

20
23

POWERED BY CATALYST
EBcon.

A NEW AND IMPROVED FORMULA FOR CONTENT CREATORS IN AI ERA

BY NILI HAIKIN





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VITAMINP AGENCY, IS AN ISRAELI MARKET LEADER IN THE FIELD OF **EMPLOYER BRANDING** AND **DIGITAL** MARKETING FOR LOCAL AND **GLOBAL CLIENTS**



GLOBAL SPEAKER SINCE 2017 (ENGLISH, RUSSIAN, HEBREW)



I CREATE CONTENT ON A DAILY BASIS SINCE 2008



I LOVE DIGITAL MARKETNG!

OUR CLIENTS

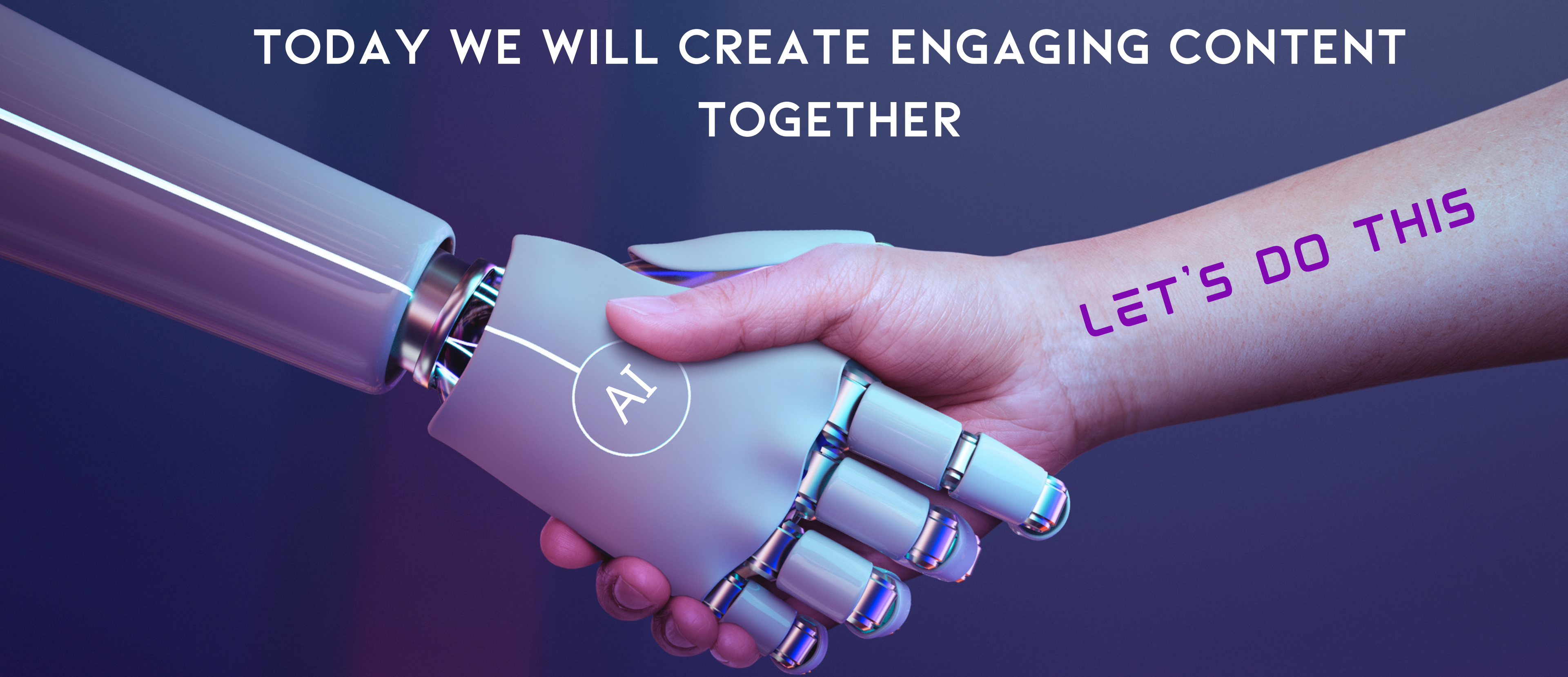


I AM A **CONTENT CREATOR** (DAILY)
SINCE 2008

MORE THAN **30K FOLLOWERS**



TODAY WE WILL CREATE ENGAGING CONTENT
TOGETHER



LET'S DO THIS



CONTENT CREATION CAN BE VERY EASY AND FUN

1

TURN TO
YOUR
COLLEAGUE



2

INTRODUCE
YOURSELF



3

SHAKE HANDS AND
DON'T FORGET
TO SMILE

TELL YOUR COLLEAGUE



3 REASONS

WHY DID YOU COME TO THIS CONFERENCE





NEW POST

NEXT >> LET'S CREATE CONTENT TOGETHER NOW.

