

ALCORN STATE UNIVERSITY ALUMNI CHAPTERS

# AI, BRANDING & VIDEO WORKSHOP

## PARTICIPANT WORKBOOK

Name: \_\_\_\_\_

Chapter / City: \_\_\_\_\_

Date: \_\_\_\_\_

*Presented by Larry Hubbard & Darryl Gammage | Local Growth. AI Precision. Real Results.*

### DAY 1

AI, Branding & Content Creation

### DAY 2

Video, Websites & Visibility

## HOW TO USE THIS WORKBOOK

### Purpose

This workbook is your companion for both days of the workshop. Use it to take notes, complete exercises, build your real chapter content, and leave with a ready-to-implement action plan.

### What You Will Find in Each Section

1. LEARNING CONTENT — Key concepts explained simply with real-world examples
2. EXAMPLES — Sample content for an Alcorn alumni chapter so you can see it in action
3. WRITE-IN FIELDS — Spaces to build your own content during and after the session
4. REFERENCE TABLES — Keep this workbook after the workshop as an ongoing resource

### Remember

"AI is not just a tool — it's your assistant, your strategist, and your competitive advantage. The alumni chapters that embrace this will operate at a completely different level."





## 3 MASTERING PROMPTS — THE SKILL THAT CHANGES EVERYTHING

### The Golden Rule of AI

"The quality of your AI output depends entirely on the quality of your prompt. Bad prompt = bad result. Great prompt = great result. This is the most important skill you will learn today."

### The Three Prompt Levels

LEVEL	THE PROMPT	WHAT YOU GET
BASIC	"Write a post."	You'll get something generic — probably usable but not specific to your chapter, audience, or goal.
MEGA	"Write a Facebook post announcing our Alcorn Alumni Chapter homecoming tailgate event on October 18th."	Much better — specific event, platform, and action. Still missing your brand voice and full context.
ELITE	"You are the Marketing Chair for the Alcorn State University Memphis Alumni Chapter. Write a Facebook post announcing our homecoming tailgate on October 18th at Tiger Lane. The audience is Alcorn alumni ages 25-55 in the Memphis area. Use an exciting, community-focused tone. Format it as a 3-paragraph Facebook post with an emoji in the headline. Goal: Get alumni to RSVP in the comments."	Professional, targeted, on-brand content — ready to post with minor edits.

### The Elite Prompt Formula

Use this formula every time you need professional, usable AI output:

ELEMENT	WHAT TO INCLUDE
ROLE	Who are you? (e.g., Alumni Chapter President, Marketing Chair)
TASK	What exactly do you need done?
CONTEXT	Background information AI needs to understand your situation
AUDIENCE	Who will read or see this? (e.g., Alcorn alumni, community members)
TONE	How should it sound? (Professional / Inspiring / Conversational)
FORMAT	What shape should the output take? (Email / Post / Bullet list / Script)
GOAL	What specific result do you want from this piece of content?

### Live Demo Notes

Key observations from the live demo:

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**BUILD YOUR FIRST ELITE PROMPT**

Choose something your chapter actually needs — an event post, a fundraiser email, an announcement — and build your Elite Prompt below:

**Role:**

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**Task:**

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**Context:**

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**Audience:**

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**Tone:**

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**Format:**

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**Goal:**

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**FINISHED ELITE PROMPT EXAMPLE — Copy the structure, fill in your details**

*"You are the Marketing Chair for the Alcorn State University [Your City] Alumni Chapter. Write a Facebook post announcing our annual scholarship fundraiser on [Date] at [Location]. The chapter serves Alcorn alumni in [City] who are passionate about supporting current students. The audience is Alcorn alumni ages 25-60, many of whom are professionals and community leaders. Use an inspiring, community-proud tone. Format it as a Facebook post with a bold opening line, two short paragraphs, and a clear call-to-action to donate or share. Goal: Drive 50 donations."*

# 4 BRANDING YOUR CHAPTER — THE FOUNDATION

### Why Branding Matters

"If people don't recognize your chapter, they won't engage with it. Consistent branding builds recognition. Recognition builds trust. Trust drives engagement and donations."

