

Communications Plan

Re-Engaging Audiences with OpenAI's Newest Generation of ChatGPT

Introduction

All that we once knew has changed. The Covid-19 pandemic turned society's belief of what could be possible into a belief that the constraints of what is are broadened. A virus that was able to stop the world opened up doors for new concerns regarding public health and biological warfare, conspiracies and misinformation opened up new changes in politics, and the quarantine period radically changed how professionals, governments and students view connection and the running of society. So, when technological solutions propose AI as a tool of the future, it is understandable that populations are potentially skeptical, but much less surprised. Following slumps like the Covid-19 pandemic, come rushes of creativity and innovation that lead to exploration. Artificial Intelligence, namely proposed by companies like OpenAI and their tools of ChatGPT are one such acceptance of exploration that may lead to new changes. However, with all new changes come setbacks to the companies looking to lead new waves.

The Basics of Artificial Intelligence

Artificial intelligence has been a buzzword within Hollywood and sci-fi storytelling which has suggested that technology and computers could someday learn enough information and problem-solving skills to be autonomous. When Artificial Intelligence is discussed, the connotation from mass media often overshadows its true use and purpose. Instead, however, artificial intelligence simply leverages machine thinking to mimic human problem solving and decision-making capabilities at a reliable and seemingly more complex rate (*What is Artificial Intelligence (AI)?* (n.d.)). Artificial Intelligence thinking machines can handle massive datasets when informing decision-making based on different queries. The contemporary approach to AI is divided into two main thought camps: The 'Human' approach looks to ask that computers think and act like humans, attempting to teach them emotional problem-solving methods. On the other hand, the 'Ideal' approach to AI asks that computers think and act rationally all the time. Combining the ability of inputting data with a trained way of making decisions, would ultimately yield a best-case scenario for decision-making that has all of the information and acts rationally all the time. Theoretically, that should yield the best results for the people asking the questions.

ChatGPT and its parent company OpenAI seemingly broke the internet early in November 2022. Their most recent generative models were advertised as being able to "learn the grammar of software code, molecules, natural images, and a variety of other data types" (*What is Artificial Intelligence (AI)?* (n.d.)). This change presented a massive step forward regarding the ability of these artificial intelligence systems as well as their implications for application in real world scenarios. The launch of ChatGPT, which stands for Generative Pre-trained Transformer model, that came in November of last year changed the approach to artificial intelligence, because OpenAI was able to craft a successful model that could use the internet as its dataset to compose texts in different formats and answer questions that could help research advance (*What is Artificial Intelligence (AI)?* (n.d.)). Such a revolutionary approach scared many people, as it presented an opportunity for what could be possible using artificial intelligence and raised warning bells among some fearing that they would not be able to compete with the replicable logic of a machine.

What is ChatGPT and Who is OpenAI?

Today, ChatGPT is operating using its GPT-3 or third generation of the pre-trained model, but the original operating model was first developed by the parent company OpenAI,

which started in 2015 by a group of tech visionaries including Elon Musk and Sam Altman who banded together to found a research company (O'Neill, 2023). OpenAI's founding mission was to ensure that artificial intelligence and any ensuing advancement "benefits all humanity" (OpenAI. (n.d.)). The company defines autonomous systems as those able to outperform humans at 'economically valuable' work, suggesting that implementing supplementary automation increases the productivity and value of the owner's work to the global economy. Within OpenAI's charter are three core values that the company suggest to be essential:

- I. Broadly Distributed Benefits
 - A. Essentially, OpenAI commits to preventing a monopoly over AI's use or leveraging of the technology to be detrimental to any one group.
- II. Long-term Safety
 - A. The organization promises to stop competing and commit to a values-based approach when competition in this product increases and begins a race for development.
- III. Technical Leadership
 - A. Promising to be on the cutting edge, OpenAI commits to strive to lead AI development in alignment to its mission and guide usage with these principles.
- IV. Cooperative Orientation
 - A. OpenAI is looking to provide public goods that allow society to navigate towards the best solutions regarding AI development.
 - B. "We expect that safety and security concerns will reduce our traditional publishing in the future, while increasing the importance of sharing safety, policy, and standards research." (OpenAI. (n.d.)).

