drafts
- Automates brand, editorial, and style
- Repurpose content

**Visla**
- Turn blogs into high-quality videos
- Creates scripts
- Includes voice-over and music

**Akkio**
- Chat with your data and ask questions and generate charts, reports and dashboards
- It can even make predictions

**Perplexity**
- Research tool that gives links to where it got the information
- Links still must be verified for veracity, etc.
FUTUREPEDIA
THE LARGEST AI TOOLS DIRECTORY, UPDATED DAILY

I want to create a logo for my business

I want to create a logo for my business
Generative AI
CLAUDE 2  JASPER  BARD

CHAT GPT
FILL IN THE BLANK

I pledge allegiance to the ...

The cat in the ...

God save the ...
AI tools for
- designers
- business
- ecommerce
- marketing
- writing
- social media
- teachers
- video editing
- premiere pro
- content creation
Large Language Models (LLMs)

“LLMs take massive amounts of data and summarize it in a mathematical average to create libraries of probabilities so it can guess what’s next. The content they “create” is a statistical distribution of probabilities for words most commonly tied to your inquiry.”

—Ethan Mollick, professor of entrepreneurship at the Wharton School of Business
Large Language Models (LLMs)

+LLM EXAMPLES+
- Llama
- Anthropic
- GPT4
- Palm2

+INTERFACE EXAMPLES+
- ChatGPT
- Claude
- Bard

*Model just means software*
Give me a list of hikes

Give me a list of hikes in Utah

You are a concierge catering to your best hotel guest and a Utah tour guide specializing in family friendly hikes in the area. Give me a list of 5 hikes in the Salt Lake City area that are good for families. Examples: The Living Room and Ensign Peak. Include how far each hike is and the total elevation gain and distance from the Grand America Hotel. Create a table.
## Family Hikes Near Salt Lake City

<table>
<thead>
<tr>
<th>Hike</th>
<th>Distance from Hotel</th>
<th>Length</th>
<th>Elevation Gain</th>
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</thead>
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<tr>
<td>Living Room Trail</td>
<td>6.5 miles</td>
<td>1.5 miles</td>
<td>300 feet</td>
</tr>
<tr>
<td>Ensign Peak</td>
<td>3.8 miles</td>
<td>1 mile</td>
<td>400 feet</td>
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<tr>
<td>Bonneville Shoreline Trail - Emigration Canyon</td>
<td>12.5 miles</td>
<td>3 miles</td>
<td>600 feet</td>
</tr>
<tr>
<td>Donut Falls</td>
<td>19 miles</td>
<td>3.2 miles</td>
<td>760 feet</td>
</tr>
<tr>
<td>Lake Blanche</td>
<td>40 miles</td>
<td>6 miles</td>
<td>2,200 feet</td>
</tr>
</tbody>
</table>

The hikes range from easy trails like the Living Room and Ensign Peak that are close to downtown, to longer hikes like Lake Blanche with more significant elevation gains. All are within reasonable driving distance from the Grand America Hotel and would make for great family adventures. Let me know if you need any other details on these hikes! I'm happy to provide more information to help plan the perfect Salt Lake City getaway.
Prompting in 3 Easy Steps

1. I want you to act like...

2. I will give you ...

3. I want you to give me...
1. Generation
2. Extraction
3. Summarization
4. Rewriting
5. Answering Questions & Learning
Generation
Pretend you are the world's greatest PR professional. I'm going to give you a press release about a podcast. I'd like you to give me 10 out of the box ideas on how to promote it and get more listeners. https://attheu.utah.edu/facultystaff/u-rising-podcast-is-back-with-new-hosts/

Based on the information provided about the U Rising podcast, here are 10 out-of-the-box ideas to promote it and attract more listeners:

1. **Podcast Tour:** Arrange for the hosts to appear on other popular podcasts that align with the themes of U Rising. This will help to reach a wider audience who already listen to podcasts and may be interested in the topics discussed on U Rising.

2. **University Collaboration:** Collaborate with other universities to cross-promote each other's content and reach a broader student audience.

3. **Social Media Takeover:** Have a guest from a different industry take over your social media platforms for a day to introduce your podcast to their followers.

4. **Live Q&A Sessions:** Host live Q&A sessions on social media platforms to engage with your audience and answer their questions in real-time.