### The Four Pillars of Chapter Branding

- **Logo** — A consistent, recognizable visual mark used on all materials
- **Colors** — A defined palette (2-3 colors) applied consistently across digital and print
- **Messaging** — A clear, repeatable description of who your chapter is and what it stands for
- **Consistency** — The same voice, look, and feel everywhere alumni encounter your chapter

### EXAMPLE — Alcorn Memphis Alumni Chapter Branding

*Chapter Name: Alcorn State University Memphis Alumni Chapter*  
*Tagline: "Rooted in Excellence. Growing in Memphis."*  
*Colors: Purple & Gold (Alcorn's school colors) + White*  
*Brand Tone: Professional, community-proud, inspiring*  
*Core Message: "We are alumni who invest in the next generation of Braves."*

### Build Your Chapter Brand Identity

Chapter Name:

City / Region:


Chapter Tagline (1 sentence that captures your mission):


Brand Colors:

Brand Tone / Voice:


Core Message (Who are you and what do you stand for?):


Target Audience (Who are you trying to reach?):

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### Alcorn Official Colors



**Alcorn**  
State University

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# 5 DESIGN WITH AI — CANVA & IDEOGRAM

## Tool Overview

TOOL	WHAT IT DOES	BEST USE FOR YOUR CHAPTER
Canva	Drag-and-drop design tool with thousands of templates	Event flyers, social graphics, email headers, presentations
Ideogram	AI image and logo generator — type a description, get a visual	Logo concepts, chapter identity graphics, visual branding ideas

## Hands-On Activity — Flyer Planning

### EXAMPLE FLYER BRIEF

Event: Alcorn Memphis Alumni Chapter Annual Scholarship Gala  
 Date: Saturday, May 23, 2026 | Time: 6:00 PM – 10:00 PM  
 Location: The Peabody Hotel, Memphis, TN  
 Colors: Purple, Gold, and White  
 Headline: "Invest in the Next Generation of Braves"  
 Call to Action: "Buy Tickets at [alcornmemphis.org](http://alcornmemphis.org)"

## Your Flyer Planning Brief

Event Name:

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Date & Time:

Location:

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Headline / Theme:

Colors to Use:

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Call to Action (what should people do after seeing the flyer?):

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## Logo Concept Notes

Describe your ideal logo concept for Ideogram (colors, symbols, style, feeling):

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## Let's Have Some Fun

### Create A Logo and A Flyer

Use the free version of Ideogram.ai to create a logo. Follow up and use Canva where you will search and edit an existing flyer and import your logo into the flyer. Make up an event that your chapter (or fictitious chapter) may have.

#### Instructions:

To begin, open your web browser and go to [ideogram.ai](https://www.ideogram.ai). Sign in or create a free account if you do not already have one. Once inside the platform, you will use AI to generate a logo for your chapter. Enter a prompt such as: **“Create a professional logo for an Alcorn State University Alumni Chapter in [City Name]. Use purple and gold colors. Clean, modern design. Include alumni and community elements.”** After entering your prompt, click generate and review the logo options that are created. Choose the logo that best represents your chapter’s identity and download it to your computer, as you will use it in the next step.

Next, go to [Canva.com](https://www.canva.com) and log in using a free account. In the search bar, type “Event Flyer” and select a template that fits the style of your chapter and the type of event you want to promote. Once you select a template, begin customizing it by replacing the existing text with your own event details. You should include the event name, date, time, location, a short description, and a clear call-to-action such as “Register Now” or “Join Us.”

After updating the text, upload the logo you created in Ideogram by clicking on the “Uploads” section in Canva. Once uploaded, drag and place your logo onto the flyer in a visible and appropriate location. As you continue editing, make sure your flyer aligns with your branding by using consistent colors, preferably purple and gold, and choosing fonts that are clean and easy to read. Avoid overcrowding the design and focus on clarity so that your message is easy to understand at a glance.

Once your flyer is complete, download it by clicking the “Share” button and selecting either PNG or PDF format. Save the final version to your computer.

If you need help coming up with an event idea, you may choose something such as an alumni networking event, a scholarship fundraiser, a community service day, a homecoming kickoff, or an alumni meet and greet. You can also use ChatGPT to generate content for your flyer by asking it to create a professional event description that includes excitement, community engagement, and a strong call-to-action.

By completing this activity, you will have created a branded logo and a professional flyer that your chapter can use immediately, while also gaining hands-on experience using AI and design tools to support your marketing efforts.

## 6 SOCIAL MEDIA STRATEGY

### Why It Matters

"If your chapter isn't visible online, it doesn't exist to most people. Social media is not optional — it's where your alumni are and where new members will find you."

