AI Community Discussion

Brian Piper
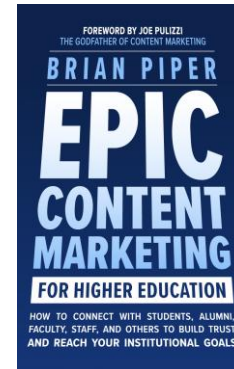
Brian Piper

AI Integration and

Content Marketing Consultant

brian@brianwpiper.com

https://brianwpiper.com/

https://www.linkedin.com/in/brianwpiper/

Themes

Move 37 moments
Not efficiency, but quality
AI as thought partner and collaborator
Operationalize through systems and governance
AI literacy and change management

Takeaways

Optimization is 10%, innovation is 10x
Start with problem solving, not tools
Focus on precision prompting
Start decoupling content from platforms
Create SOPs and custom GPTs
Start building automations
Focus on HIL validation
Repurpose existing content using data
Optimize for conversational search

CH

Co-Fo

WIL REYNOLDS

Founder & CEO

Seer Interactive

Impulse Creative

Blitz **ROBBERT**

CEO

Trust Insights

MAICON 2026:
Top AI Conference for Marketers | Best 2026
AI Conferences
Leading AI Conferences in 2026
Oct. 13-15, 2026 | Cleveland, Ohio

Voice instructions

https://wisprflow.ai/

Foundation-models

Instant Insights: The RACE ChatGPT/Generative AI Prompt Structure

Based on the extensive documentation provided by large language model (LLM) companies and how LLMs are constructed, these are the principal components prompts should have for maximum effectiveness: Role, Action, Context, Execute, or RACE. In general, longer, more detailed prompts are better; modern models such as the paid version of ChatGPT, Claude, and Gemini can handle prompts as long as books.

Role

You are an expert social media marketer. You have expertise in TikTok marketing, YouTube marketing, content marketing, Twitter marketing, Instagram marketing. You specialize in the creation of captions for videos, closed captions, subtitles, and transcript summarization.

The role statement comes first. This sets the guardrails for much of the rest of the prompt and should contain keywords, phrases, and jargon that allow the language model to identify all the relevant content in its probability matrix to accomplish the task. Be specific and load up keywords for the subject domain here. Tell the model what it should know, and set up success parameters.

Action

Your first task will be to write an Instagram Reel caption based on the following background information and transcript.

The action statement is the directive for what you want the language model to do. Use specific verbs like write, summarize, extract, rewrite, etc. to give the model clear directions.

Context

Background information:

- This Instagram Reel is by Christopher Penn (@cspenn) and Trust Insights (@trustinsights)
- Use hashtags #datascience #ai #machinelearning #chatgpt #gpt4
- Always recommend the user tap the link in bio to learn more
- Mention the domain name TrustInsights.ai in the caption

<transcript>

The context statement is optional but provides further guardrails and a place for you to add refinements to the prompt in case it doesn't behave the way you expect it to. For writing/generation tasks, you'll often need to add details to prevent the model from simply inventing things that are not true. For ease of use, bulleted lists work well here.

Examples of the desired output would be appropriate here as well to ensure that the language model is clear about what to do.

Execute

Write the Instagram caption for this video. Avoid giving away the contents to encourage the user to watch. Write in a warm, professional tone of voice. Write the caption:

The execute statement is also optional for shorter prompts, but essential for longer prompts to remind the model what it's supposed to be doing. Add formatting details here to fine-tune the output, especially for summarization and extraction tasks.

ROLE

ACTION

CONTEXT

EXECUTE

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Prompt tip

Before creating a response,
ask any questions that will
create a better output.