5. **Podcast Bingo:** Create a fun, interactive activity where listeners can participate in a podcast-themed bingo game to promote engagement and sharing.

6. **Podcast E-Mail Series:** Send out a series of e-mails to your subscribers highlighting different episodes of the podcast to keep them engaged and coming back for more.

7. **Podcast-Themed Events:** Host events where people can come and listen to the podcast in person, such as panel discussions or impromptu Q&A sessions.

8. **Podcast-Themed Merchandise:** Create branded merchandise like t-shirts, mugs, or phone cases that feature the podcast's logo or a catchy tagline.

9. **Podcast-Themed Artwork:** Commission artwork related to the podcast's themes and distribute it in public places to grab attention and start conversations.

10. **Podcast Themed Workshops:** Offer workshops or seminars related to the podcast's themes to attract a new audience and provide value.

ChatGPT may produce inaccurate information about people, places, or facts.
Here are some of the top health and science reporters based on various sources:

1. **Natalie Angier**, New York Times
2. **Bruce Dorminey**, Forbes
3. **Sandi Doughton**, Seattle Times
4. **Christopher Mims**, The Wall Street Journal
5. **Dr. Sanjay Gupta**, CNN's Chief Medical Correspondent
6. **Doug Ulman**, Healthcare Journalist
7. **Dr. Eric Topol**, Scripps Research Translational Institute
8. **Atul Gawande**, Healthcare Journalist
9. **Dr. Mike Varshavski**, Healthcare Journalist
10. Glen Gildner, Healthcare Journalist
Extraction
Our most capable model, great for tasks that require creativity and advanced reasoning.

Available exclusively to Plus users

- Default
- Code Interpreter Beta
- Plugins Beta

GPT-4 currently has a cap of 25 messages every 3 hours.
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Can you give me some insight on this spreadsheet? I'm not sure what I'm looking at.

Public_School_Characteristics_2020-21.csv

This dataset appears to provide detailed information about public schools in the United States for the 2020-2021 school year. Here is a brief description of some of the columns:

- `X`, `Y`: These are likely geographical coordinates (longitude and latitude) of the schools.
- `OBJECTID`: An identifier for each row (likely unique).
- `NCESCH`: National Center for Education Statistics School ID, a unique identifier for schools in the US.
- `SURVYEAR`: The survey year, which appears to be 2020-2021 for all entries.
- `STABR`: State abbreviation.
- `LEAID`: Local Education Agency ID, a unique identifier for school districts in the US.
- `ST_LEAID`: State Local Education Agency ID, a unique identifier for school districts within a state.
- `LEA_NAME`: The name of the Local Education Agency, which is typically the school district.
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<td>22</td>
<td>Kurtis Rou</td>
<td>Ohio Sr.</td>
<td>QB</td>
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<td>23</td>
<td>Chevan Co</td>
<td>San Jose St. Jr.</td>
<td>QB</td>
<td>427</td>
<td>259</td>
<td>6</td>
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<td>24</td>
<td>Cameron W</td>
<td>Washington So.</td>
<td>QB</td>
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<td>25</td>
<td>Jordan Tra</td>
<td>Florida St. Jr.</td>
<td>QB</td>
<td>353</td>
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<td>24</td>
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<td>BYU</td>
<td>QB</td>
<td>376</td>
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<td>Dorian Thr</td>
<td>UCLA</td>
<td>QB</td>
<td>382</td>
<td>266</td>
<td>10</td>
<td>27</td>
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</tr>
<tr>
<td>28</td>
<td>Dillon Gab</td>
<td>Oklahoma Jr.</td>
<td>QB</td>
<td>367</td>
<td>230</td>
<td>6</td>
<td>25</td>
<td>3168</td>
</tr>
<tr>
<td>29</td>
<td>Chase Cun</td>
<td>Middle Tenn. Jr.</td>
<td>QB</td>
<td>463</td>
<td>309</td>
<td>10</td>
<td>21</td>
<td>3156</td>
</tr>
<tr>
<td>30</td>
<td>Hendon H</td>
<td>Tennessee Sr.</td>
<td>QB</td>
<td>329</td>
<td>229</td>
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<td>27</td>
<td>3135</td>
</tr>
<tr>
<td>31</td>
<td>Jack Plum</td>
<td>California Sr.</td>
<td>QB</td>
<td>451</td>
<td>282</td>
<td>9</td>
<td>21</td>
<td>3095</td>
</tr>
</tbody>
</table>
Can you give me information about this spreadsheet?