### Platform Priority

PLATFORM	WHY IT MATTERS FOR CHAPTERS	BEST CONTENT TYPE
<b>Facebook</b>	Primary platform — most alumni are here; great for events and groups	Event announcements, news, community discussions, photos
<b>Instagram</b>	Visual storytelling — younger alumni and broader reach	Event photos, alumni spotlights, reels, stories
<b>TikTok</b>	Fastest-growing — reaches younger alumni and HBCU community	Short videos, campus culture, event recaps, Brave pride moments

### Platforms I Will Use

- Facebook
- Instagram
- TikTok
- YouTube

### Weekly Content Calendar

Consistency beats perfection. Three posts per week, every week, will do more for your chapter than occasional viral attempts.

DAY	CONTENT TYPE	YOUR POST IDEA
<b>MONDAY</b>	<i>Informational / Educational</i>	
<b>WEDNESDAY</b>	<i>Engagement / Community</i>	
<b>FRIDAY</b>	<i>Promotional / Event</i>	
<b>SATURDAY (BONUS)</b>	<i>Behind the Scenes / Fun</i>	

## Social Media Management Tools

### Automation Tip

Use OnlySocial, Buffer, or Hootsuite to schedule all three posts on Sunday evening for the entire week. One hour of planning = seven days of consistent presence. Post once — distribute everywhere.

The scheduling tool I will use:

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My day and time to schedule content each week:

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OnlySocial is not a free tool. However, it allows you to create content and schedule out. This helps you to not have to spend time daily creating content. Take one day, create days, weeks, or months of content. Schedule it across various platforms like Facebook, Instagram, and TikTok. Then sit back and watch your social media account gain traction. Visit <https://onlysocial.io> for this tool.

Next Level Social Media Management

## Manage and Automate Your Social Media with Ease

Effortlessly master your social media strategy with our powerful platform. Simplify scheduling, gain in-depth analytics, build AI-powered chatbots, and enhance teamwork for unstoppable success and digital dominance!

[Get Started for free](#)

### Designed to Transform Your Social Media Workflow

- AI-Powered Content Creation**  
Enhance your social media presence with AI-generated images and captions, that captivate your
- Seamless Multi-Platform Integration**  
Manage all your social media accounts in one place. OnlySocial supports over 10 platforms to serve
- Automated Scheduling & Planning**  
Plan and schedule content in advance with our intuitive calendar. Stay ahead of your posting schedule

Hey there Welcome to Onlysocialio...  
Captain - 4mo

# 7 CONTENT CREATION WITH AI

Now you apply your Elite Prompt skills to create real content your chapter can use. Work through each content type below during or after the session.

## Event Announcement Post

### EXAMPLE — Event Announcement Post (ChatGPT Elite Prompt Output)

♥ BRAVES IN MEMPHIS — HOMECOMING WATCH PARTY!

Memphis Alcorn alumni, it's that time of year! Join us Saturday, October 18th at 6 PM at Tiger Lane for our official Homecoming Watch Party. Enjoy food, music, and great company as we cheer on our Braves together.

This is more than a watch party — it's a reunion. Bring family, bring friends, and bring your Brave pride. Admission is FREE for alumni and \$10 for guests.

RSVP in the comments or DM us. Share this post and tag a fellow Brave! ♥ 🙌

## Write Your Event Post

Event:

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Your AI-generated event announcement post (paste or write):

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## Alumni Email Announcement

### EXAMPLE — Chapter Email (Subject Line + Opening)

Subject: You're Invited — Alcorn Memphis Alumni Homecoming Watch Party

Dear Fellow Brave,

The Alcorn State University Memphis Alumni Chapter is hosting our annual Homecoming Watch Party on Saturday, October 18th. This is a free event open to all local Alcorn alumni and their families. We'd love to see you there.



**8 DAY 1 HOMEWORK — FICTITIOUS ALUMNI CHAPTER PROJECT**

**The Assignment**

"Now you are going to apply everything you learned in a real-world scenario. Build a complete content package for a fictitious alumni chapter — due before Day 2."

