



AI STYLE GUIDES

A Sample Lesson Plan from Mujo Learning Systems

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Lesson Overview

This package provides teachers with everything they need to teach students about using AI style guides. A rough estimate of the content timing and sequencing has been provided below.

Timing Estimate	Content
20 minutes	Introduction: Brand Style Guides
45 minutes +	Activity: Style Guides and AI
30 minutes	Reflection: AI Style Guides
15 minutes +	Discussion

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Note for Teachers

The included activity can be completed individually or in small groups. If possible, students should be encouraged to share and discuss their generations and prompts with the class along with their reflections. Students can format prompts in a range of ways, but an example has been provided below.

Prompt Template

Act as a social media manager for Nike shoes and write 10 X posts that could be used to promote their upcoming holiday sale. The posts should follow the following style guidelines:

Voice: Confident, inspiring.

Grammar: sentences should be short and imperative

Spelling: should conform to standard US spelling

Emojis: Sports and strength related emojis

Hashtags: avoid using hashtags

Sample text: Elevate your stride this holiday season with the unbeatable comfort and style of Nike shoes. 🏃‍♂️ Unleash the athlete in you with our upcoming holiday sale.

Introduction: Brand Style Guides

For businesses to make effective use of social media, they need to understand how to take part in the social media conversations relevant to them. As with any conversation, effective participation is not only about what is said, but how and when it is said as well. With that in mind, one of the most effective tools for developing an effective social media presence is a **style guide**. Style guides are a set of rules that marketers use to define how a business should interact with customers on social media. Using a style guide, marketers can quickly compose content based on their brand's desired tone and existing values.

While there is no fixed format for how to create a style guide, style guides should be created with a brand's sense of identity in mind. For instance, if a brand is looking to position itself as a thought leader within a certain industry, they should affect an authoritative tone, and consider using the jargon and technical terms associated with that industry. Conversely, if a brand's goal is to engage a broader audience, they might aim to affect a tone that is friendly and accessible and avoid technical language that might alienate their followers. In general, though, brands should aim to be helpful and sincere in their interactions with customers.

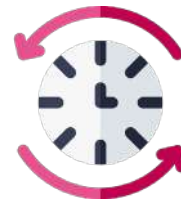
Some key components to consider when developing a style guide include:



Voice



**Spelling,
Grammar, and
Punctuation**



**Frequency
and Timing**



Emojis



Media



Hashtags

Voice

Generally speaking, a brand's voice refers to the personality that its written content conveys to its audience. Every time a brand makes a text-based post, they use their voice to represent themselves to their followers on social media. If a brand posts jokes and snarky commentary on current events, its followers may think of it as fun, snarky, and informed. If a brand posts motivational quotes and inspirational content, its followers may think of it as motivating and inspiring. When determining the right voice for a brand, marketers should look to determine how their chosen voice will reflect the brands' identity to its potential customers.

Spelling, Grammar, and Punctuation

As with voice, spelling, grammar, and punctuation are a foundational element of how brands represent themselves online. While all brands should aim to avoid spelling and grammatical errors, different brands will have different spelling, grammar, and punctuation guides based on their needs. For instance, a brand that is looking to connect with a British audience should be sure to use British spelling conventions. A brand might also adjust the complexity of its grammar depending on its target audience. For instance, if it is addressing a younger audience, it may tend to use simpler sentence structures.

Frequency and Timing

A brand's style guide should also consider how frequently to post content, as well as the optimal time of day to post. There is no right answer for how often a brand should post online, but it is important to remain consistent. Similarly, brands should aim to respond to customer inquiries and complaints as quickly and efficiently as possible. Even if it is a simple request for a direct message to learn more, a quick response time demonstrates that brands are actively monitoring their social media channels and looking to help customers in need.

Emojis

While they may not be appropriate in all contexts, Emojis are another useful tool that brands can use to convey personality and voice in their text-based posts. Emojis offer an unintrusive way to inject a little color into a brand's posts and catch readers' attention. Brands can establish conventions for emoji usage through their style guide. For instance, a brand might use a specific set of emojis to signal a promotion, use flag emojis rather than the names of countries, or use emojis rather than hyphens to introduce items in a bulleted list.



Media

While style guides are generally focused on text-based interactions, they can also be used to establish a brand's media usage guidelines for online posts. Media can be a great way to make a post more impactful, but media usage should still be determined by a brand's identity. If a brand wants to present itself as high-end, they should ensure that any media they post is well-produced. Conversely, if a brand wants to present itself as more laid-back and relatable, it could make use of memes or less professionally produced imagery.