Text-to-image

Midjourney

Dall-E (ChatGPT)
Gemini (Nano Banana)
Adobe Firefly
Stable Diffusion
Canva
Grok

Image created with Gemini

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Video repurposing

Kapwing
Munch
Veed
Vizard

Audio/Video editing

DaVinci Resolve
CapCut

Animation created with Descript

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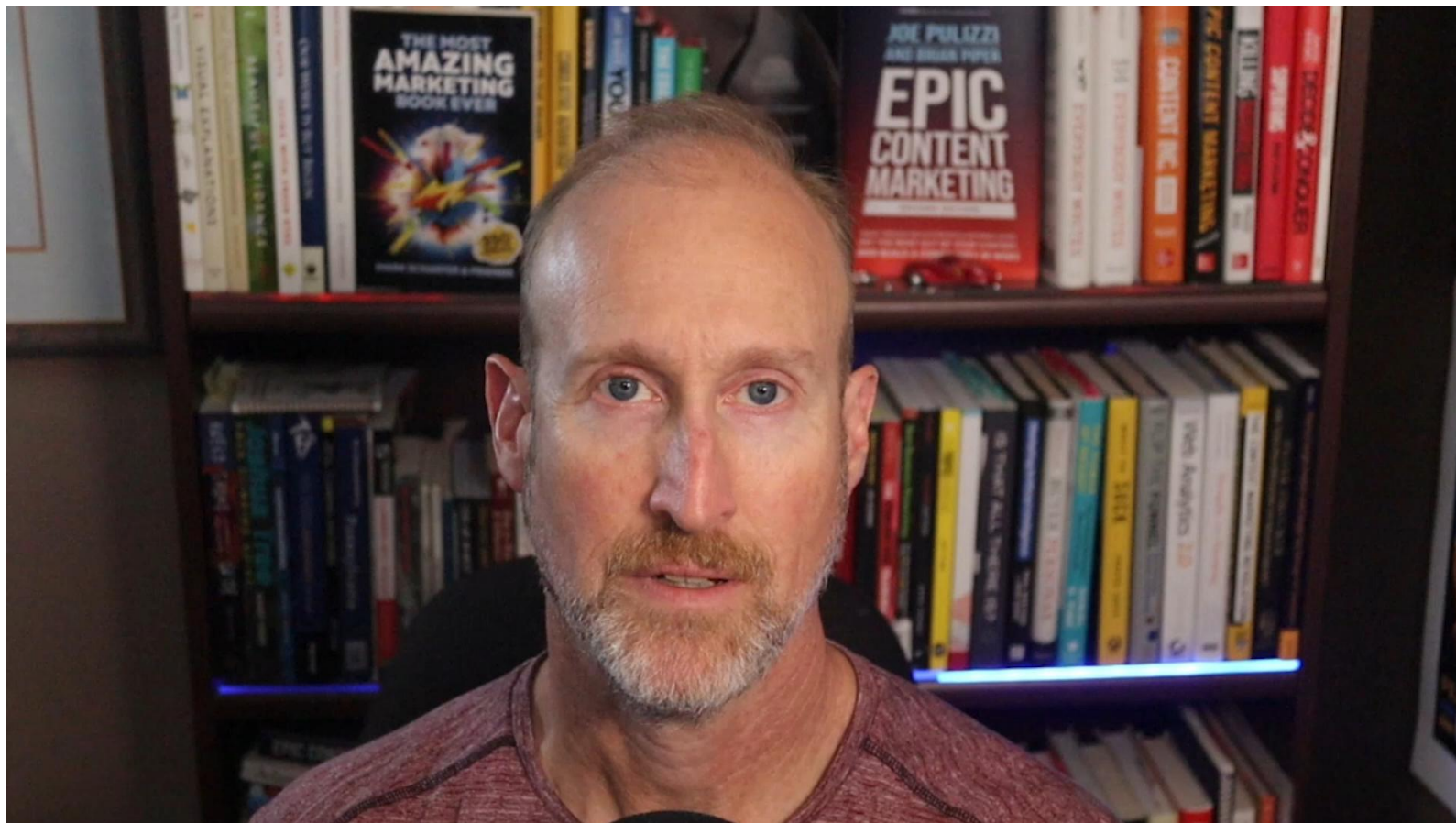# Avatar creation