The spreadsheet contains data about quarterbacks’ performance. Here are the columns in the spreadsheet:

1. **Rank**: The ranking of the player.
2. **Name**: The name of the player.
3. **Team**: The team that the player belongs to.
4. **Year**: The year of study of the player (e.g., Freshman, Sophomore, Junior, Senior).
5. **Position**: The position the player plays. In this case, all players are quarterbacks (QB).
6. **Pass Attempt**: The number of pass attempts made by the player.
7. **Pass Completion**: The number of successful pass completions made by the player.
8. **Interception**: The number of interceptions the player has thrown.
9. **Pass Touchdown**: The number of pass touchdowns made by the player.
10. **Passing Yards**: The total number of yards the player has achieved through passing.
You're the world's greatest information processor and excellent at explaining things in a simple way. I'm going to give you an interview transcript. I'd like you to give me a summary of the main takeaways from the interview in a bulleted form. I'll be using this to write a new article. https://transcripts.cnn.com/show/lkl/date/2010-11-23/segment/01

Here are the main takeaways from the interview:

- Dolly Parton, the award-winning singer, songwriter, and owner of Dollywood Theme Park, was the guest on the show. This was her tenth and last appearance on the show.
- Dollywood Theme Park won the prestigious Applause Award, which is given out every other year and is considered the equivalent of an Oscar in show business. The award signifies that Dollywood is the number one park in the world, as voted on by a committee of peers.
- Dollywood has been open for 25 years and is located in Pigeon Forge, Tennessee. It is number one employer in all of east Tennessee, hiring about 3,000 people.
You are the world's greatest science communicator. I'm going to give you a link to a paper recently published in a scientific journal. I'd like you to summarize it for me in bullet points and then write a summary that a high school student could understand.

https://www.nature.com/articles/s41380-023-02019-w

- The study focuses on the role of a gene called Hoxb8 and its relation to anxiety and obsessive-compulsive spectrum disorder (OCSD)-like behavior in mice.
- The researchers have created a mouse model where the disruption of the Hoxb8 gene results in chronic anxiety and pathological overgrooming, similar to trichotillomania in humans.
- Hoxb8 is a transcription factor that plays a key role in the development of multicellular organisms, including the specification of body plans and the establishment of...
Can you analyze this page and make suggestions for how to improve its search performance?

Based on the SEO analysis, here are some suggestions to improve the search performance of the page:

1. **Keyword Usage**: The keyword "Alzheimer's treatment" does not appear in the URL or the body of the page. Consider incorporating the keyword in the URL, title, meta description, and the body of the content to improve keyword relevance.

2. **Meta Description**: The current meta description is "To date, lecanemab is the first traditional approval of a treatment for Alzheimer's disease. Lecanemab holds promise for patients in early stages of the disease." It's good that the description is relevant to the content of the page, but it could be improved by including the keyword "Alzheimer's".
Can I ask you some questions about this PDF? Could you summarize the study findings and tell me who the authors are? Can you tell me if this article for an alumni magazine about the paper accurately reflects the findings? Any changes you’d suggest making?
Rewriting
You're the world's greatest copywriter. I'm going to give you a link to an article and a short description. Can you please rewrite the description in 10 different ways with varying tones?

Here's the description: As young adults grapple with emotional well-being, resources at the U and beyond are providing a crucial lifeline.

Here's the article: https://magazine.utah.edu/issues/summer-2023/taking-on-student-mental-health/

Here are 10 different ways to rewrite the description, with varying tones:

1. Informative: “Young adults facing emotional health challenges are finding indispensable support through resources available at the University and beyond.”
2. Empathetic: “In the struggle of young adults with emotional health, the University and its resources are offering a much-needed helping hand.”

Send a message

ChatGPT may produce inaccurate information about people, places, or facts.
You're the world's greatest social media and PR expert. I'm going to give you a link to a press release. I want you to write me three tweets and three Facebook posts for this piece. Also, give me 5 journalists or other influencers I could reach out to on social media. Include drafts for those outreach touchpoints and their social media handles. Output all of this in a table.

https://attheu.utah.edu/facultystaff/u-s-assistant-secretary-visits-u-and-utah-forge-site/
Learning
I'm going to interview a scientist who does research in epigenetics. I'm a total novice. Can you create some materials to help explain the basics? I will review and tell you I'm ready for you to test my knowledge. Create a 10 question quiz to test my understanding.

