SKILLTECH ACADEMY / PRACTICAL AI GUIDES

BOOK 08

Social Media Content with AI

01 Brief

02 Caption

03 Calendar

Plan distinct posts, write grounded captions and learn from the results you actually have

6 tutorials / 18 prompts / 10 teaching figures

Seven-day calendar with captions and visual briefs

FIRST EDITION / 22 OCTOBER 2026

22 October 2026 / English

START HERE

Make content worth reviewing

This book takes a useful message from a source brief to a seven-day content plan. You will choose a reader, develop themes, write hooks and captions, adapt an idea to several formats and review what the evidence can actually tell you.

The aim is a set of distinct, accurate drafts with clear next actions. A large batch of nearly identical posts is not a strong calendar. More drafts also do not establish more attention, more customers or more sales.

How to use the exercises

1. Read the fictional source notes on the following pages. Fictional_Source_Pack.txt supplies the same notes in copyable text.

2. Use a fresh chat for each prompt. Replace every bracketed source instruction with the complete requested notes and drafts. Save an actual reply before changing it.

3. Compare the result with the source and the authored reference. Keep public copy separate from your internal evidence and review notes.

Examples are fictional and authored, not ChatGPT transcripts. Check replies against the supplied sources. These text exercises need no API setup. The seven-day plan contains draft captions and visual briefs. It does not include scheduled posts or verified audience results.

The exercises use pasted text. No account connection, API setup, finished artwork, video production or publishing action is required. Use fictional or appropriately redacted practice material.

Choose a reader and a voice

B01 Small Step Studio is a fictional creator account publishing English posts about simple weekly planning. Its chosen reader is an adult running a small business or side project with limited time; this is a creative brief, not a verified audience profile.

B02 The chosen content goal is to help a reader name one meaningful task and a first action to try. This is an intended reader outcome, not evidence that a post has changed behaviour.

B03 Voice: warm, plain, specific and respectful. One gentle joke about the creator's own overfull notebook is allowed. Do not mock customers, invent a testimonial or imitate a named creator.

B04 Use the original planning suggestions G01-G04 as the source of teaching content. They are optional practices, not a proven productivity system or a promised result.

A brief is a choice, not audience research

The creator has chosen whom to write for and what a useful post should help that reader do. It has not surveyed every follower. Keep an intended audience separate from a claim about the audience you have actually reached.

Warm and specific means a concrete next action in ordinary language. It does not mean adding a made-up customer story, a result figure or a familiar motivational slogan.

Keep the teaching idea intact

G01 Choose one task that matters to you this week. Naming it is a starting choice; it does not finish the task.

G02 Write one first action you could try for ten minutes. The ten minutes describe a chosen practice window, not a promise to complete the project or a measured speed improvement.

G03 Keep extra ideas on a separate Later list, then review them when priorities change. A Later label does not mean an idea is completed or approved.

G04 At a weekly review, note what moved forward, what changed and what to carry forward. Adjust the plan when priorities change; no success rate is supplied.

A suggested routine is not a measured result

The four notes describe an original optional planning practice. They support a demonstration and a question to the reader. They do not establish that ten minutes is enough to finish a project, that the routine suits everyone or that it changes income.

Repurposing may change the opening, length or presentation. It should preserve the distinction between a first action to try and a promised completed result.

Set the exercise boundaries

T01 Plan one draft per day from Monday 2 November 2026 through Sunday 8 November 2026, at 18:00 SAST (UTC+02:00). These are exercise slots, not evidence of the best posting time or actual scheduled posts.

T02 Use three chosen themes: Start small, Make room, and Learn and adjust. The reference mix is three Start small posts, two Make room posts and two Learn and adjust posts. This is an exercise choice, not a universal content ratio.

T03 Give each post one main purpose, one clear primary call to action, a proposed format, a visual brief, source IDs and separate asset/review/publication status. Make the seven purposes distinct: Choose, Separate, Demonstrate, Invite, Light humour, Clarify, Reflect.

T04 Exercise limits: a hook of at most 12 whitespace-separated words; a complete caption of at most 80 words; a visual brief of at most 60 words. These are authoring constraints for practice, not platform limits. Public captions should not contain internal source IDs or approval notes.

One post per day makes this a bounded practice project. A real creator chooses a sustainable cadence from actual resources and results; the exercise does not require every business to publish daily.

The word limits make drafts easy to review in this book. Check a destination's current requirements when preparing real assets rather than treating these classroom limits as platform specifications.

Know what is still missing

B05 No product price, paid offer, free download, launch date, customer success figure or performance guarantee is supplied. Do not invent any of these.

B06 Sam prepares content drafts. Owner Nia reviews facts and proposed assets before publication. No publication approval, scheduled post or published result is recorded for the planned week.

B07 Original blank-paper examples and simple original illustrations may be proposed in visual briefs. No finished artwork, customer photo, testimonial permission, music licence or video file is supplied.

B08 The seven-day project is for one fictional Facebook feed. Repurposing exercises explore text, a four-panel visual brief and a three-beat video idea. They do not teach publishing controls or claim the same asset fits every platform.

Asset and claim controls

1. A01 A visual brief describes subject, proposed format, exact on-image words, source and what still needs production/review. A brief is not a finished image or proof of an asset's permission.

2. A02 Use fictional or blank-paper examples. No identifiable customer, copied post, named creator imitation, unapproved quote or claimed music/photo licence is supplied.

3. A03 Keep internal review flags next to the draft in the working record, separate from public caption text. Do not mark a draft published because its wording looks complete.

4. A04 No claim about a download, product launch, doubled productivity, sales lift or guaranteed reach is authorised. Removing an unsupported claim does not authorise a different offer.