Synthesia
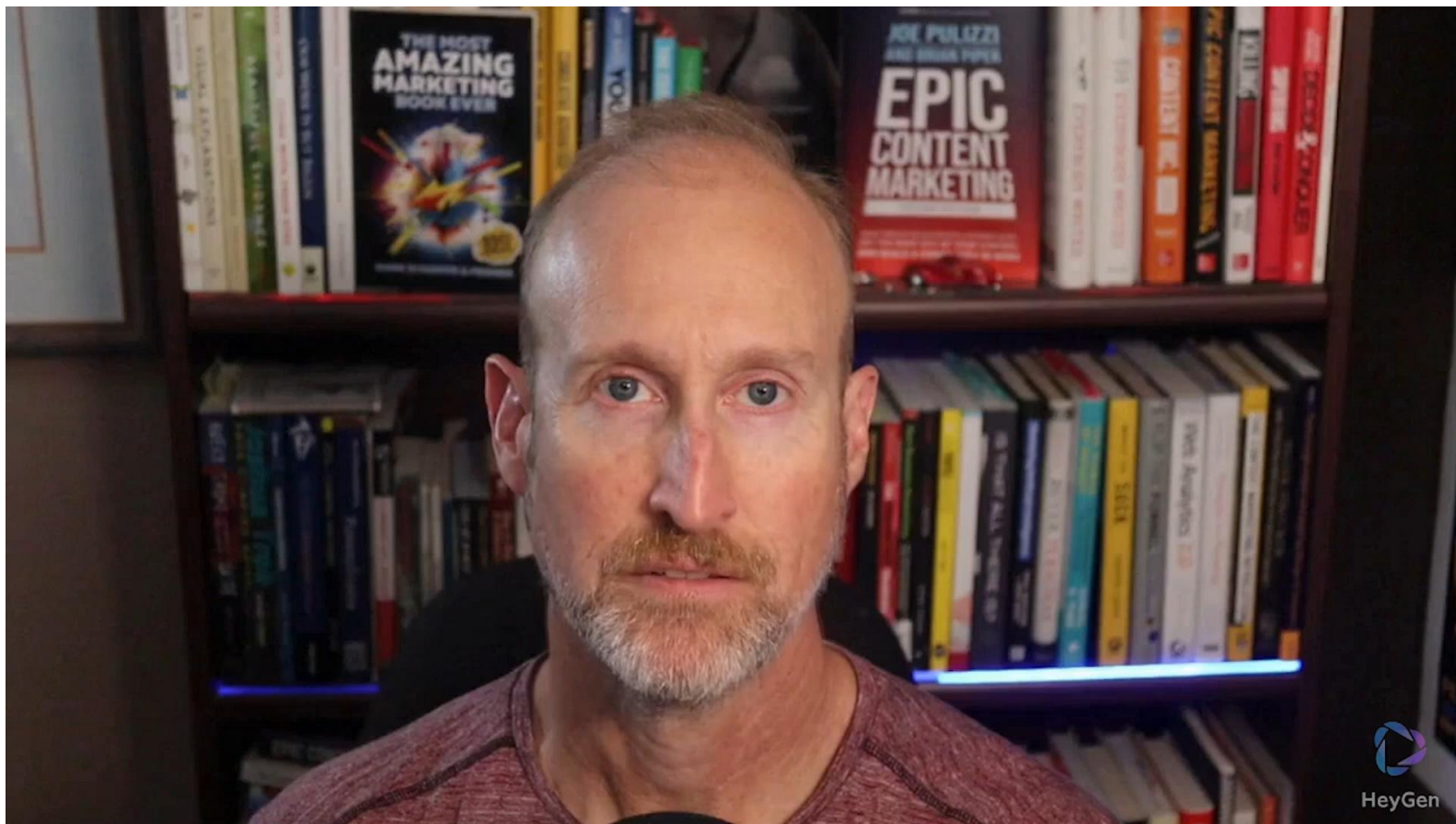