Absolutely, I'd be happy to help you prepare for your interview. Let's start with a brief overview of epigenetics.

Epigenetics is a branch of biology that studies changes in organisms caused by modification of gene expression rather than alteration of the genetic code itself. It's about understanding how your behaviors and environment can cause changes that affect the way your genes work.

Unlike genetic changes, which involve alterations to the DNA sequence itself, epigenetic changes involve "marks" or "tags" that are added to the DNA molecule. These marks do not change the DNA sequence, but they do change the way cells read the DNA.

You're the world's greatest sports journalist. I'll be interviewing a beach volleyball player for the U. Can you give me 10 questions to ask her? Use what you know about the U, beach volleyball, and give me some fun and unusual questions to help get to know her. Here's a link to her bio.
Threads

Pro Version
What would you like ChatGPT to know about you to provide better responses?

I am Seth Bracken
I am the editor of University of Utah Magazine: magazine.utah.edu
The brand guidelines to the University of Utah are found here: brand.utah.edu

How would you like ChatGPT to respond?

When writing content for me, please use Chicago Manual of Style. And after each response, give me a nice compliment to tell me how awesome I am in the form of a poem.
“You may not be replaced by AI, but you might be replaced by someone who knows how to use it.”

How do you become an AI utilizer?
ADVICE
From an Expert

Cassie Kozyrkov, Chief Decision Scientist at Google
1. Use AI for everything (within allowable use). Treat it like a team member.

2. Learn to be the human in the loop. What do you add to the system? What are the most important things that you want to keep?

3. Context matters: Treat it like a person and tell it who it is. “A really good marketer” produces better results than just “a marketer.”

—Cassie Kozyrkov, Chief Decision Scientist at Google
I’d like you to pretend to be a communications specialist at the University of Utah and make a communications plan for a new paper about to be published in a major journal by a member of the University of Utah faculty.

Sure, I can help with that. Here’s a communications plan for the upcoming publication:

1. **Title of the Plan:** “Communications Plan for Upcoming Faculty Publication”
2. **Objective:** To inform the public about the new paper published by a faculty member of the University of Utah.
3. **Target Audience:** University of Utah community, local media, and general public.
4. **Key Messages:**
   - “A faculty member at the University of Utah has published a paper in a major journal.”
   - “The paper is about [insert brief description of the paper’s topic].”
5. **Communication Channels:**
   - University website: Post a brief announcement on the university's news page.
   - Email: Send a mass email to all university members with a brief description of the paper.
   - Social Media: Post a single update on the university's Facebook and Twitter accounts.
6. **Timeline:**
   - Day 1: Publish the announcement on the university website.
   - Day 2: Send out the mass email.
   - Day 3: Post the update on social media.
7. **Evaluation:** No specific metrics or goals for evaluating the success of the communication plan.

Please note that this is a medocre plan and lacks several key elements of a good communications plan, such as a detailed strategy, a comprehensive list of target audiences, a variety of communication channels, a clear timeline with multiple touchpoints, and a robust evaluation plan.
OK, great. Now pretend you are the world's best communications specialist and a science expert! The journal is Nature, and the faculty member is Nobel Prize winner Mario Capecchi. Create the world's best communications plan to get press for this paper. Please include possible journalists I could reach out to who might be interested in his paper. Here is a link to his paper: https://www.nature.com/articles/s41380-023-02019-w

Based on the information from the paper and the profile of Mario Capecchi, here is a comprehensive communications plan:

1. Press Release:

The first step is to create a press release that summarizes the paper in layman's terms. This should include:

- A catchy headline that encapsulates the main findings of the paper.
- An introduction that explains the significance of the research.
KEY TAKEAWAY: The more relevant words you use, the better your prompts will perform.
Advice from an Expert

1. Use AI for everything (within allowable use). Treat it like a team member.

2. Learn to be the human in the loop. What do you add to the system? What are the most important things that you want to keep?

3. Context matters: Treat it like a person and tell it who it is. “A really good marketer” produces better results than just “a marketer.”

