














Don't know how to start with storytelling? Start first with our [story development worksheet](#)!

WHAT IS AI?

AI is a software tool that processes large amounts of data to solve tasks that require human intelligence. It can help you tell better stories and understand your target audience by using smart computer tools to create, customize, and analyze content. Consider AI a conversation with an entry-level staff member starting from scratch with you. Chances are, things will take some iterating to get what you want.

WHAT CAN YOU USE AI FOR?

These are some examples of how AI can be used to help you improve your storytelling.

AI USE	HOW IT HELPS	WHAT FLUSH USES*
Copywriting	Improves writing	 grammarly
Brainstorm Ideas	Guidelines for writing	 Claude
Transparency	Notetaking	 Otter.ai
Research	Interactive research	 ChatGPT
Image generation	Ad creation	 DALL-E
Personal Accountant	Finances and budgeting	 Bench
Research	Interactive research	 Gemini
Qualitative Data Synthesis	Data theme assistance	 Dovetail
Content Generation	Approachable content	 Canva
Advertising	Service and Product Ads	 Google Ads
Language Translation	Enhanced translation	 DeepL

* Some apps are free, while others have fees

1. List the kinds of ways you would like to have help through AI.

2. What AI tools would best suit you and your company?



HOW CAN AI HELP YOUR STORYTELLING?

01

It can increase efficiency: AI can streamline content creation and distribution processes so you can get things done faster and more easily.

02

You can personalize your messages in several ways: AI algorithms can analyze vast amounts of data to personalize storytelling.

03

It can provide efficient insights: AI-powered analytics can provide valuable insights into audience preferences to make data-driven decisions and optimize communication strategies.

04

You can use it to look at innovation quickly: AI allows for exploring innovative storytelling techniques and formats to increase engagement.

05

It allows analysis and content creation scalability: AI can handle large volumes of content and audience interactions.

WHAT ARE POTENTIAL PITFALLS?

Garbage in, garbage out: If you ask AI's general questions, it will not be of great help; you need to phrase your questions as if you are having a conversation with someone and be very specific.



AI can have bias issues. Its algorithms may amplify biases present in the data used to train it, leading to unfair or discriminatory content.



You can feel over-reliant on its uses: Depending too heavily on AI for content creation and analysis may result in losing human creativity and intuition.



There are some privacy concerns: AI-powered analytics may raise privacy concerns.



AI can misinterpret things: AI algorithms may misinterpret data or context, leading to inappropriate content recommendations.



Content doesn't always feel authentic: AI-generated content may lack authenticity or emotional depth, being less impersonal or insincere to audiences.



Some technical skills help deal with its complexity: Implementing AI solutions can require specialized skills and resources, potentially creating barriers for smaller companies.





EXAMPLE PROMPTS FOR USING AI FOR STORYTELLING

These are some options to aid in knowing how to phrase questions into some AI for assistance in story development templates or guides when looking to start a project.

When given effective prompts, AI can help you:



***OPTIMIZE
MESSAGING***



***CREATE
MULTIMEDIA***



***DEEPEN
UNDERSTANDING***



***TRANSLATE
CONTENT***



***MAXIMISE
RESEARCH***

OPTION 1: OPTIMIZING YOUR TARGET AUDIENCE MESSAGING

Refine your communications strategies by testing different components of your messages to determine which elements resonate best with your audience and drive the highest engagement. Use AI tools to evaluate the performance of various communications and marketing creatives, headlines, call-to-actions, and visuals in real-time. Ensure that your messages are personalized and relevant to your audience. Monitor and adjust your campaigns using AI to dynamically adapt to changing trends and audience feedback, maximizing the effectiveness of your storytelling.

Example prompt:

"I want to optimize my messaging as a water utility service providers. My target audience includes residential customers and local businesses in XX region. The goal is to promote water conservation in the area, knowing that some of our residents are reluctant to give up their lawns and long showers. Please provide some messages for this specific audience that shares other ways to conserve water during a drought."

OPTION 2: CREATING MULTIMEDIA CONTENT

Generate engaging and creative multimedia content, such as stories, videos, images, GIFs, or articles, using innovative tools and ideas (e.g., DALL-E). Craft visually appealing and thought-provoking media that captures the audience's attention and conveys messages that align with your brand's style and objectives.

Example prompt:

"Picture of a gnome on the moon reading a book about toilets."





OPTION 3: KNOWING YOUR AUDIENCE FOR BUILDING PARTNERSHIPS

Deepen your understanding of your audience's emotions and perspectives allows you to tailor your messaging more effectively. Through this, you can also research for a starting point to find partnerships with organizations and communities that share similar interests to create mutually beneficial relationships.

Example prompt:

"I want to partner with local groups in the Olifants Basin (Limpopo) that care about water conservation and interact with farmers and small businesses. Give me a detailed description of how this audience's main concerns around water and how they talk about these issues. This should also include keywords, potential controversial subjects, and common solutions shared."

OPTION 4: MAKING A CAMPAIGN READABLE FOR DIFFERENT AUDIENCES

Adapt your marketing messages or advertisements into different languages to reach a broader and more diverse audience.

Example prompts:

Identify Key Messages for Translation	Address Cultural Sensitivities	Translated and Localize Messaging	Monitor and Evaluate Performance
<i>Which core messages in our marketing campaign need to be translated to maintain their impact across francophone areas.</i>	<i>Provide feedback on our messaging about what words or concepts could be misunderstood or offensive to those in India.</i>	<i>Provide me a list of AI-based translation services that can help us translate English to Swahili. The translation service should use formal language.</i>	<i>What metrics should we track to evaluate the effectiveness of our messages in English, Afrikaans, and Zulu?</i>

OPTION 5: MAKING RESEARCH MORE EFFICIENT

Use AI tools as a starting point for gathering information about a topic you may need to communicate that you're not familiar with or an expert on. This can save time and give you some ideas to expand your research. Topics could include hot topics in wastewater such as: PFAS, biosolids, cybersecurity, wastewater recycling.

Example prompt:

"Who created the Alliance for Water Stewardship certification, and what was the journey for them to create the certification program?"
"How did the Alliance for Water Stewardship certification convince businesses to buy into the certification system?"