1

TAKE A SELFIE WITH
YOUR COLLEAGUE



2

ADD YOUR 3
REASONS WHY
YOU CHOSE TO BE
HERE



3

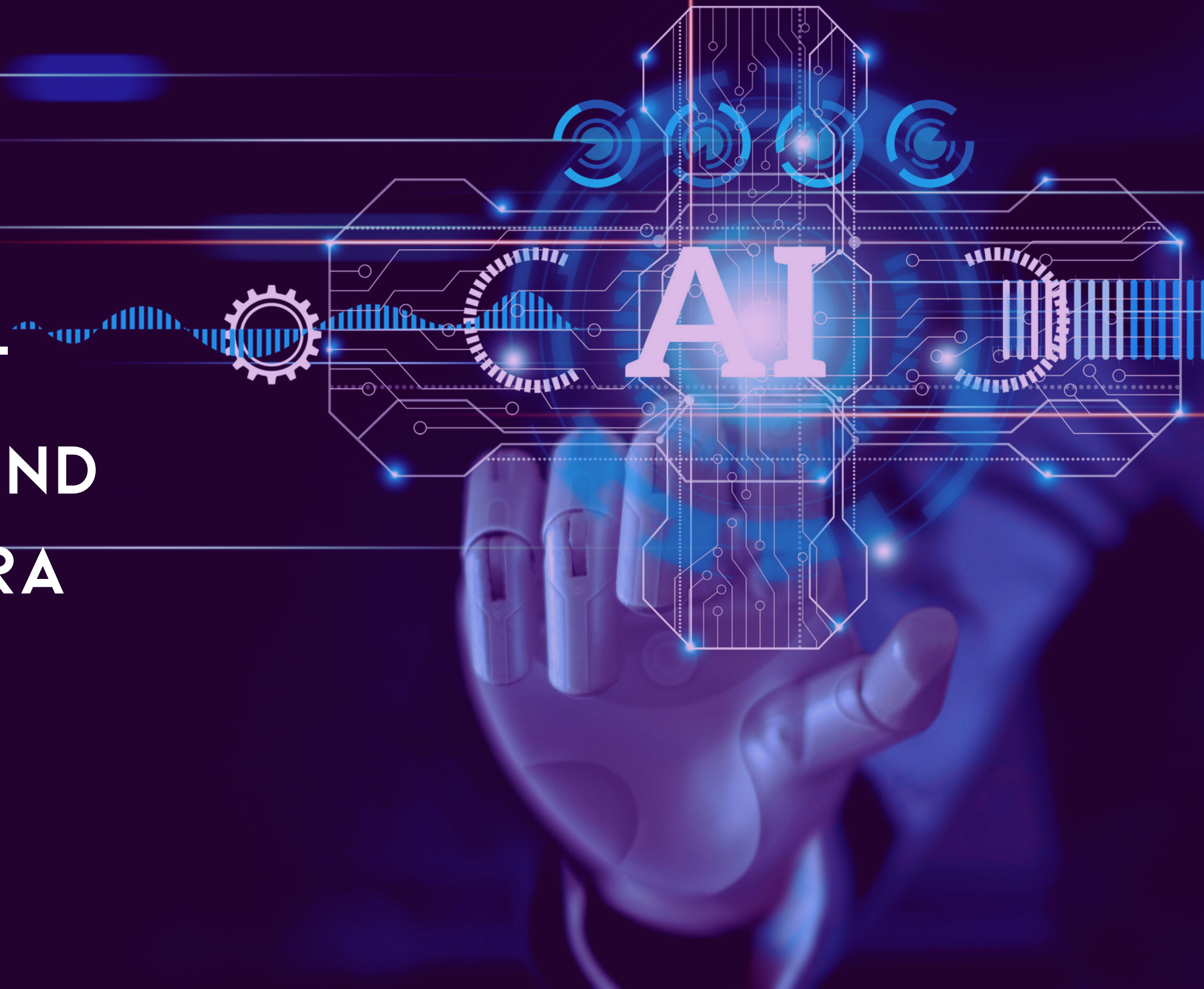
ADD HASHTAG
& MENTIONS



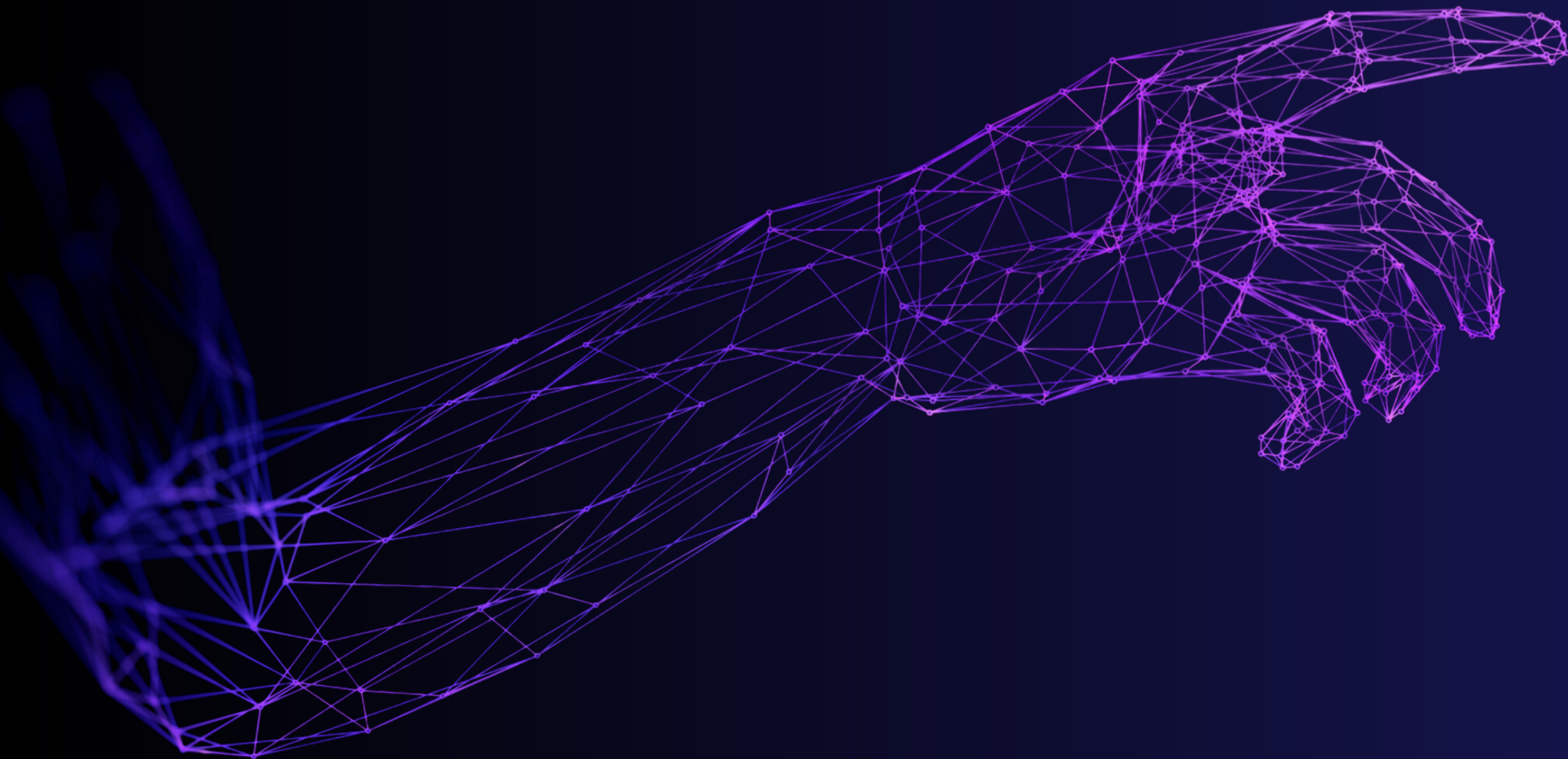
4

POST!

HOW WE WILL
CREATE CONTENT
AS **EMPLOYER BRAND**
MANAGERS IN **AI ERA**



AI ERA IS HERE





AI IS EXPECTED TO DESTROY MORE
THAN 85 MILLION JOBS BY 2025

The background features a dark blue gradient with glowing wireframe hands reaching out from the left and right sides. In the upper center, there are five circular icons: a rocket, a lightbulb, a chess king, a laptop with a graph, and a balance scale. A vertical stream of blue data points flows down the right side. At the bottom right, the letters 'AI' are displayed in a stylized font, surrounded by glowing orbits and dots. The overall aesthetic is futuristic and technological.



The background is a deep blue gradient. Two wireframe hands, composed of blue lines and dots, reach out from the left and right sides. In the center, five circular icons with white outlines are arranged in a semi-circle: a rocket, a lightbulb, a chess king, a laptop with a graph, and a group of people. A horizontal line of blue dots runs across the middle. In the bottom right, the letters 'AI' are displayed in a bold, white font, surrounded by a glowing blue ring and small dots. The bottom of the image features several faint, white geometric shapes like triangles and lines.