At its core, the OpenAI platform looks to improve society and ensure that the applications of the technology that they create is beneficial to humanity. The leadership through the Board of Directors, owners and investors in the company is looking to be stewards of positive change. However, different elements of the brand and its product suggest different opinions on ChatGPT and artificial intelligence within the marketplace making new suggestions about the future of the product.

Challenge Statement

ChatGPT, while proclaiming to have launched to navigate towards solutions in AI development appears to be slipping, evidenced by the decline in viability of their product, which demonstrates a complete countercurrent to their mission. Declining tool performance raises questions regarding the integrity of their mission, as well as the transparency of their communications and future of the company.

In Mid-July, a study was published by researchers from Stanford University and the University of California, Berkely, which looked to explore that artificial intelligence model's performance over time. The publication of this paper seemed to fuel currently unproven belief that the AI model's coding performance has been declining regarding output of coding, writing and analytical tasks that it has been asked (Edwards, 2023). In their study entitled, "How Is ChatGPT's Behavior Changing over Time?" the researchers tested the March and June 2023

versions against a variety of task to conclude that “GPT-4's ability to identify prime numbers reportedly plunged dramatically from an accuracy of 97.6 percent in March to just 2.4 percent in June” (Edwards, 2023). Yet, amid the conversation that arose from these conversations, the OpenAI Vice President of Product, Peter Welinder tweeted in response of claims of ChatGPT’s declining performance saying, “No, we haven’t made GPT-4 Dumber. Quite the opposite: we make each new version smarter than the previous one. Current hypothesis: When you use it more heavily, you start noticing issues you didn’t see before” (Peter Welinder). The controversy still raises questions regarding an evolving product and how it should be applied as its effectiveness and reliability still remain unclear.

The challenges that ChatGPT and OpenAI currently face are directly related to a rapidly developing product that is widely untested. The company is looking to communicate for outcomes that they are unsure of coming to fruition. So far, the company has remained closely tied to their core values and the personalities of their leadership amidst the confusion regarding ChatGPT’s future.

Foundation of the Brand: SWOT Analysis

Looking to better understand ChatGPT’s marketplace position and opportunities for improvement upon its recognition, the following SWOT analysis lays out some foundational positioning to then create goals from.

Strengths	Weaknesses
- ChatGPT holds a competitive advantage over other generative AI models for being one of the first and most widely recognized OpenAI software. - ChatGPT and OpenAI have had more time to develop than other companies, having been the first. - Famous founders can act as natural spokespeople for the brand and are somewhat trusted as experts in innovative technology products. - Several nations, including Finland have demonstrated economic opportunity through application of generative AI like ChatGPT reporting positive interaction within 16 business functions where generative AI was put to work in 63 different use cases (<i>Generative AI holds huge economic potential for the global economy, (n.d.)</i>)	- Artificial intelligence is a concern for many people who are afraid that the technology will cost them their jobs, which is a narrative proposed by some media outlets (Warzel, 2023). - According to new papers and news outlets, artificial intelligence communities say that ChatGPT is losing effectiveness, producing more incorrect answers at increasing rates (Edwards, 2023). - AI technologies like ChatGPT have highlighted flaws in the current systems, which is receiving some pushback among communities refusing to change. (<i>ChatGPT Highlights a Flaw in the Educational System, 2023</i>).
Opportunities	Threats
- Being the first successful program of its kind, ChatGPT has gained	- ChatGPT’s effectiveness may be waning, which opens up room for