**EXAMPLE FICTITIOUS CHAPTER — Use this as a model or create your own**

*Chapter Name: Alcorn State University Houston Alumni Chapter  
City: Houston, Texas  
Target Audience: Alcorn alumni ages 22-60 in the Houston metro area  
Mission: To connect, support, and celebrate Alcorn alumni in Houston  
Brand Tone: Professional, warm, community-proud*

**STEP 1 — Chapter Identity**

**Chapter Name:**

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**City:**

**Target Audience (age, location, interest):**

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**Mission Statement:**

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**Brand Tone:**

**Colors / Visual Style:**

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**STEP 2 — Social Media Content (3 posts required)**

**Event Post:**

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**Engagement Post (question, poll, throwback, or community topic):**

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**Fundraiser Post:**

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**STEP 3 — Email**

**Event Announcement Email (subject line + full body):**

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**STEP 4 — Flyer (Canva)**

**Describe your flyer or attach a screenshot:**

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**STEP 5 — Logo Concept (Ideogram)**

**Describe your logo concept or attach a screenshot:**

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### STEP 6 — Elite Prompts Used

Elite Prompt #1 (copy the full prompt you used):

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Elite Prompt #2:

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Elite Prompt #3:

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### STEP 7 — Video Content Collection

**Video Goal**

"Capture content that tells a story about your chapter. You need at least 10 short clips. These will be used on Day 2 to create a real promo video and social media reel."

#### Clip Ideas — Check what you plan to film

- Talking-to-camera intro or message from chapter leadership
- Campus or university landmark shots
- City / local community shots (Memphis skyline, landmarks, neighborhoods)
- Event-style footage (gatherings, cookouts, community events)
- Alumni lifestyle clips (professionals, families, community involvement)
- Group interaction or chapter meeting footage
- B-roll: food, signs, decorations, crowds

#### Clip Tracker — Plan and check off each clip

CLIP #	DESCRIPTION / LOCATION / WHAT IT SHOWS	FILMED <input type="checkbox"/>
1		<input type="checkbox"/>
2		<input type="checkbox"/>
3		<input type="checkbox"/>
4		<input type="checkbox"/>
5		<input type="checkbox"/>
6		<input type="checkbox"/>
7		<input type="checkbox"/>
8		<input type="checkbox"/>
9		<input type="checkbox"/>
10		<input type="checkbox"/>

**My Video Story Concept — What story do these 10 clips tell together?**

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**Due Before Day 2**

All 7 deliverables completed. 10 video clips filmed and ready to import into CapCut. Bring your phone or laptop with everything accessible.

# 9 VIDEO CREATION — CAPCUT & HEYGEN

**CapCut**  
*Real video editing with your own clips*

**HeyGen**  
*AI-generated video — no camera required*

## CapCut — The Editing Workflow

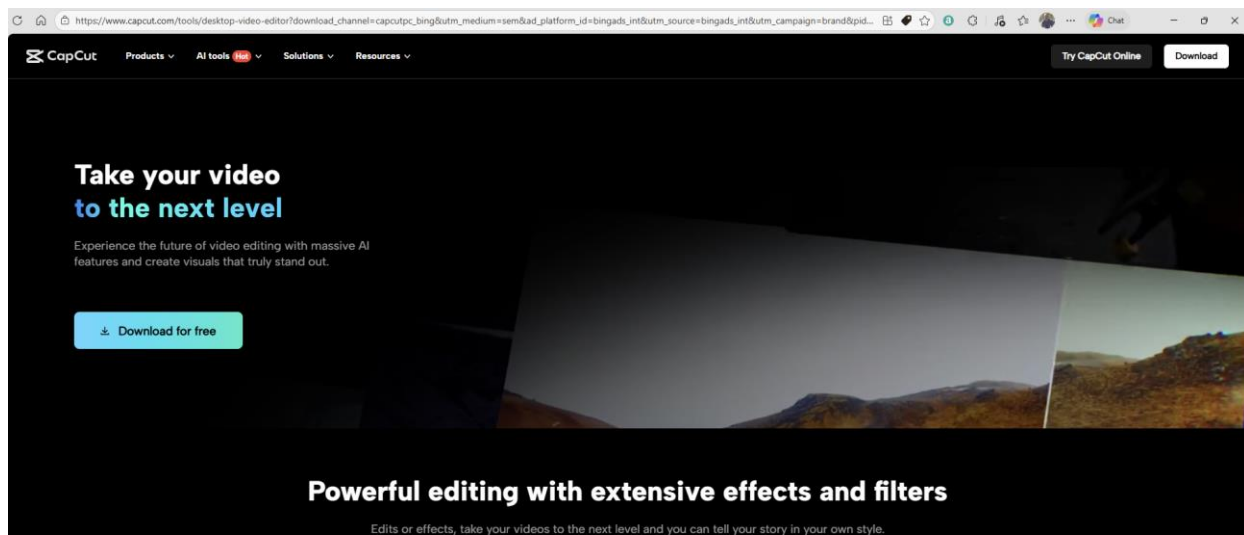
1. Import your 10 clips into a new CapCut project
2. Trim and sequence: arrange clips to tell your chapter story
3. Add text overlays: chapter name, event name, call to action
4. Add music: select from CapCut's royalty-free library
5. Add transitions and effects to smooth between clips
6. Export: HD video ready for Facebook, Instagram, or TikTok