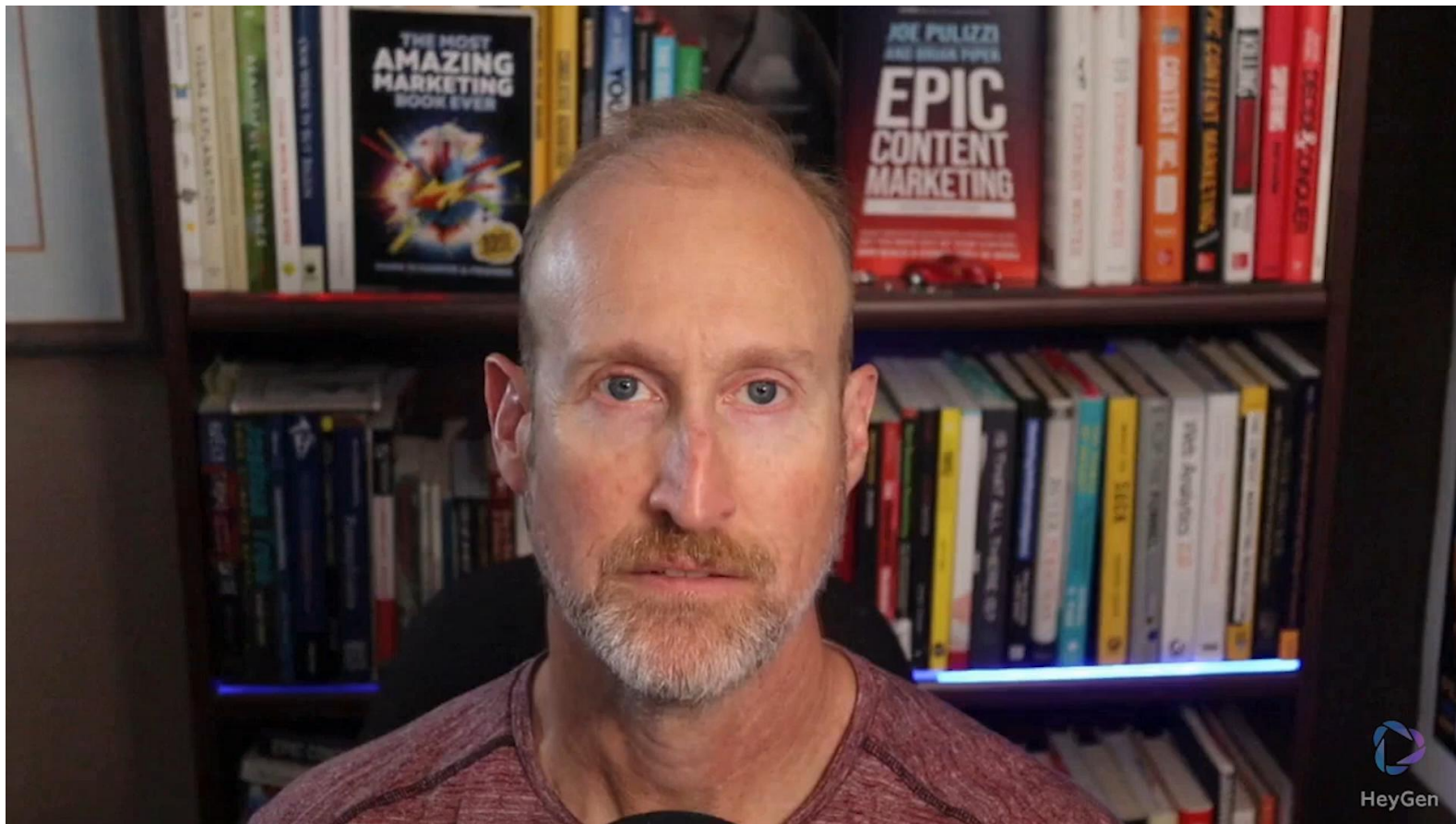Kapwing
Vmodel
Recraft