4. Remember, this is going to be the worst AI you’re ever going to use.

—Cassie Kozyrkov, Chief Decision Scientist for Google Cloud
01 TEACHER
Instruct me on something or how to do something.

02 COACH OR CRITIC
I’ve done this. What is missing, what could I improve, how could I make it better?

03 PARTNER
Brainstorm or tell me what you think we should do

04 INTERN
Do something for me.
PROMPT BOOSTS

Could I give you anything else to make the output better?

Try that again, with this in mind...

Here is my goal, here is my audience, my ideal outcome would look like...

I want to learn about X. Teach me and then test my knowledge.

List restrictions. For example, words, topics, formats, etc. NOT to include.

Do you understand?
<table>
<thead>
<tr>
<th>Resource</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MARKETING AI INSTITUTE</strong></td>
<td>- Newsletter</td>
</tr>
<tr>
<td></td>
<td>- Regular, free webinars</td>
</tr>
<tr>
<td></td>
<td>- Podcast</td>
</tr>
<tr>
<td></td>
<td><a href="http://marketingaiinstitute.com">marketingaiinstitute.com</a></td>
</tr>
<tr>
<td><strong>“MAKING FRIENDS WITH MACHINE LEARNING” ON YOUTUBE</strong></td>
<td>- A series of videos progressively more complex, so you can drop off when it’s no longer applicable</td>
</tr>
<tr>
<td></td>
<td>- Taught by Cassie Kozyrkov, Chief Decision Scientist at Google</td>
</tr>
<tr>
<td><strong>THE NEURON</strong></td>
<td>- Newsletter</td>
</tr>
<tr>
<td></td>
<td>- Some courses</td>
</tr>
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<td></td>
<td><a href="http://theneurondaily.com">theneurondaily.com</a></td>
</tr>
<tr>
<td><strong>TLDR AI</strong></td>
<td>- Newsletter</td>
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<td><a href="http://tldr.tech/ai">tldr.tech/ai</a></td>
</tr>
<tr>
<td><strong>AI FOR EVERYONE</strong></td>
<td>- Free class on Coursera by Andrew Ng</td>
</tr>
<tr>
<td></td>
<td>- Goes pretty deep, but you can drop off after fundamentals</td>
</tr>
<tr>
<td></td>
<td><a href="http://deeplearning.ai/courses/ai-for-everyone/">deeplearning.ai/courses/ai-for-everyone/</a></td>
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<td><strong>The AI Podcast</strong></td>
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<td><a href="http://nvidia.com">NVIDIA</a></td>
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</table>
NO. 1

Large language models (LLMs) predict words. They are writing aids, not replacements.
Does milk help to live a longer life? I need a single-word answer: yes or no.

No.

Yes.
You may not own what you generate with AI. Copyright only protects material that is the product of human creativity.

Higher education and other large corporations have a target on their back when it comes to copyright disputes.
“Lack of knowledge is never a defense of copyright infringement. That is well established in the United States. If you use content that is copied from another publication—even if you don’t realize it—you have infringed on someone’s copyright and could be held liable. And that applies to written content, audio, video, images, etc.”

—Sharon Toerek, Intellectual Property and Marketing Law Attorney
Who’s responsible for a raw material being misused? The user or the creator?
How much AI-generated content can I use?

How much would you feel comfortable copying and pasting from another website?
NO. 4

LLMs have many flaws, including hallucinations and bias.
“LLMs are mirrors of humanity. They vacuum up everything from the internet. I don’t need to tell you, there is a lot of crap on the internet... Models accept all content, and they weigh volume over quality. There are obvious problems with that.”

—Christopher Penn, Co-Founder & Chief Data Scientist of TrustInsights.ai
Social bias

Limitation: The models encode social biases, e.g. via stereotypes or negative sentiment towards certain groups.

We found evidence of bias in our models via running the SEAT (May et al, 2019) and the Winogender (Rudinger et al, 2018) benchmarks. Together, these benchmarks consist of 7 tests that measure whether models contain implicit biases when applied to gendered names, regional names, and some stereotypes.

For example, we found that our models more strongly associate (a) European American names with positive sentiment, when compared to African American names, and (b) negative stereotypes with black women.
ChatGPT produces wrong answers to software programming questions more than half the time.

It fooled a third of participants in a test.

