

Faith Derkenne

**CONTENT
CALENDAR,
CHATGPT, AND
TEXT TO IMAGE
GENERATOR**

INTRODUCTION

In my current class, Social Media, SEO, and Digital Strategies, we were presented with the task of selecting a client that we can learn about throughout the semester. For my client, I chose *Chick-fil-A*. In this report, you will see a Content Calendar I created for *Chick-fil-A* that they would be able to implement and use in the month of July around Cow Appreciation Day, a widespread fan favorite! After seeing the Calendar I created using *Airtable*, I experimented with *ChatGPT* and the Text to Image feature on *Canva*. Below, see both the calendar I created along with what the AI platforms created for me (with my thoughts on how I feel about each!)

CONTENT CALENDAR

Created with *Airtable* template.

Content Calendar						
Content pipeline						
Results						
Add or import						
Views						
2. See all your content in one ...						
Hide fields						
Filter						
Group						
Sorted by 1 field						
Color						
Share view						
	Name	Status	Headline	Creator	Image	Due date
1	Cow Appreciation Day	Live	We are looking ahead to one of our favorite days of the year, Cow Appreciation Day! ...	Faith Derkenne		7/5/2023
2	Cow Appreciation Day	Live	Do you like FREE things? What about FREE Chick-fil-A!? Join us as we celebrate on July 11th ...	Faith Derkenne		7/5/2023
3	Cow Appreciation Day	In progress	Happening tomorrow, receive a Chick-fil-A sandwich on us when you dress up as a cow....	Faith Derkenne		7/10/2023
4	Cow Appreciation Day	In progress	MOO! Tomorrow is Cow Appreciation Day! We can't wait to see what you come wearing... ..	Faith Derkenne		7/10/2023
5	Cow Appreciation Day	In progress	For Cow Appreciation Day, we are gifting those who come to Chick-fil-A dressed as a cow with ...	Faith Derkenne		7/11/2023
6	Cow Appreciation Day	In progress	The day is here! We are looking forward to seeing you all today in your best cow gear...	Faith Derkenne		7/11/2023

Full length caption, hashtags, and platform:

Linkedin 7/5 - We are looking ahead to one of our favorite days of the year, Cow Appreciation Day! Happening July 11th, show up to your local Chick-fil-A dressed as a cow, and receive a sandwich on us. #chickfila #cowappreciationday

Instagram 7/5 - Do you like FREE things? What about FREE Chick-fil-A!? Join us as we celebrate on July 11th by dressing up as a cow and receiving a free sandwich. EAT MOR CHIKIN! #eatmorchikin #chickfila #cowappreciationday

Linkedin 7/10 - Happening tomorrow, receive a Chick-fil-A sandwich on us when you dress up as a cow. Happy Cow Appreciation Day. #chickfila #cowappreciationday

Instagram 7/10 - MOO! Tomorrow is Cow Appreciation Day! We can't wait to see what you come wearing... *cow emoji* #eatmorchikin #chickfila #cowappreciationday

Linkedin 7/11 - For Cow Appreciation Day, we are gifting those who come to Chick-fil-A dressed as a cow with a free sandwich. The offer is open at your local Chick-fil-A now! #chickfila #cowappreciationday

Instagram 7/11 - The day is here! We are looking forward to seeing you all today in your best cow gear in exchange for a free Chicken Sandwich! Don't forget to Eat Mor Chikin #cowappreciationday #chickfila #eatmorchikin

Faith Derkenne

ARTIFICIAL INTELLIGENCE

Using *ChatGPT* and *Canva* Text-to-Image generator, I entered the topic of what I was looking for (Cow Appreciation Day, free Chick-fil-A, dress up like a cow, etc) and the results are below.

ChatGPT

"Chick-fil-A Cow Appreciation Day typically takes place on the second Tuesday of July each year. During this day, customers who dress up in cow attire can receive a free entree at participating Chick-fil-A restaurants. The exact date for 2023 has not been announced yet, but it is expected to be sometime in July. Keep an eye out for announcements from Chick-fil-A closer to the date for more information."

"As an AI language model, I cannot wear a costume, but here are some ideas for you to dress up like a cow for free Chick-fil-A:

1. White T-Shirt: Wear a plain white T-shirt and use black felt or fabric paint to make spots on it. You can also add a tail made out of white fabric and some ears made out of black and white felt.
2. Cow Onesie: Wear a cow onesie if you have one, or you can make one by cutting out black felt spots and gluing them onto a white onesie.
3. Face Paint: Paint your face like a cow, using black and white face paint to create spots and draw on some black cow-like eyes and nose.
4. Cow Hat: Wear a cow hat or headband, which you can buy or make by attaching felt ears to a headband or a hat.

Remember, the more you dress up like a cow, the better your chances of getting free Chick-fil-A. Have fun and enjoy your free meal!"

CANVA



MY THOUGHTS

It was so crazy using ChatGTP and seeing how quickly they formed responses. I liked the second response ChatGTP came up with, it is so creative and I think it would be cool to actually include this in a caption for customers to have an idea of what to wear! I was incredibly surprised at the extra details that were included, like the end where it says, "Remember, the more you dress up like a cow, the better your chances of getting free Chick-fil-A. Have fun and enjoy your free meal!" It was not something I was looking for, but definitely a very friendly thing to include. ChatGPT is more personal and realistic than I thought possible.

Using the Text-to-Image feature on Canva, I was impressed with how realistic the images came out to be (I have seen many distorted and pixelated images before). A couple of them include faces and they did not come out distorted which was a good surprise! The only thing is that they did not pick up what "Chick fil A" was, I am not sure if they don't pick up specific brands? It was cool because with the language I used, they could tell Chick-fil-A was a restaurant and they created an image of a diner with "Chick-fil-A" on it.

I preferred ChatGPT because the language used was much more informed and it came across much more realistic than the Canva Text to Image did! It was very fun experimenting with both.