## My CapCut Video Plan

Video Title: \_\_\_\_\_ Target Platform (FB / IG / TikTok): \_\_\_\_\_

Core Message — What should viewers feel or do after watching?  
 \_\_\_\_\_  
 \_\_\_\_\_

Clips I will use and in what order (brief sequence notes):  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_





# 10 WEBSITE FOUNDATIONS

## Your Home Base

"Your website is the only digital asset your chapter fully owns. Social media platforms change their rules. Your email list can be lost. But your website belongs to you — it is your permanent home base."

## The Four Core Pages Every Chapter Website Needs

PAGE	PURPOSE	KEY CONTENT TO INCLUDE
Home	Welcome visitors, state your mission, and drive action	Hero banner, mission statement, upcoming event, join CTA
About	Tell your chapter's story and build trust	Chapter history, leadership team, connection to Alcorn State
Events	Keep alumni informed and drive attendance	Upcoming events with dates, past event recaps with photos
Contact	Make it easy for alumni to connect	Contact form, social links, email address, meeting info

## Building with AI + WordPress

7. Use ChatGPT or Claude to generate all page copy first — paste your Elite Prompts, get ready-to-use text
8. Load your Alcorn alumni chapter WordPress template in Hostinger
9. Paste your AI-generated content into each page
10. Add photos, logo, and brand colors
11. Review on mobile — most visitors will be on their phones

## My Website Plan

Mission statement for my Home page:

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My About page — chapter history and purpose:

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Pages I need to build or update first:

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# 11 BLOGGING & E-E-A-T — YOUR VISIBILITY ENGINE

## Why Blog?

"Blogging is how people find your chapter on Google. Every blog post is a searchable page that can appear when someone types 'Alcorn alumni Memphis' or 'HBCU community events.' Consistency builds authority."

## Understanding E-E-A-T

Google ranks content based on four principles. Here is what each one means and how your chapter can demonstrate it:

	PRINCIPLE	WHAT IT MEANS	EXAMPLE FOR YOUR CHAPTER
<b>E</b>	<b>Experience</b>	You were there. You lived it.	<i>Your alumni chapter hosted a back-to-school drive. Blog about what happened, who came, what it meant.</i>
<b>E</b>	<b>Expertise</b>	You know your topic.	<i>A chapter member who is a financial advisor writes a post on financial literacy for young alumni.</i>
<b>A</b>	<b>Authority</b>	Others recognize your chapter as a credible source.	<i>Your chapter is mentioned in the local newspaper, linked from Alcorn's website, or invited to speak at events.</i>
<b>T</b>	<b>Trust</b>	Your content is accurate, consistent, and professional.	<i>Your website is updated regularly, your information is correct, and your brand looks polished everywhere.</i>

## Blog Post Ideas for Alumni Chapters

- Alumni Spotlight: "[Name] — From Alcorn State to [Achievement]"
- Event Recap: "What Happened at Our 2025 Homecoming Watch Party"
- Community Impact: "How Our Chapter Raised \$5,000 for Scholarships"
- History: "A Brief History of Alcorn State University and Why It Matters Today"
- Practical: "5 Ways Alcorn Alumni Are Making a Difference in [City]"

## My Blog Starter Plan

Blog Post #1 — Title Idea:

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What story will it tell and who is the audience?

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**Blog Post #2 — Title Idea:**

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**What story will it tell and who is the audience?**

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**Blog Post #3 — Title Idea:**

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**What story will it tell and who is the audience?**

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# 12 SEO BASICS — GET FOUND ON GOOGLE

SEO stands for Search Engine Optimization. It is the practice of making your content easy for Google to find and rank. You don't need to be a technical expert — you just need to understand the basics.