tremendous notoriety. Intending to be a leading in implementation, being the first yields power in guiding conversation. - Greater public education about AI and ChatGPT may reduce myths about creation since explaining the tool could yield positive results among distrustful publics. - ChatGPT's leadership has created partnerships with other platforms such as Snapchat, which increases the commonality of products, which could be beneficial for reputation by connecting already trusted products with generative artificial intelligence (<i>What is My AI on Snapchat and how do I use it?</i>)	defectiveness in the product, competition, and calls into question the identity of the brand. - Proliferation of AI learning models have led to the creation of different languages, such as Google Bard, which was released March 21st, 2023 (Pichai, 2023). - Governmental concerns and regulations potentially hinder open advancement by placing restrictions on development. - Dis and misinformation across the internet pose threats for the validity of the information available to the chatbot. - Public disengagement from ChatGPT is potentially rooted in fears of use, replacement, and the tool's effectiveness.
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Each element of the brand's strengths, weaknesses, opportunities, and threats poses opportunities and drawbacks for the brand's effectiveness dispelling rumors of its recent challenges operating. As a relatively controversial product, publics may think differently about the product and respond to different messaging.

Describe and Prioritize the Publics of OpenAI/ChatGPT's Communications

Regarding ChatGPT's effectiveness and public engagement, there are several highly important groups to engage with. Broadly, ChatGPT and OpenAI must affirm and connect with their internal publics such as their Board of Directors or employees (software developers, marketers, business development teammates), and external publics who actually use the tool. This analysis also broadly engages with the potential users of ChatGPT, Developers of the Product, Regulators of Artificial Intelligence and Managers of Artificial Intelligence Programs. This study focuses in on the most important publics for the brand: Young Adult Users of ChatGPT and ranks the following from the most to least important publics.

Publics in Priority Order:

#1 Young Adult Users of ChatGPT (Under 24)

#2 Undergraduate Student Populations (Ages 18-22 Enrolled).

#3 Mid-Advanced Career Professionals (5-10 years of professional experience)

Additional Publics

Developers of Artificial Intelligence

Regulators and Governance of Artificial Intelligence

Investors and Analysts of Artificial Intelligence

Users of ChatGPT

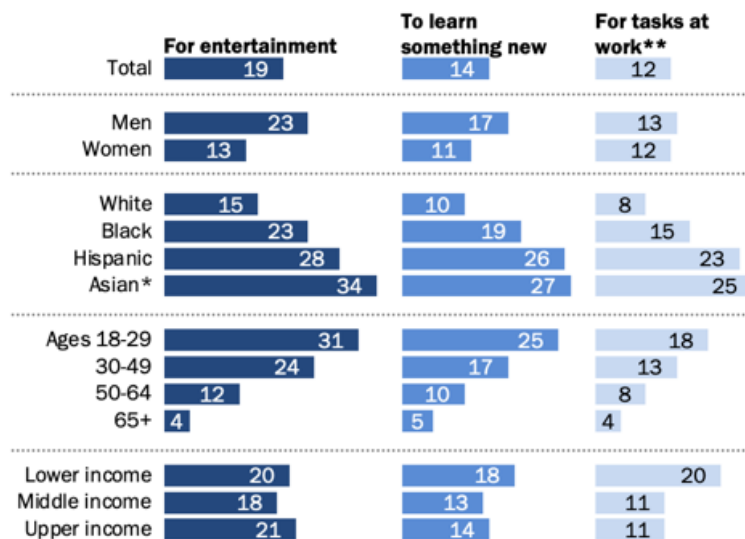
Young Adult Users of ChatGPT (Under 24)

The category of “Young Adult Users of ChatGPT” is segmented into the two largest users of ChatGPT. According to a study engaging the largest users of the technology, “the youngest group, those under 24, are the second largest user base and together those under 34 account for over 60 percent of ChatGPT users,” (Thormundsson, 2023). According to research concerning ChatGPT early adopters and current users, the typical users and engagers are young. “Adults under 30 who have heard of ChatGPT are far more likely than those 65 and older to have used the chatbot for entertainment (31% versus 4%) Pew Found” (Vogels, n.d.). Yet applications of ChatGPT within this user group vary based on the age of the participants and how they interact with the tools.

Young users currently use ChatGPT as a tool for entertainment rather than substantive work tasks at the time of survey on March 13-19, 2023 [See Figure 1] (*Young adults who have heard of ChatGPT are more likely than their older counterparts to have used it.*)

Young adults who have heard of ChatGPT are more likely than their older counterparts to have used it

Among the 58% of U.S. adults who have heard of ChatGPT, % who say they have ever used it ...