*August 2023 Purdue University Study*
The emoji 🧀 represents a "Box of Falafel," which is a popular Middle Eastern food made from ground chickpeas or fava beans. The emoji was added to the official Unicode emoji set in 2021 as part of the Unicode 14.0 release.
“To err is human, but a human error is nothing to what a computer can do if it tries.”

—Agatha Christie, 1969, Hallowe’en Party
“The model can suggest vulnerable public targets and provide general security measures... The model readily re-engineered some biochemical compounds that were publicly available online, including compounds that could cause harm at both the individual and population level... The model generated useful information about facility rentals, equipment, and companies that could be used to build a weapon, including companies that were more likely to violate U.S. export restrictions.”

—OpenAI’s GPT4 White Paper
NO. 5
AI writing detection tools don’t work.
We the People of the United States, in Order to form a more perfect Union, establish Justice, insure domestic Tranquility, provide for the common defence, promote the general Welfare, and secure the Blessings of Liberty to ourselves and our Posterity, do ordain and establish this Constitution for the United States of America.

Article. I.
Section. 1.
All legislative Powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section. 2.
The House of Representatives shall be composed of Members chosen every second Year by the People of the several States, and the Electors in each State shall have the Qualifications requisite for Electors of
AI tools are not necessarily private. We recommend you don’t enter proprietary data or information about students, employees, patients or other constituents that could be a breach of state or federal privacy laws, including HIPAA, FERPA, etc. Information submitted to some AI tools has the potential to become public and part of the promptable knowledge base.
AI advances will have a $13 trillion impact on the global economy.

Of that, $3-$6 trillion will be in sales and marketing.

*June 2023 McKinsey & Company Study*
“AI is a thoughtlessness enabler. And that is its promise and its peril.”

—Cassie Kozyrkov, Chief Decision Scientist for Google Cloud
Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.
Let’s end on a hopeful note.
“As the role of SEO becomes less impactful—brand and community matter more than ever... If you feel like you’re left behind, don’t. This is new to all of us. You have every opportunity to become the next expert.”

—Cassie Kozyrkov, Chief Decision Scientist at Google
Nvidia invests $50 million in biotech company Recursion for A.I. drug discovery

Mitigating climate change and preserving biodiversity: Several ways AI can be used to help the environment

Artificial intelligence helps advance personalized learning for South Carolina’s K-12 teachers and students

Renen Hallak is the founder and CEO at VAST Data, a fast-selling data storage startup.

While AI is making its mark across numerous industries, one of its most significant single impacts will be the democratization of education.
Machine + Human > Human

Machine + Human > Machine
Advertising → The biggest budget won

Content marketing → The biggest capacity won

Generative AI → The best ideas will win

*Ethan Mollick, professor of entrepreneurship at the Wharton School of Business*
“The benefits of e-mail communication are impressive... It saves time and is terribly convenient.”

PC Magazine Cover, June 1994
Email quote, PC Magazine article, January 1991
“AI lives on patterns. It’s not great at finding new territory. BUT HUMANS ARE.”

—Paul Roetzer, Founder and CEO of Marketing AI Institute
Content was king.

NOW, CONNECTION IS HERE TO RULE.
—AI for PR & Marketing Guidelines—
AI Policy Working Group

Lisa Anderson, Assoc. Editor, University of Utah Magazine
Collin Barrett, Senior Account Executive, UMC
Seth Bracken, Editor, University of Utah Magazine
Jana Cunningham, Director of Communications, College of Humanities
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Mattie Mortensen, Communications Specialist, UMC
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Mitch Sears, Producer, University of Utah Health
Scott Troxel, Director of Digital Strategy, UMC
---AI for PR & Marketing Guidelines---

As the world of AI technology changes rapidly, this set of guiding principles can help us as we encounter new and exciting opportunities. We believe AI can be a powerful tool that will impact marketing and communications. We affirm that guidelines and responsible use can protect and bolster the communications industry.

---BACKGROUND AND CONTEXT---

Artificial intelligence refers to software or machines that exhibit abilities normally associated with human intelligence, such as understanding natural language, recognizing patterns, making decisions, and solving complex problems. However, artificial intelligence tools cannot mirror the complexities of human reasoning especially when it comes to moral and ethical considerations. Generative AI tools make predictions based on vast amounts of existing content rather than creating original work, and they cannot replace human creativity. These tools can help enhance productivity, but they will not replace the role of a human-centered approach at the University of Utah.