**AI WILL CREATE MORE THAN 97
MILLION JOBS BY 2025**

AI

**84% OF PEOPLE WHO USE AI ARE UNAWARE
THAT THEY ARE INTERACTING WITH AN AI.**



84%



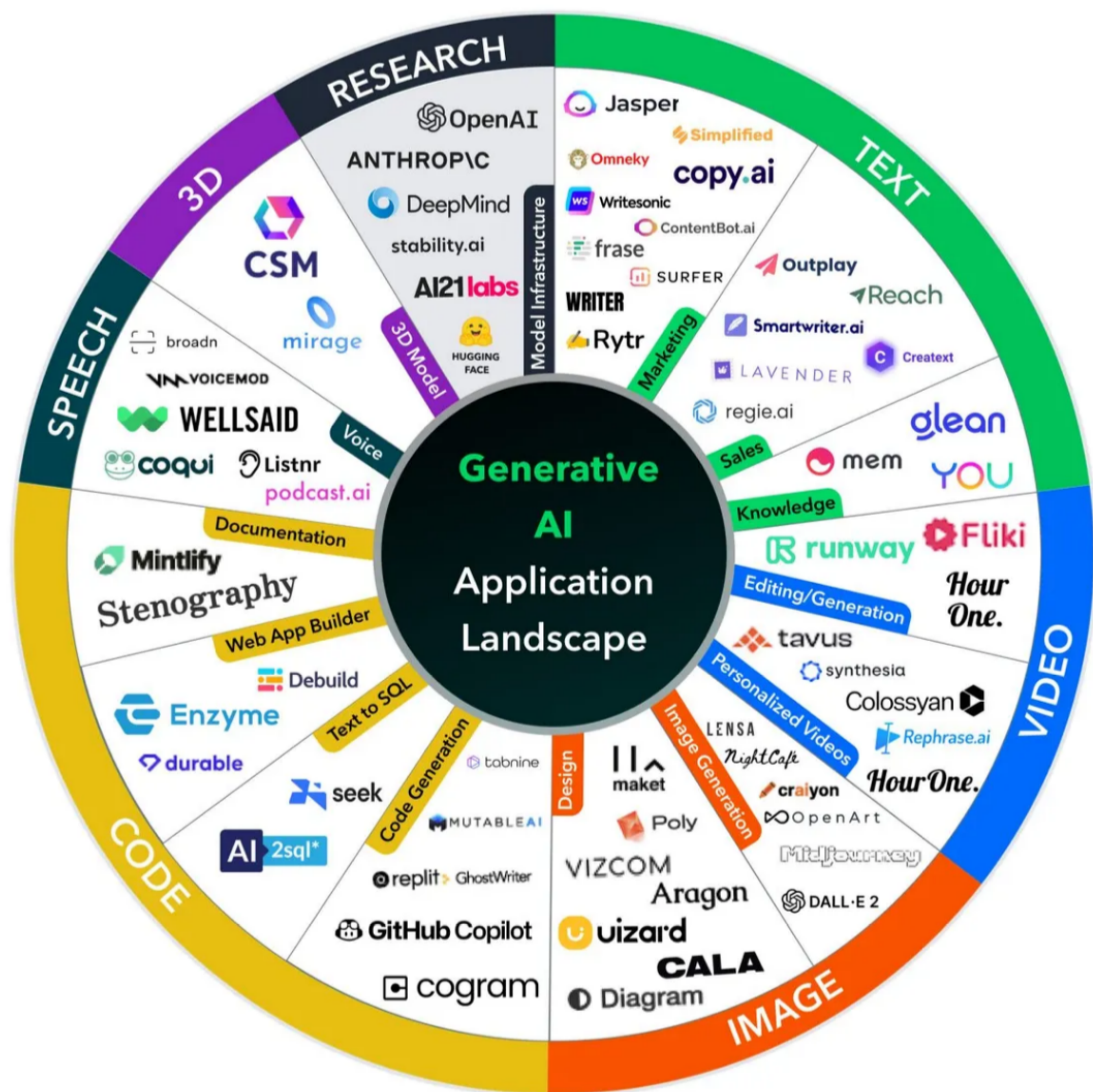
**ChatGPT reached 100 million users
in less than 2 months**
A record time for a software in history



AI ERA IS HERE

AI tools for content creators
How to use AI tools effectively

How NOT to be replaced by AI

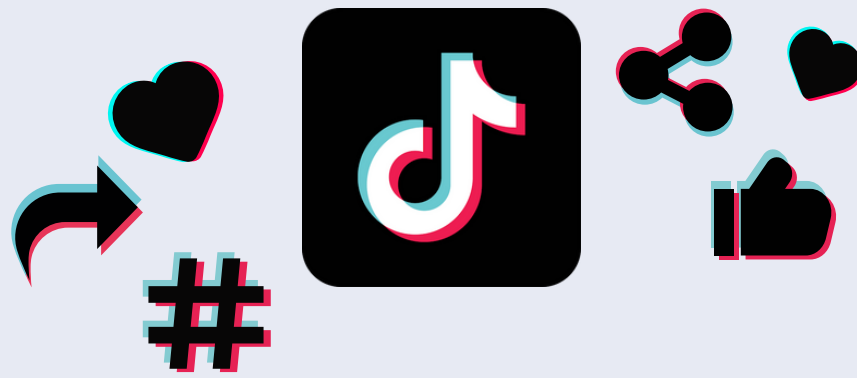




THE IMPACT OF AI ON CONTENT CREATION

AI helps Employer Branding by analyzing data to identify content preferences, generating personalized content, and optimizing content performance.

STRATEGIC ORGANIC CONTENT FORMULA (S.O.C) FOR EMPLOYER BRANDING



Write a script for a viral video 15-40 seconds long (Reels).



