

Generative AI and Public Relations: How do they work together?

Generative AI can be scary to think about. I mean a computer performing normal human functions in seconds is pretty freaky. However, we can use it to our benefit if we make sure to use it correctly.

For public relations, generative AI can be very helpful. I have used it to help create content ideas, image and video captions, content calendars and create images.

Generative AI is really helping to revolutionize content creation. Public relations specialists and creators can now get more content out and more original ideas.

One of my favorite functions that I have done is creating content. When I have an idea for what I want AI to create, whether it be a holiday or seasonal post, then I can tell it to make a caption for that topic.

Another function that I love is creating images. To create an image effectively, you have to be specific and tell AI exactly what you are wanting.

In the image to the right I used [Microsoft's copilot generative AI tool](#). I told it to "create an image of a taco plate with guacamole and pico de gallo."

It is so fun and easy to use and you should go try it out!