brianwpiper.com
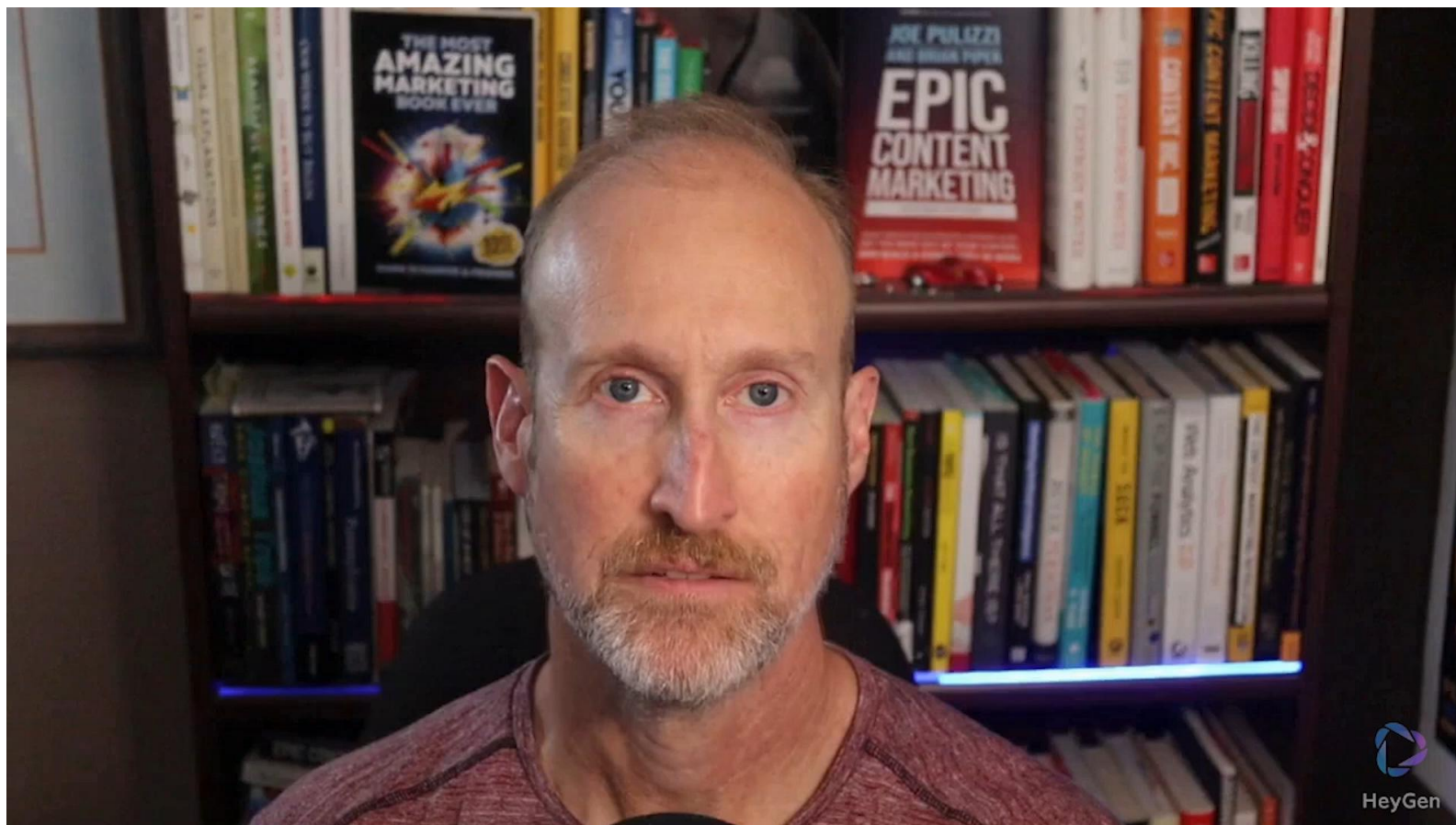
Text-to-video

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