ChatGPT Cheat Sheet for Community Engagement

Without the right prompts it can be difficult to make the most out of ChatGPT. Here are a few quick ideas to help you master ChatGPT for community engagement.

Define ChatGPT Role

› Act as a Community Engagement Manager
› Act as a Business Owner
› Act as a Citizen
› Act as a City Planner
› Act as a Government Official
› Act as a Resident
› Act as an Urban Planner
› Act as an Expert in [Industry]

Example: Act as a Transportation Specialist and provide a list of community engagement initiatives for a corridor study.

Articulate Voice and Tone

› Use professional voice and tone. Use industry-specific language and terminology.
› Use conversational voice and tone. Imagine you are talking to a friend and use natural language and phrasing.
› Use empathetic voice and tone. Use compassion and sensitivity to connect with your audience.
› Use simple language. Avoid using jargon and complex vocabulary. Make information easily accessible to all readers.

Example: Explain the need for redevelopment of Downtown Toronto to make way for green space. Use empathetic voice and tone.

Learn from ChatGPT

› Explain clearly
› Explain uniquely
› Explain in detail
› Explain like I’m five
› Explain with examples
› Explain in detail with examples
› Explain to high school students
› Explain to the local community
› Explain like [Expert, e.g. Bill Gates, Bluey]

Example: Explain to high school students how important walkability is for Brisbane.

Build Your Own Prompts

› Act as a [Role]. Provide an example community engagement strategy for a [Project Type] based in [Location]. Ensure this information has appropriate structure and headings.
› Use conversational voice and tone and rewrite the following information as if you were explaining this to the local community: "[Insert Information]".
› Based on this page [Insert Link], please summarise the information to be used across several promotional assets. This includes [Types of Promotional Material, e.g. poster, one-page flyer, social media posts, visual imagery].

Wanting to leverage AI in your community engagement? Chat with the Social Pinpoint team.