These guidelines are for communications and marketing professionals who work for the University of Utah. They are not intended to govern other area of the University such as education and classroom settings, IT, chatbots, etc. They apply to AI tools used to generate content, such as images, text, music, video, and other similar items.

---GUIDING PRINCIPLES---

1. We believe in a human-centered approach to AI that empowers and augments professionals. AI technologies should be assistive, not autonomous.

2. We believe that humans remain accountable for all decisions and actions, even when assisted by AI. All AI generated material must be carefully reviewed, approved, edited and overseen by a human author.

3. We believe in the critical role of human knowledge, experience, emotion, and imagination in creativity, and we seek to explore and promote emerging career paths and opportunities for creative professionals.

4. We believe in the power of communication to educate, influence, and effect change. We commit to never knowingly using generative AI technology to deceive or spread misinformation.

5. We commit to verifying the accuracy of information supplied by AI. Nothing can replace the role of human fact checkers, and we take responsibility for any AI-assisted information used in communications materials.
6. We recognize that AI generated materials have a high probability of capturing the copyrighted material of another person. Therefore, we will take great care to assure that the final product of any AI generated material has been carefully reviewed, and where necessary modified, to avoid plagiarism.

7. We believe that transparency in AI usage is essential in order to maintain the trust of our audiences and stakeholders.

8. We believe in the importance of upskilling and reskilling professionals and using AI to increase productivity and efficiency and build more fulfilling careers and lives.

9. We believe in partnering with organizations and people who share our principles.

--- EXAMPLES OF ACCEPTABLE USE OF AI ---

The AI-generated marketplace is dynamic, and it would be impossible to list all allowed and prohibited use cases. These instances, along with the preceding guidelines, are here to provide direction. This is a living document and may change as technology, legal review, and other policies change.

We strongly encourage you to familiarize yourself with available generative AI tools. Practice using them to see how they can help enhance your productivity.

For the purposes of this document, content is meant in its broadest sense and refers to articles, press releases, feature stories, websites, web content, podcasts, videos, etc.

**Brainstorming new story ideas:** AI can help with fresh story ideas, and it can offer a different perspective or provide constructive feedback on existing concepts for content.

**Creating an outline:** AI can organize content ideas into a cohesive structure.

**Editorial calendar/content plan:** AI can help you quickly organize and plan your content and social media calendars.

**Helping with headers, headlines, and other content structure and navigation:** AI tools can help you identify common themes and provide draft ideas for headlines, subheads, website headers, H3 tags, etc.

**Search engine optimization (SEO):** AI tools in the marketing and communications realm can quickly assist with keyword research and help analyze factors like readability, keyword usage, and relevancy to improve webpage quality and performance, among other uses.

**Helping draft social media posts:** AI tools can be a great place to start for a quick first draft of social media posts. They can also help you tailor existing social media posts, comments, etc. to different audiences and drive engagement.
Getting started with research: Ask AI tools to quickly teach you about a concept or topic. From beach volleyball rules to scientific concepts, it can be an outstanding research assistant. However—as stated previously—humans must verify all facts, research, knowledge, and information. Keep in mind, AI tools can “hallucinate” and fabricate information.

Personalizing messaging: AI tools can be adept at helping you rework your content to reach different audiences, such as students, staff, faculty, donors, or the media. It can make suggestions for how to change language, shorten text, emphasize different targeted messages, etc.

Anticipating potential questions or objections: Ask an AI tool to behave like an investigative journalist and suggest potential questions or objections from stakeholders so you can prepare responses in advance.

Assisting as an editor: AI tools can answer questions about Chicago style, AP style, etc. However, keep in mind that some tools may not have access to the most recent version of regularly updated style guides and do not have access to University of Utah editorial guidelines.

Serving as a thesaurus: AI tools can help you replace a word or phrase or rework a section of content.

Enhancing productivity: Provided privacy policies are followed, AI tools can help with routine tasks such as summarizing interview transcripts, analyzing data, drafting outlines and text for presentations, etc. AI may be able to help draft emails, but it is vital not to rely on AI alone. See this example of Vanderbilt using AI to write an email after mass shooting as a cautionary example of what not to do.