Shoot, edit and
upload to the
TikTok app

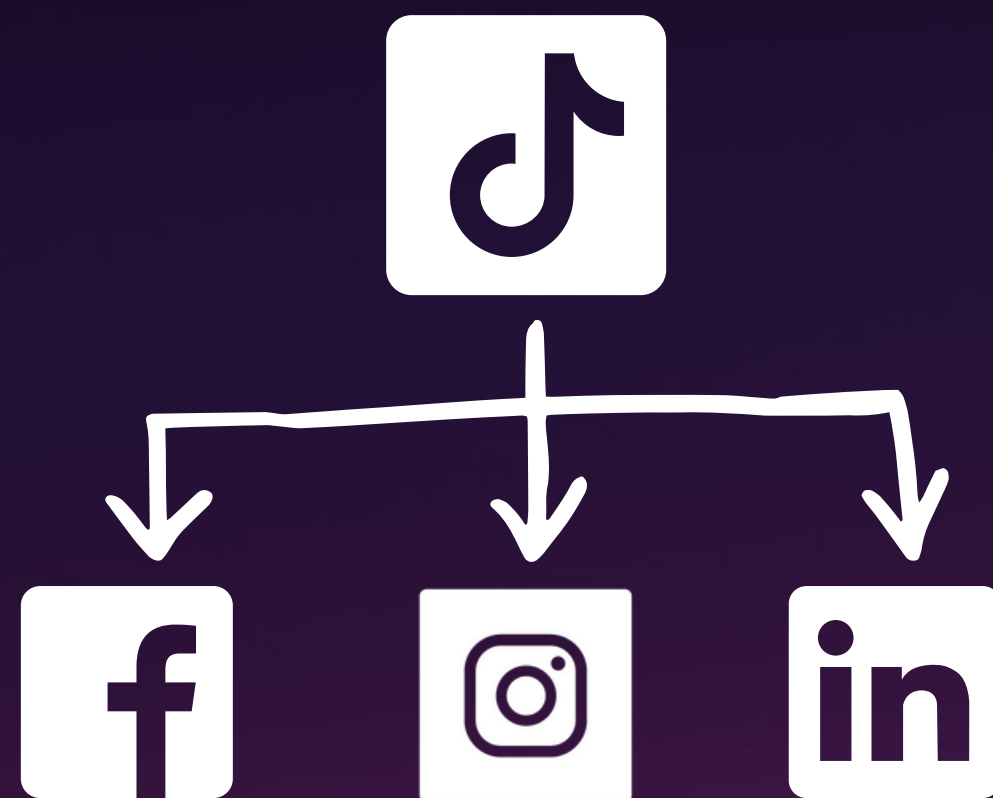
Remove the
watermarks for
repurposing
(snaptik.app)

Upload to
Instagram Reels &
Story & Highlights

Upload to the
Facebook page
Reels & share
to Story

Upload original
TikTok video to the
LinkedIn page

Shoot a video for TikTok and use the script to create a post or carousel and upload it with photos to Facebook, Instagram and LinkedIn feed.



Use tutorial videos or long YouTube videos
format and cut them into short videos
edited for TikTok, Instagram and Facebook
Reels and even for LinkedIn.

**A 5-minute video can be
easily turned into five videos
of up to a minute reels**





Reels

The use of reels - **short videos of 15-45 seconds** - is very important on all platforms, to speed up the algorithm for maximum exposure. Creating content for reels should be a well-planned, focused, visual process that resonates with viewers and deploys your message clearly.