*Estimates for Asian adults are representative of English speakers only.

**This item was asked only of respondents who were working for pay at the time of the survey.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2021 earnings. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted March 13-19, 2023.

PEW RESEARCH CENTER

Figure 1. *Young adults who have heard of ChatGPT are more likely than their older counterparts to have used it.* Pew Research Center. Retrieved August 18, 2023, from https://www.pewresearch.org/short-reads/2023/05/24/a-majority-of-americans-have-heard-of-chatgpt-but-few-have-tried-it-themselves/sr_2023-05-24_chatgpt_2/

When looking to address this public, OpenAI should aim to promote the use of ChatGPT among young adult users when beginning their professional careers in entry level career settings. To achieve this goal, OpenAI should aim to increase this audience's use of ChatGPT on company products, developing positive brand association and increase this group's usage.

Goal: Increase the use of ChatGPT among young professionals in early career settings

Objectives: Increase ChatGPT's usage in entry level positions by 15%.

Strategies:

1. Partner with professional tool organizations to demonstrate ChatGPT's effectiveness in early career situations and teach effectiveness.
 - a. *Tactic:* Partner with organizations to include ChatGPT as a digital tool available to new intern classes with other tools like Outlook or Grammarly to offer AI Services.
 - b. *Tactic:* Engage the SnapAI Bot to share information about ChatGPT's partnership and create a SnapBot story.
 - c. *Tactic:* Partner with job search platforms such as Indeed to promote job readiness skills among young professionals by hosting opportunities for this group to use ChatGPT to create cover letters and resumes.
 - i. Promote engagement using the tagline "ChatGPT helps you Get Positions Today."
 - ii. Offer cover letter review events and webinars for students by geographic area looking for jobs.
 - d. *Tactic:* Develop a social media campaign on LinkedIn featuring the AI Interview Buddy to promote "InterviewGPT" tag line to encourage students to engage with ChatGPT to practice interview skills with artificial intelligence.

Evaluation: When partnering with organizations that promote use, teams across an organization will need to understand how the models perform in terms of financial investment, resources dedicated as well as user engagement. However, several platforms such as Datadog have worked to create integrated programs with ChatGPT's artificial intelligence program to provide "out-of-the-box dashboards users can leverage to monitor for rate limits and track internal usage patterns, costs and API performance, so that they can get a clear picture of ChatGPT allocation and consumption throughout the organization," says Yrieix Garnier, Vice President of Datadog (Datadog, Inc. (n.d.)). Integrated platforms such as these would be able to identify elements of user data through the acceptance of cookies, as well as provide a dashboard for organizations to evaluate the effectiveness of each campaign against by tracking engagement following the live dates of each tactic and measuring response. Following several events, the responsiveness among publics could be used as a benchmark to compare sentiment to. Similarly, monitoring job sites such as LinkedIn for posts using the keywords of ChatGPT could allow OpenAI communicators to monitor recent posts and if there was conversation regarding the changes.

Undergraduate Student Population (Ages 18-22)

This population of students would likely be aged around 18-22 years old and have started their undergraduate college career. Similarly, to those entering the workforce, this age group is very technologically savvy and has experience growing up with technology. The undergraduate student population, however, would be employing ChatGPT in an academic setting.

Goal: Increase undergraduate student usership of ChatGPT on assignments and research papers across university campuses.

Objectives: Increase enrollment in premium services by 25%. Increase brand awareness and recognition among student populations by 15%.