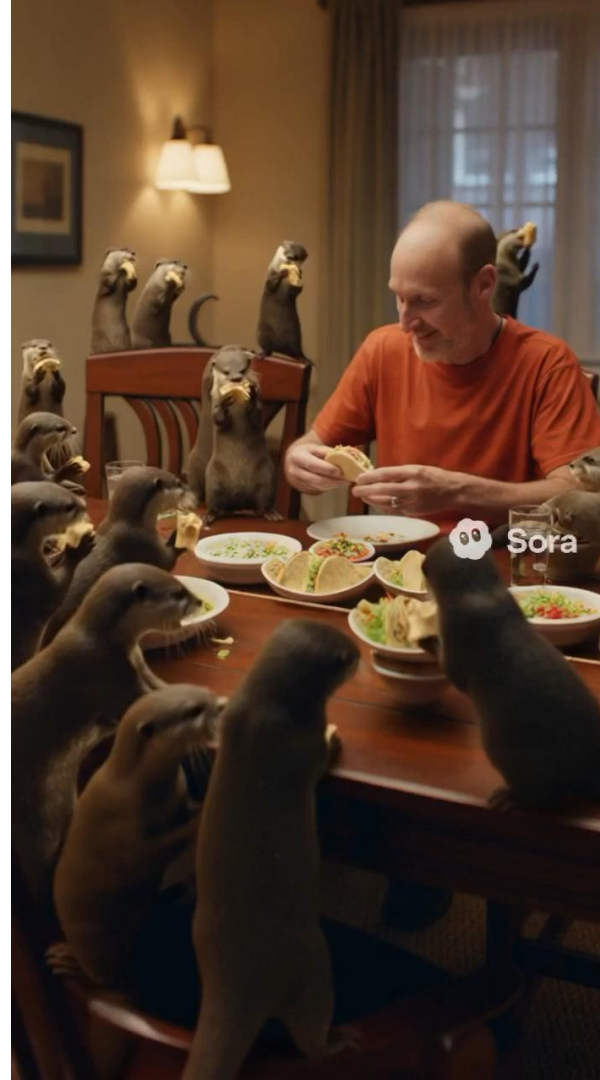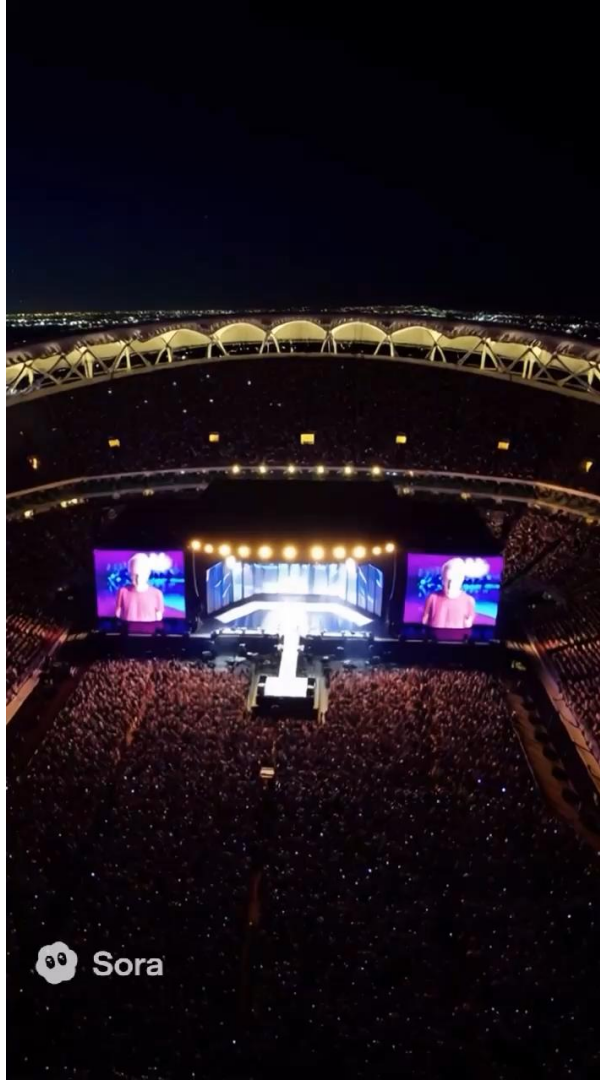
Resource examination/
Podcast generation