Stories

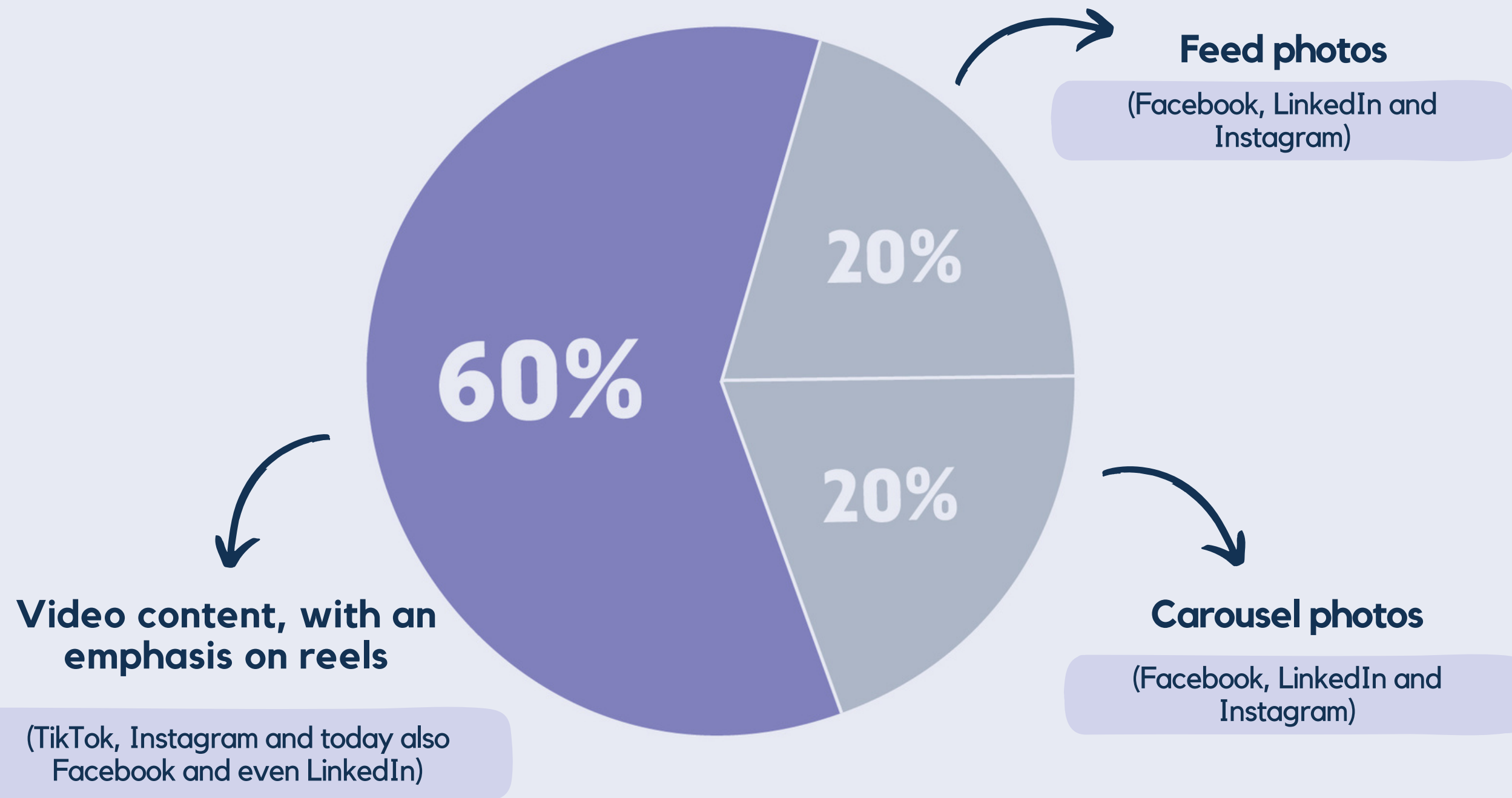
on Facebook and Instagram are great to share simple, short and raw content about the employee's **“Day in a life”**. Great platform to show behind-the-scenes activity and interact with the audience through questions and polls. Stories disappear after 24 hours and allow lighter content to be streamed online. The exposure in Stories is significantly higher than photos in the feed.