Strategies:

1. Host GPT Chatathons with the tagline “Get Plugging Today.”
 - a. In partnership with software engineering departments, coordinate software development challenges with university students at universities. Coordinate with professors to distribute opportunities to students.
 - b. Host a weekend event at the local universities to bring ambassadors to campus to talk about the opportunities of ChatGPT as a research platform as well as develop relationships with top talent.
 - c. Create GPT Keyboards to install in computer labs with QR code that brings students directly to the ChatGPT webpage.
 - d. Sponsor free tee-shirts and giveaway for student participants.
2. Develop a GPT Ambassador Program to increase student enrollment.
 - a. Tactic: Provide free premium subscriptions as perks to Student Ambassadors in exchange for certain commitments for promotion
 - b. Tactic: Develop GPT QR Codes for ambassadors to stick up around campus that have different accesses to promotions and have a unique brand look to increase awareness. When students scan them, allow one option to include a social media package for students to post with materials or filters from the QR Code Link.
 - c. Tactic: Sponsor software development student across campus to host GPT moments, where they set up booths and challenge students to five-minute AI challenges or trivia.
3. Leverage platforms already popular among incoming students required to take language classes during their first years.
 - a. Partner with Duolingo to bring a conversational chatbot to the platform to discuss in different languages that the program supports (more than 50 are already available).
4. Promote a Portfolios with AI campaign to encourage students to use ChatGPT in the creation of their final portfolios.
 - a. Tactic: At the conclusion of the semester, promote ChatGPT’s Portfolio Campaign encouraging students to submit the work that they produced during the year or extracurricular projects to the GPT Database to show off their work and receive cash prizes.

Evaluation: This tactic involves greater engagement of potential physical costs for merchandise and potential prize money. For the amount invested in prize money, materials and advertisements, these tactics can be evaluated against expanded usership directly during and following the launches of each tactic. Similarly, if potential usership enhancements were discovered by the users during focused competitions, increased thought energy on improvements to the OpenAI system directly correlate with the mission of OpenAI, thus could be implemented and evaluated against the mission of improvement. Generally, awareness and engagement could be included by providing a custom hashtag as well as QR code to measure usage among audiences. Comparing these usages against the known populations (such as undergraduate

student population), could help extrapolate engagement rates which could be compared to measure engagement.

Mid-Advanced Career Adult Users (Ages 24-34)

Similarly, to the Young Adult Users, Mid-Advanced Career Adult Users are graduated adults who are still under 34, yet have had likely more years of career experience and are considered more experienced professionals with 5-10 years of professional work completed. “ChatGPT adult users under 50 are more likely than those 50 and older to say it has been slightly useful,” demonstrating a vacancy of understanding and usership among older users (Staff, 2023).

Goal: Increase awareness for the use of Artificial Intelligence among Career Professionals as a tool with a variety of functions.

Objectives: Demonstrate greater engagement and awareness of the tool for nonprofessional uses, increasing usership by 15%.

Strategy:

1. CareerGPT campaign to encourage embracement of future tools and changing career structures.
 - a. Tactic: Promote free courses on general courses related to data and software development to develop positive relationships with the field and AI as a tool that people better understand.
 - b. Tactic: Use QR Codes located in public spaces to allow employees to scan to look at a word map matrix of growing career fields.
 - c. Tactic: Coordinate with subject matter experts to host live streams on LinkedIn, Facebook, and Instagram for viewers to ask questions and hold conversations about potential research of AI.
2. Host a NoAIDay at large corporations to highlight items which currently use AI to function.
 - a. Tactic: Select products in large cities and attach QR codes to raise awareness for items that currently use artificial intelligence to make decisions, ex. Directions.
 - b. Tactic: Publish a press release regarding the items placed with the QR code and field media queries about the purpose behind the installations.
 - c. Tactic: Develop partnerships with Amazon’s Alexa and Apple’s Siri to go quiet to draw attention to applications powered by artificial intelligence and connect more broadly accepted systems with the functionality of ChatGPT.
3. Develop a campaign targeted at older career professionals who are looking for a creative outlet with the hashtag #CinemAI to encourage short film creation using AI.
 - a. Tactic: Partner with a film festival to create an AI film category for AI scripted films with generated ideas directed by human directors. Partner with ambassadors such as Aaron Kemer and Richard Juan (producers of *The Save Zone*, a film written and directed by artificial intelligence) to raise awareness and judge submissions (Cagape, E. K., 2022).