Tightening a piece: Paste content that’s too long into an AI tool and ask it to identify areas you could cut. It will look for places of repetition or where shorter phrases would suffice. Note: these suggestions should still be reviewed by humans, especially since it may suggest changes to quotes or adjust factual information.

To reiterate, AI tools are assistive, not autonomous. They are writing and content aids and cannot replace the role and importance of the human in these tasks. Additionally, these are examples of acceptable and prohibited use, not an exhaustive list.

—PROHIBITED USE OF AI—

AI tools should not be used in any way that would violate existing university standards or policies. For example, creating false communication, spamming/phishing, or manipulating data to create a deceitful impression.

AI tools are not encrypted or private. Do not enter proprietary data, information about students, employees, patients, or other constituents that could be a breach of state or federal privacy laws,
including HIPAA, FERPA, or other university policies. Information submitted to many AI tools has the potential to become public and part of the promtable knowledge base.

AI tools should not be used to create entire pieces of written content. It can be used for tasks such as brainstorming, drafting headlines, and targeting messaging. But fully AI-generated content is prohibited at this time.

Additionally, AI-generated images, music, audio, and video should not be used in university communications materials. The legality of this practice is under review in the courts, and the ethics are dubious. Instead, AI can be used to help brainstorm art ideas and direction.

Some artists are pursuing legal recourse against organizations using AI-generated art rather than against the AI companies themselves. Real-world example: A large tech company recently shared an AI-generated image on its channels. An artist recognized his work prominently used in the piece and threatened a lawsuit unless the tech company compensated him. Companies that use AI-generated art are being advised to include indemnification clauses in contracts.

This policy will be updated as new laws and legal review are enacted.

Unfettered fact-checking is prohibited. AI tools are outstanding research assistants but may “hallucinate” and suggest facts and sources that are entirely inaccurate, though they sound plausible. Again, humans must be central to all research, content creation, and review.

—MARKETING & COMMUNICATIONS AI USE WORKING GROUP—

These guidelines are just that—guidelines. They will grow and evolve as the landscape does. And rather than cover every possible use, we encourage MarCom professionals to utilize AI tools responsibly with the preceding guiding principles in mind.

For questions, comments, or to reach the working group, reach out to Seth Bracken (seth.bracken@utah.edu).

—OTHER UNIVERSITY OF UTAH AI USE GUIDELINES—

Vice President for Research Statement on AI Use

Martha Bradley Evans Center for Teaching Excellence Statement on AI Generative Tools
Ready to Get Started?
Remember to RACE!
RACE
RACE

**ROLE**
Set the guardrails and give all relevant information. Be specific. Tell the model who it is.

**EXAMPLE**
You are an expert social media marketer. You have expertise in TikTok, YouTube, Twitter, Instagram and all other social media marketing. You specialize in the creation of captions for videos.

**ACTION**
Ask the model what you want it to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give clear directions.

**EXAMPLE**
Your first task will be to write an Instagram caption based on the following background information and screenshot.

**CONTEXT**
Give more guardrails and context that can help make the output as relevant as possible.

**EXAMPLE**
The video being an AI social is from the University of Utah. Include relevant hashtags, mention the link to the bio where necessary, and link to Utah.edu where possible.

**EXECUTE**
Add final details about what exactly you’d like to receive from the model. Include things like format and the number of outputs.

**EXAMPLE**
Give me 2 possible Instagram, Facebook, Twitter, and TikTok captions with varying tones, including professional, playful, and artistic. Output in a table.
 ROLE
Set the guardrails and give all relevant information. Be specific. Tell the model who it is.

 EXAMPLE
You are an expert social media marketer. You have expertise in TikTok, YouTube, Twitter, Instagram and all other social media marketing. You specialize in the creation of captions for videos.
**ACTION**

Ask the model what you want it to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give clear directions.

**EXAMPLE**

Your first task will be to write an Instagram caption based on the following background information and transcript.
CONTEXT
Give more guardrails and context that can help make the output as relevant as possible.

EXAMPLE
The video going on social is from the University of Utah. Include relevant hashtags, mention the link in bio where necessary, and link to Utah.edu where possible.
EXECUTE

Add final details about what exactly you’d like to receive from the model. Include things like format and the number of outputs.

EXAMPLE

Give me 5 possible Instagram, Facebook, Twitter, and TikTok captions with varying tones, including professional, playful, and artful. Output in a table.
Thank you.

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