

Social Media Resources

IQ Hashtags

Overview

IQ hashtag is a platform dedicated to discovering where and how to get ideas for your hashtags, you can find trending hashtags and generate posts captions to help generate more viewers to your posts and profile and will allow you to track analytics regarding certain keywords and hashtag performance that are related to your business. It enables you to be creative with each post while attempting to generate new leads through social media on a regular basis. You can also research trending audio, conduct a follower analysis and much more

The screenshot displays the 'IQ Hashtags' web application interface. The top navigation bar includes a hamburger menu, the 'IQ Hashtags' logo, and the current page title 'Hashtags Suggestions'. A green banner at the top right indicates a 'Trial - 3 days left' with a 'Subscribe' link. Below the banner, a grey box explains the tool's purpose: 'This is your quickest way to discover new hashtags for your posts. Paste your Instagram caption and let our tool find the related hashtag ideas in a matter of seconds.' A text input field is provided with the example 'E.g., Enjoying a beautiful sunny day at the beach!'. Below the input field are three buttons: 'Search', '+ Add selected hashtags', and 'Copy text'. The main content area is currently empty, featuring a large blue speech bubble icon with a white hashtag symbol and the text: 'Enter text to search for hashtags. We will automatically remove all banned hashtags from the list.' The left sidebar contains a list of navigation options: 'Hashtags Hub', 'Search Hashtags', 'Hashtags Suggestions' (highlighted), 'Hashtag Performance', 'Hashtag Collections', 'Banned Hashtags', 'AI Content Hub', 'Search Keywords', 'Instagram Captions', 'AI Assistant', 'Content Recycling', 'Analytics Hub' (marked 'NEW'), 'Shadowban' (marked 'NEW'), 'Content Analysis', 'Reels Metrics', 'Profile Analysis', 'Followers Analysis', 'Trending songs', 'Resources', 'Instagram School', and 'Blog'.

Colors

Overview

Colors is a platform dedicated to generating colour palettes for social media posts and any other media you may use for your business, this site is great for exploring popular color palettes, recolouring old designs and even extracting different colours from images that you might be a fan of. I would recommend using this site to test preview posts and see what you can experiment with to make your social media content completely optimized. They also have some fantastic font suggestions as well!

The screenshot shows the Colors website interface. At the top left, there is a logo for Chatbolt.ai with the text "Create your own ChatGPT chatbot trained with your data from any file or website. Try It For Free". To the right, there are links for "Tools" and "Go Pro". The main content area features a grid of tools:

- Palette Generator**: Create your palettes in seconds
- Explore Palettes**: Browse millions of trending color schemes
- Image Picker**: Get beautiful palettes from your photos
- Contrast Checker**: Check the contrast between two colors
- Palette Visualizer** (NEW): Preview your colors on real designs

A dropdown menu is open, listing various features and integrations:

- List of colors (NEW)
- Browse Gradients
- Create a Gradient
- Make a Gradient Palette
- Color Picker
- Collage Maker
- List of Fonts
- Image Converter
- APPS
- iOS App
- Android App
- Figma Plugin
- Adobe Extension (NEW)

At the bottom of the screenshot, there is a blue button that says "Start the generator!" and a white button that says "Explore trending palettes". The background of the interface is decorated with various color palettes.

Chat GPT

Overview

ChatGPT is a fantastic resource to help any user write copy for websites, social media posts, blogs and much more. It is a complex program that requires a lot of trial and error in order to get the proper results. It all depends on how you prompt the application, you want to be as specific as possible in order to achieve the results that you want. There are many other AI tools in this day and age but ChatGpt is great for beginners, you want to make sure to proofread each piece of text that is generated by ChatGPT to ensure that the information you are putting on your website or social media platforms is accurate and truthful. It is typically recommended that you do not use an exact copy of what ChatGPT produces as a lot of individuals will know that your content is AI written. Try putting your own spin on each piece of text to make it your own.

Prompting

Prompting is the most important part of ChatGPT. A big part of getting the results you want is how you talk to this application. Below you will find some guidelines on best practices for prompting in order to make the most out of your time while working on your business. If at first you don't succeed, prompt, prompt & prompt again always assume you can do better with different approaches and techniques.

Text Prompting ChatGPT

1. Task
2. Subject/Key Points
3. Audience
4. Voice

Task - What is the task you want ChatGPT to perform? Is it to write a company description? a Facebook caption? A blog post? Make sure to be specific and mention how long the text should be. Ex. 200 words, 3 paragraph's, 2 sentences.


Task - Subject and key points are where you will want to be as detailed as possible, what elements do you want ChatGPT to mention? It could be specific details about your business or just something you want to highlight at that particular time. Make sure you add all of the necessary info so that the app doesn't miss anything.

Audience - This is where you will want to be specific about the demographic you are the demographic you are targeting. Evaluate your business and figure out who you are writing for.

Voice - For the last part of the prompt you want to be specific about what tone you want your piece of writing to have. There can be many things a few examples include: persuasive, informative, professional, cheerful and much more, make sure to add this so that the writing ChatGPT produces has its own unique twist.

Examples

Below you will find an example of how to effectively prompt ChatGPT using the steps from the image above. Make sure to be extremely specific about what you want and try different ways of prompting to see what best fits your business's voice.

write a 2 line Instagram caption about how people want to feel energized, strong, sleep better and tighten up nutrition with an inviting and inspirational tone. | 

write a 4 paragraph blog post that highlights energized and empowered women and the benefits of using a personal life coach for women ages 25 - 45 with a professional and informative tone. | 