ADDITIONAL PUBLICS TO CONSIDER

Developers of ChatGPT

Populations responsible for the creation of ChatGPT are highly relevant to engage especially because their buy-in to a company is essential to the promotion of development as well as growth of the product. This population would include software developers working in OpenAI, or for ChatGPT's parent company OpenAI. Similar developers would include competitors and their employees who are part of the OpenAI community, which ChatGPT aims to serve. Their mission remains intact to supporting the entire artificial intelligence function grow and improve. An audience that straddles the line between a developing public as well as a user group would be the technical experts who use ChatGPT to draw insights on different data sets, research the technology, or provide information to the algorithm. This group could potentially overlap with a population of mid-advanced career adults. Similarly, the communications for developers should include considerations for leadership who operate the Board of Directors among the OpenAI company departments of OpenAI.

Regulators of ChatGPT, The United States Government

Communicators must consider and anticipate the reactions of groups who will become increasingly responsible for managing the regulation of artificial intelligence, namely the government. In 2018, the United States Federal Government developed the Select Committee on Artificial Intelligence to advise the White House on issues of artificial intelligence. Within the Department of Commerce, the National Telecommunications and Information Association represent two additional national associations responsible for acting as informants of policy regarding artificial intelligence. These groups will shape policy surrounding OpenAI.

Thus, OpenAI should consider developing a collaborative assembly of lobbyists who are able to work in the districts across the country which lobby for the artificial intelligence community and begin establishing lines of communication that inform legislators of the interests of the artificial intelligence community. Lobbyists must remind policy makers of artificial intelligence developers' commitment to advancing human interest over business interest and advocate for the safe and ethical creation, while similarly promoting business interest to inform policy.

Considering the government employees and employees of collaborating contractors as additional groups, OpenAI must address concerns of security clearance and the accuracy of use within certain organizations, who by the nature of their decision-making processes and national security needs will be automatically late adopters of artificial intelligence technology. However, ChatGPT must work carefully and strategically to develop trust in the tool and transparency in its shortcomings with this group that will regulate it and potentially be a late adopter. Mistakes in ChatGPT's effectiveness as a developing product should be openly communicated to establish a degree of communication as the technology advances.

Corporate Investors and Investor Relations Analysts "Managers of ChatGPT"

Microsoft has been operating a strategic partnership with OpenAI since 2019, investing billions of dollars into the AI startup and technology behind ChatGPT. However, in addition to the population actively investing in the technology aside from the large technology corporations, OpenAI developers must build trust among investors who choose to invest their money in OpenAI itself, as well as recognize ChatGPT's potential use as an investment advisor platform. A survey of 2,000 Americans found that 47% of adults in the United States are reportedly using

ChatGPT for advice on the stock market picks (Rao, n.d.). The investing population is also concerned with promises of systems feeding generative AI models with information to present analyzed data on dynamic stock information from the internet to inform stock decisions in real time. Yet, sentiment among users of ChatGPT who inform stock decisions with its capabilities appears strong. Democratization of the tool has demonstrated a willingness to use its services. Just over two-thirds of American adults would consider using ChatGPT for investment advice in the future (69%) as well as allow artificial intelligence to manage portfolios in the future (Rao, n.d.). ChatGPT possesses capabilities to do headline analysis to inform sentiments using recent headlines in ways that human investors are unable to compute. Of similar nature, the current ChatGPT model has not been trained beyond September 2021 in these analyses making the tool still slightly behind the curve regarding current capability (Rao, n.d.).

Corporate investors, however, may present a wariness in the use of ChatGPT in their products, however. Generative AI products like ChatGPT continue to detect patterns, but distrust with increased mistakes raises the potential concern for invalidity of information. Investors are unable to use artificial intelligence to detect facial expressions among CEO and CFO interviews to gauge internal health through body languages, and to this day, responses from the chatbots remain highly generalized, and potentially not specific enough to be useful to investors (Rao, n.d.). Considering these shortcomings, however, ChatGPT should engage in strategies to communicate openly to investment communities who would either participate on the ground floor as the tool continues to grow, but also could be involved in monitoring profitability in the future. At this time, ChatGPT's parent company is not publicly traded, although in the instance of going public, maintaining built relationships with trade analysts could increase the chances of a successful debut to the market as well as impact the amount of free cash available to the company for reinvestment and consumer buy-in.