Highlights

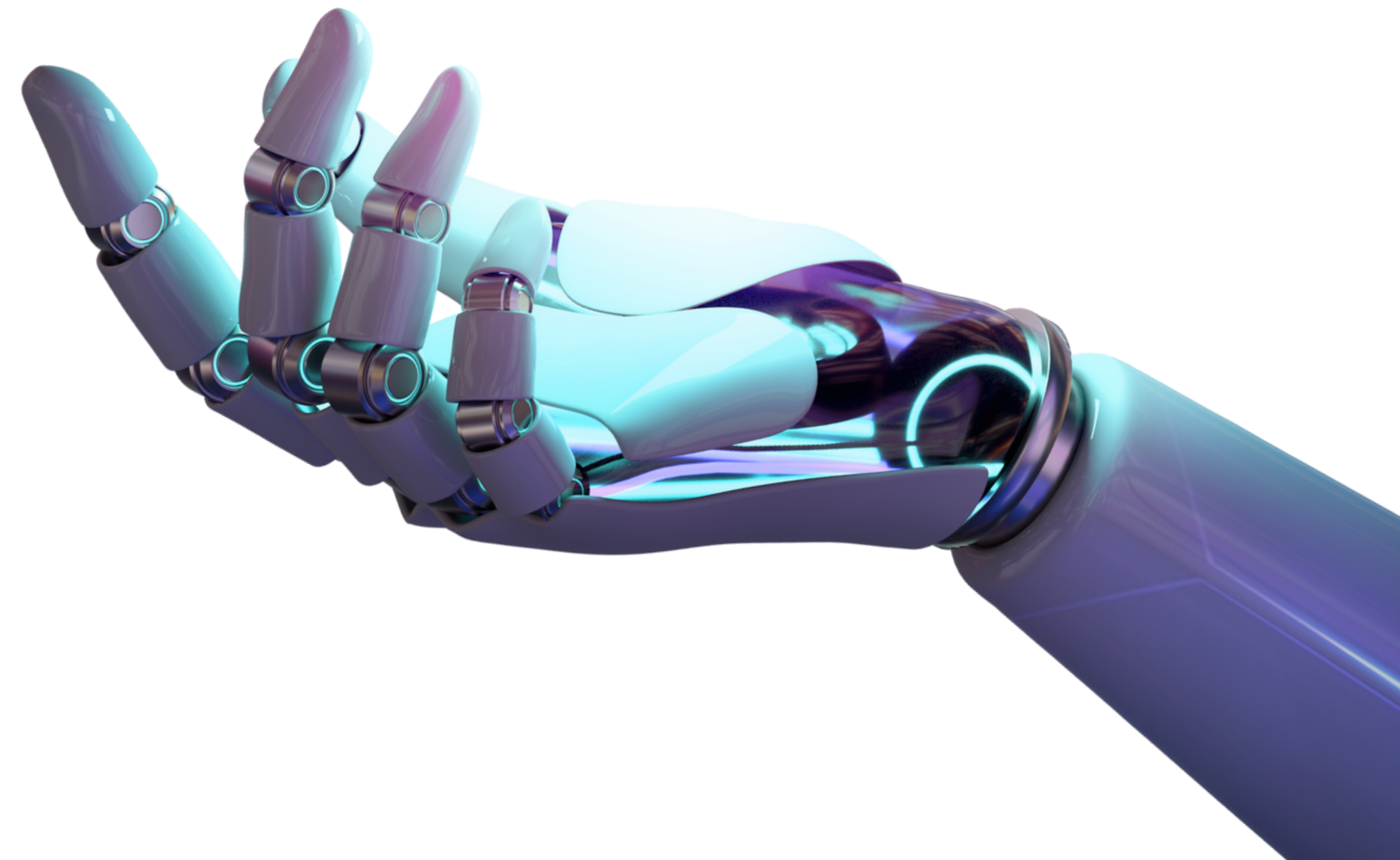
on Instagram are excellent for grouping stories by topics and categories. New followers can browse the highlights and **learn about the company’s** value proposition, challenges, career and growth opportunities, through employee stories. Examples of highlights: recruitment process, onboarding, a day in the life, promotions, fun, and much more.