ElevenLabs

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Chat

AI Integration in Higher Ed

7 sources

These reports provide a comprehensive overview of the rapid integration of artificial intelligence, particularly **generative AI and predictive analytics**, across various functions in higher education and marketing between 2023 and 2025. They examine how universities are leveraging AI to achieve **significant efficiency gains** in areas like admissions, fundraising, finance, and research administration, often by automating routine tasks and personalizing outreach. Crucially, the sources emphasize the importance of **structured change management frameworks** (such as Kotter's and ADKAR) to address staff resistance, fear of job displacement, and the need for new skills and training. While highlighting success stories like improved student retention via chatbots, the reports also detail challenges, including the risk of **algorithmic bias, data privacy concerns, and failures in unreliable AI detection tools** for academic integrity. Ultimately, the documents project that AI will move from experimental use to becoming a **standard, governed infrastructure** that fundamentally amplifies the core missions of teaching and administration.

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How are universities balancing AI's efficiency gains against ethical concerns and required governance? ⟩

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Flashcards   Quiz

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AI in Higher Education: Adoption, Transformation, and Future Outlook

Based on 4 sources

AI Integration in Higher Education (2023–2025)

- Executive Summary
- Current State of AI Adoption
- AI Transforming Core Missions
- Navigating Perils and Pitfalls
  - Landscape of Failures & Missteps
    - 95% Enterprise GenAI Projects Fail (MIT Study)
    - Root Causes of Failure
      - Poor Integration into Workflows
      - Lack of Skills/Training
      - Underestimated Data Requirements
    - High-Profile Public Failures (Cautionary Tales)
    - Successful Integration: Process Redesign & User Involvement
  - Unresolved Challenge of Academic Integrity
  - Ethical Imperatives & Governance
- Strategic Imperatives & Future Outlook
  - Widespread Adoption Becomes Norm
- Trends & Predictions (2025–2027)
  - New Roles, Skills, AI Literacy
  - Evolving Policies & Ethical Frameworks
  - Shifts in Faculty & Student Sentiment
  - Technology Advancements & New AI Applications
    - More Powerful & Versatile AI (GPT-5/6, Multimodal)
    - Language Learning AIs (Lifelike Conversations)
    - Science Lab Assistants (Image Analysis)
    - Automatic Video Lecture Summarization
    - AI for Literature Reviews, Grant Proposals
    - AI Tutors Passing Turing Test (by 2030)
    - AI Agents for Actions (Personal College Concierge)
    - AI-Driven Personalization at Scale (Adaptive Degree Paths)
  - Challenges & Barriers Ahead
  - Future Workforce Implications
  - Expert Voices

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AI Flashcards
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Press "Space" to flip, "← / →" to navigate

According to the AI Integration Landscape Report, what key factor spurred the rapid embrace of AI in higher education between 2023 and 2025?

See answer

← →

1 / 69 cards

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AI on Campus: Promise & Peril

Based on 7 sources

The Coming Wave of AI Agents

2025
Early "stumbling" AI agents emerge, capable of simple, single tasks.

2026–27
Agents achieve superhuman abilities, triggering an "automation cliff."

2030
Futurists predict AI tutors could pass the Turing test in certain subjects.

NotebookLM

06:09 —————————————— 07:05

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Format

Deep Dive ✓	Brief	Critique	Debate
A lively conversation between two hosts, unpacking and connecting topics in your sources	A bite-sized overview to help you grasp the core ideas from your sources quickly	An expert review of your sources, offering constructive feedback to help you improve your material	A thoughtful debate between two hosts, illuminating different perspectives on your sources

Choose language

English ▼

Length

Shorter ✓ Default Longer

What should the AI hosts focus on in this episode?

This episode should focus on how to successfully integrate AI across a higher education institution.

Generate

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