Timeline

As the information and awareness of artificial intelligence advances, the public sentiment and confidence regarding artificial intelligence and the tools of ChatGPT will change. Considering these fluctuations, it is imperative that the communications adapt and change for materials that are pressing, but also having long term planning for a successful and positive company narrative. Thus, the timeline for communications planning will be looking into the direct future, but guided by similar long-range goals as identified within the publics that ChatGPT and OpenAi are concerned with.

Early Career

Undergraduate Students

Mid-Career Adult

MONTH 1: August 18-September 18

Week 1:

- Launch cover letter and resume review campaign to LinkedIn using the tagline and related hashtags "Chat Get Positions Today with ChatGPT."
- Develop challenge prompts for the Get Plugging Campaign (posters for distribution)
 - o Attempt to land media placements on start of new campaign

Week 2

- Host first Ambassador Event for campus ambassadors

- Host early career cover letter event campaign continues through crowd sharing between connections on LinkedIn.

Week 3

- Host early career cover letter event virtually, promoted via LinkedIn networks.
- Ambassadors place GPT keyboards and stickers, begin monitoring social media and link usage for engagement and responses.

Week 4

- Host NoAI day within the cities to promote challenges without AI.
 - o Attempt to land media placements regarding challenge responses and installations
- Launch “Back to School” Class registration and schedule offering free courses.

MONTH 2: September 18-October 18

Week 1

- Promote Subject Matter Expert talks via virtual platforms using tagline “AI In Session” promoting Q&As among career professionals to better understand tools.
- Post teams of the Get Plugging Campaign

Week 2

- Start Interview with GPT early career mock interviews and AI Feedback on interview questions and practice.
- Post results and products from the Get Plugging Campaign

Week 3

- Begin CinemAI event focusing on creation of holiday movie plots surrounding Halloween, Thanksgiving and Christmas, encouraging users to write scripts and begin producing short films to send to OpenAI.

Week 4

- Post results of hires who tweet results of new jobs using the hashtag “Chat Got Positions” with success stories and evaluate exposure.
- Portfolio reviews begin, entries allow materials from various fall challenges.

Abstract Budget for the Plan – If it includes costs, write them out and research them.

Viewed that ChatGPT is primarily a free platform looking to advance free usership of the tool, a large number of the tactics included in this plan are also freely sourced materials that are not associated to a direct cost. However, the following tactics include abstract budget considerations for if tactics were implemented in real time with the campaign timelines.

ChatGPT Ambassadorship Program – College Campuses

Brand ambassador programs are an increasingly popular business initiative that is designed to create relationships between select customers that help the brand work with their target audiences and demographics to achieve select business goals. These relationships also typically involve self-promotional elements, but look to engage in customer feedback, customer service, changing attitudes and targeted sales generation or uses of products. Typically, start-up

costs are higher and business gains from programs are often higher than initial cost. Costs estimated by a Brand Ambassador Audit suggest that for a small business (500 employees) a Brand Ambassador program will cost \$1,500-5,000; for a medium sized company (500-10,000 employees) the program can cost \$3,500-25,000; and for a large company (over 10,000 employees) a Brand Ambassador audit can demonstrate costs of \$10,000-50,000 (*How much does a brand ambassador program cost?*, 2021). These startup costs are coupled with monthly training and maintenance costs which are typically as follows: small business \$500-2,500 monthly; mid-size company \$1,000-10,000 monthly; and large companies \$5,000-25,000 monthly (*How much does a brand ambassador program cost?*, 2021). Fewer ambassadors per program, however, entail lower monthly costs. As a result of these high costs for starting and designing programs, training, designing merchandise, ongoing event cost, shipping of materials, training and total expenses are all variable costs that limit the number of individual ambassadors who can participate in each program.