OUR FORMULA





**I NEED 3-4 CREATIVE PEOPLE
WHO WORK IN GREAT COMPANIES.
GET UP ON STAGE WITH YOUR PHONES**





1

TURN ON THE
CAMERA



2

PASS THE PHONE
TO A COLLEAGUE



3

SHOOT A
VIDEO



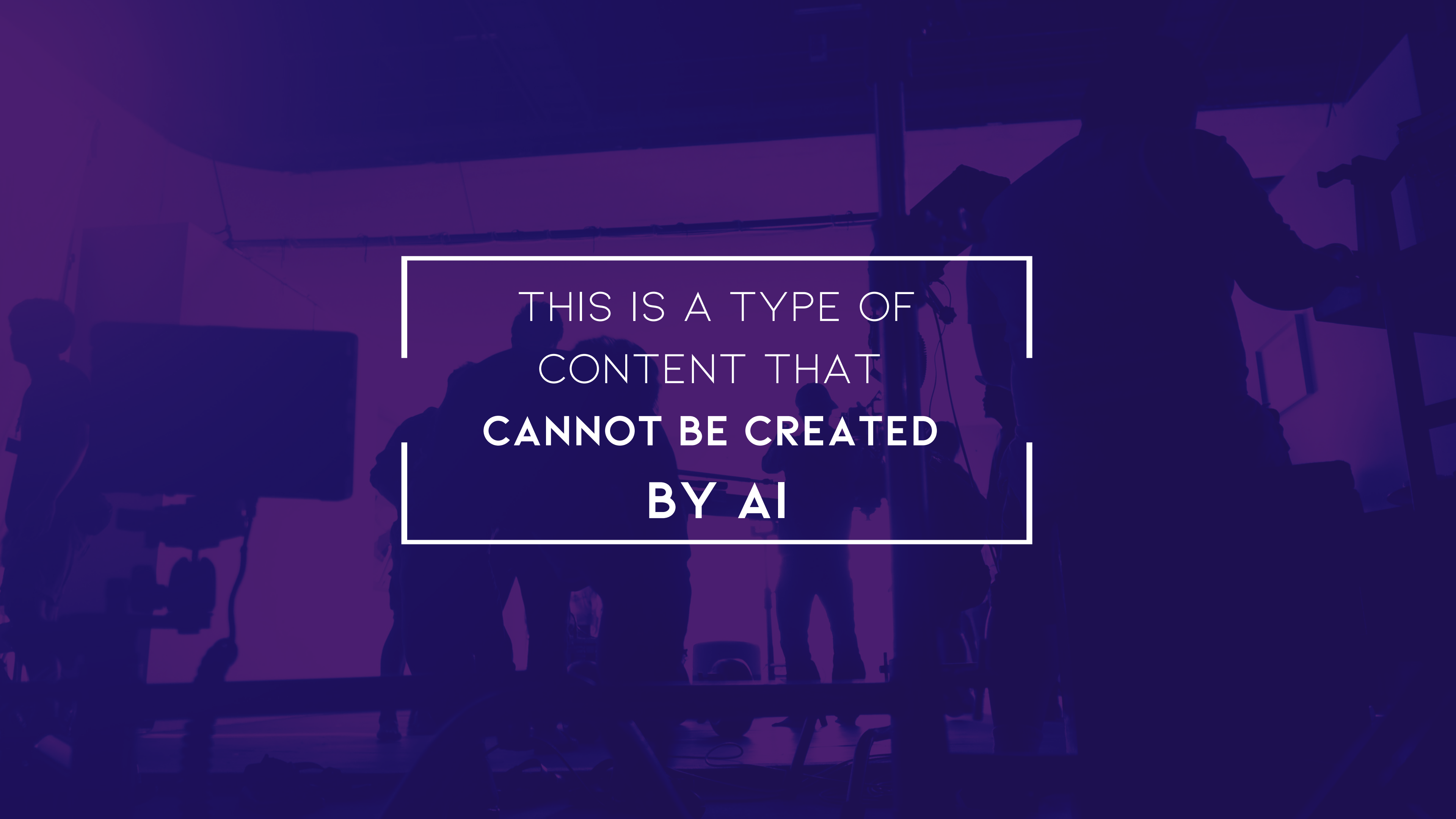
4

NAME 3 REASONS
TO JOIN YOUR
COMPANY



5

UPLOAD + TAG +
SMILE + ENJOY THE
HYPE



THIS IS A TYPE OF
CONTENT THAT
CANNOT BE CREATED
BY AI

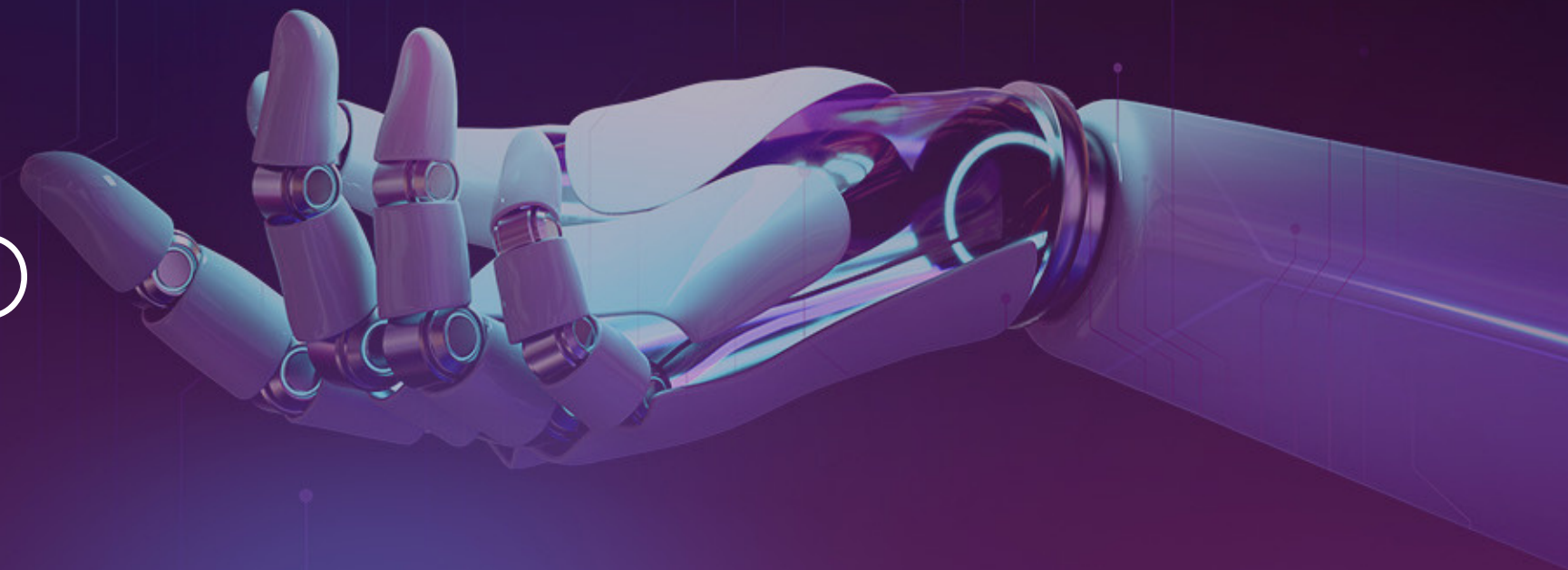
AUTENTIC, RELLEVANT, HUMAN, ENGAGEMENT, CONTENT:



IS A REFLECTION OF THE INNER WORLD
OF ITS CREATORS / ORGANIZATIONS
(UNIQUE HUMAN BRAIN)

AI IS A
GREAT AND POWERFULL TOOL,
BUT – IT'S ONLY A TOOL

YOUR IDEAS STILL NEEDED



GET READY TO SNAP OUR SOC GUIDE



Thank You



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