Hashtags

Finally, brands can use their style guide to establish guidelines around hashtag usage. Hashtags are keywords prefixed with the '#' symbol, which many social media platforms use to track a piece of content's topic. Brands can use hashtags to:

Engage in a conversation with their followers. Hashtags allow marketers to make posts visible in the conversations their audience is having.

Build their brand. marketers can use hashtags to build brand awareness and start conversations.

Show support for social issues. Brands can use popular hashtags to show support, or they can create their own hashtags to mobilize others behind a cause or issue.

Add context. Hashtags are a good way to add context to a post, whether it is to tag a type of product or to identify an event that a post is commenting on.

Be discovered by their target audience. Using hashtags related to their niche makes it easier for businesses to be discovered by their ideal consumer. For example, a travel agency may use the hashtag #travel to help them connect with users interested in this topic.

Activity: Style Guides and AI

Style guides are typically designed with a human writer in mind. But they can also be used to ensure that generative AI content matches the style of a brand. When working with generative AI tools, marketers can include an abridged version of their style guide, as well as a sample of their writing style to help the writing tool better understand their style.

For this activity, you will be tasked with engineering an AI style guide that teaches a generative AI tool to create content in the style of an existing business. To complete this activity, first choose a business that is active on a text-heavy social media platform, such as X.

This activity can be completed in three phases:

Research

Once you have chosen your business, review their social media posts to get a sense of their style. Create an abridged version of their brand style that would help a generative AI tool replicate the brand's style.

Pay attention to the elements of style discussed in the introduction, and answer the questions on the provided worksheet.

Style Guide Development

Once you have completed your research into the brand, you can use that research to craft an abridged style guide that you can include in your prompt.

This abridged style guide can be included as part of a prompt, and should include many of the same elements of a traditional style guide. You can draft your abridged style guide using the guiding questions on the provided worksheet.

Generation and Revision

Once you have created your abridged brand style guide, prompt an AI tool such as Google Gemini or ChatGPT to generate 10 short posts (such as X posts or Instagram captions) that could be used to promote an upcoming sale from the business.

When prompting your chosen generative AI tool, be sure to:

1. Give the generative tool a clear sense of what you want it to do. For example, you might ask the AI to “act as a social media manager and draft 10 Instagram captions” for your chosen business.
2. include your style guide within the prompt with a clear indication that the generative tool should follow the guidelines.

Finally, review the generations. Are they in the correct style? If not, either manually adjust the posts yourself to better match the brand’s style or adjust your prompt and try again.

Once you have completed the activity, reflect on your experience with AI style guides by completing the AI style guides reflection worksheet.

Style Guide Research and Prompt Engineering Worksheet

Research Questions	
<ol style="list-style-type: none"> 1. What kind of voice does the brand seem to convey? Are they aiming to be friendly? Informative? Humorous? 2. Who is the target audience for this brands posts? 3. Is the brand using American spelling conventions? 4. Does the brand make use of any emojis? Which ones? 5. Does the brand make use of any hashtags? 	
Prompt Engineering	
<p>Voice: What kind of personality and tone should the AI convey?</p> <p>Grammar: How complex should the writing be?</p> <p>Spelling: Are there any unique spelling conventions that the AI should observe?</p> <p>Emojis: Should the AI make use of any particular emojis?</p> <p>Hashtags: Should the AI make use of any particular hashtags?</p> <p>Sample text: Is there a short example of writing in the correct tone that the AI could use as a reference?</p>	

Reflection: AI Style Guides

1. How effective were your AI generated prompts? Did they accurately reflect the style of your chosen business?
2. What do you think are the limitations of these kinds of generative AI style guides?
3. What other kinds of marketing content do you think generative AI tools would be useful for creating?

Evaluation Rubric

Criteria	3 Points	2 Points	1 Point
Research	The research questions are thoroughly answered and demonstrate a strong understanding of the chosen business's style.	The research questions are answered and demonstrate some understanding of the chosen business's style.	The research questions are minimally answered and show little understanding of the chosen business's style.
Prompt Engineering	The prompt gives clear and precise directions to the generative tool.	The prompt gives somewhat clear directions to the generative tool.	The prompt gives weak or vague directions to the generative tool.
Generation and Revision	The generated posts are effective and in the style of the chosen business.	The generated posts are somewhat effective and similar to the style of the chosen business.	The generated post are ineffective and are not in the style of the chosen business.
Reflection/ Discussion	Reflection answers demonstrate a meaningful engagement with the topic at hand.	Reflection answers demonstrate some engagement with the topic at hand.	Reflection answers demonstrate minimal engagement with the topic at hand.