## The Three SEO Fundamentals

ELEMENT	WHAT IT IS	EXAMPLE FOR YOUR CHAPTER
<b>Keywords</b>	The words people type into Google to find content like yours	<i>"Alcorn alumni Memphis" / "HBCU events Memphis" / "Alcorn State University chapter"</i>
<b>Titles &amp; Headings</b>	The title of your page or blog post — should include your keyword naturally	<i>"Alcorn State University Memphis Alumni Chapter — Events &amp; Community"</i>
<b>Content Alignment</b>	Your page content should match exactly what someone searching that keyword wants to find	<i>A page titled "Alcorn alumni events Memphis" should actually list upcoming events in Memphis</i>

## Using Perplexity for SEO Research

**HOW TO USE PERPLEXITY TO FIND KEYWORDS**

*Prompt: "What are the most common search terms people use when looking for HBCU alumni events or chapters in Memphis, Tennessee?"*

*Perplexity will return cited, current results with specific keyword ideas you can use directly in your website titles, blog posts, and GBP description.*

## My SEO Keywords

Top 5 keywords I want my chapter to be found for on Google:

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My website title (include main keyword):

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# 13 GOOGLE BUSINESS PROFILE — MANDATORY VISIBILITY

## Why GBP Is Non-Negotiable

"If you want your chapter to show up on Google Maps and in local search results when alumni in your city search for you, Google Business Profile is not optional — it is mandatory and it is free."

## GBP Setup Checklist

- Create or claim your Google Business Profile at [business.google.com](https://business.google.com)
- Add your complete chapter name (e.g., "Alcorn State University Memphis Alumni Chapter")
- Write a keyword-rich description (use your SEO keywords from Section 12)
- Add your category: "Alumni Association" or "Non-Profit Organization"
- Upload at least 5 photos: logo, events, leadership, chapter activities
- Add your website URL
- Add your contact email and phone number
- Publish your first GBP post (event, announcement, or update)
- Add upcoming events to the Events section
- Enable messaging so alumni can contact you directly

## GBP Content Strategy

- Post at least once per week — treat it like a social media feed
- Every event should be added to GBP as an Event post
- Respond to all reviews and Q&A within 48 hours
- Keep your photos updated — fresh photos signal an active chapter

## EXAMPLE GBP DESCRIPTION

*"The Alcorn State University Memphis Alumni Chapter connects Alcorn alumni across the Greater Memphis area. We host community events, scholarship fundraisers, and Homecoming gatherings throughout the year. If you are an Alcorn State Brave living in Memphis, we want you in the chapter. Follow us, message us, and join the family."*

## My GBP Plan

My GBP Description Draft (include your city and keywords):

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First GBP post idea:

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# 14 PROMPT LIBRARY — NEVER START FROM SCRATCH

### Your Shortcut Resource

"The Prompt Library on the Memphis site gives you ready-to-use, copy-paste Elite Prompts organized by topic. You never have to start from a blank page."

### Prompt Library Categories

- Social Media Posts (event announcements, engagement, fundraising)
- Email Templates (event invites, newsletters, donor outreach)
- Blog Post Starters (alumni spotlights, event recaps, community impact)
- Website Copy (Home, About, Events, Contact page templates)
- Video Scripts (chapter intro, event promo, HeyGen scripts)
- GBP Content (descriptions, posts, event listings)
- Fundraising Appeals (scholarship drives, community campaigns)

### My Prompt Library Access

Prompt Library URL / Access Link:

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Three prompt categories I will use most:

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### My Personal Prompt Collection — Save Your Best Prompts Here

My Best Prompt #1 (copy it here for future reference):

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My Best Prompt #2:

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**My Best Prompt #3:**

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# 15 FINAL IMPLEMENTATION PLAN

**This Is Where It Gets Real**

"Learning is the beginning. Implementation is the result. Fill out this plan before you leave today and commit to it. Your chapter's growth starts with these specific actions."

**My 8-Point Action Plan**

FOCUS AREA	MY SPECIFIC ACTION / COMMITMENT
AI Tool I Will Start Using First	
Content I Will Create This Week	
Platform I Will Post On Consistently	
Branding Element I Need to Develop	
Website Page I Will Build or Update	
First Blog Post Topic	
Google Business Profile Action	
One Automation I Will Set Up	

**My Chapter Needs Help With**

Top 3 challenges I want to solve with what I learned:

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**My 30-Day Commitment**

By 30 days from today, my chapter will have accomplished:

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**THE NEXTGEN SIGNATURE SYSTEM**

**AI → Content → Video → Social Media → Website → Blog → SEO → Google  
Visibility**

*This is how modern organizations grow.*

**WORKSHOP CLOSING**

*"AI is not just a tool — it's your assistant, your strategist, and your advantage."*

*"If you apply what you learned, your chapter will look more professional, reach more alumni, and operate at a completely different level."*