From an HR perspective, the median cost to hire a brand ambassador is \$1,633 and takes an average of 36-42 days to do so (*How to hire a brand ambassador*, 2021). Small businesses spend much higher rates of about \$1,105 per brand ambassador to be trained compared to large companies who have lower costs of individual training at around \$658 per ambassador (*How to hire a brand ambassador*, 2021). These programs typically involve direct ambassadorship programs and exclude partner relationships of merchandise that do not include training or contracts, which can be alternatives for companies and brands to decrease the cost of programs. Brand ambassadors promote company images in front of customers meaning that they are company representatives at events where the public are watching. These relationships often include television or radio events, product demonstrations or similar engagements. A typical hourly rate for a brand ambassador is \$12-23 (*How to hire a brand ambassador*, 2021). Similarly, campus representatives work specifically on college campuses and focus on recruiting potential students to the brand's initiatives. Typically, these students are compensated in merchandise, association, and experience for resumes.

Measuring the return on investment with ambassadorship programs can also be difficult to demonstrate the return on the costs of creating an ambassadorship program. If for example, a company's ambassadorship program grows in membership, the translation to sales, brand mentions, and engagement must match or exceed the monthly cost of maintaining the program to justify spending. Ultimately, investment must translate to the business objective attempting to be promoted.

Communications Channels

This plan addresses three main publics which are all best reached with individualized channels to the media that these groups already consume. To engage young adult users under 24 years old, there are three main channels best used to target new and existing users:

- 1) Brand partnerships using existing tool widgets to promote ChatGPT and AI functionality, including Grammarly and Snapchat's AI widgets. To promote diversity on the platform, partnership with Duolingo allows students to practice for exams using the chatbot in different languages offered.
- 2) Event partnership with online services such as Indeed.com for educational opportunities to new job seekers that promote the use of the tool and the function of job searching. Partnerships will allow for direct participation between viewers and the leaders.
- 3) Accompanying social channels, particularly via LinkedIn will allow for ChatGPT ambassadors and communicators to leverage the partnerships to increase career readiness among early career professionals by creating graphics and taglines with the hashtag and headline "InterviewGPT".
- 4) Via events such as GPT Chatathons, the brand will be able to engage with professors and ambassadors to reach students. Using the events, taglines, organic social media content and merchandise, awareness and positive interaction should be created with partnerships created by outside people in connection with the brand.
- 5) The GPT Ambassador program will look to increase direct hires by hiring advocates to serve as OpenAI's voice about ChatGPT on campuses. This would engage word-of-mouth communication about services available.
- 6) Promotion of a student competition for AI-assisted portfolios would create direct engagement with the tools and allow for student interaction with the tool, as well as opportunities for organic posting among young professionals who were graduating students looking to build their undergraduate portfolios.
- 7) Free campaign courses will help increase the sharing of information regarding the platform and AI alike for individuals looking to learn about the tools. Greater information and accuracy of messaging will support a calming of anxieties regarding a better understood tool and hopefully help manage misinformation while giving explanation to the evolving nature of the platform amid periods of doubt.
- 8) A QR Code "No-AI Day" campaign will help raise awareness for how many autonomous systems are commonly accepted in daily life. By promoting a campaign of blackouts by creating QR codes to teach about items in daily life that would not function without autonomous systems, the targeted locations will help populations become aware of how common this system is, bringing a correlation between ChatGPT and similar products.
- 9) Social media to leverage the hashtag #CinemAI to raise awareness for a cross functionality of ChatGPT to create different types of media. Engaging publics looking for a creative outlet, this tactic will use social media and video tactics to increase awareness.

Evaluation Tools

Each tactic must be appropriately evaluated using a means appropriate for the medium with which it connected with the target publics. Namely, the tactics will be evaluated against

several main tools: Owned access, participant surveys, news data and social media sentiment following the campaigns.

For tools that work directly with OpenAI's social media channels, social listening tools can easily collect the data and mentions of certain brands and the total number of posts using hashtags. From these datums, evaluators can compare the engagement rates to normal performing content as a benchmark and determine the effectiveness of the tool. Reach and sentiment can be better quantified with how the content was shared and the tone of the audience that commented on it.

Following events and social media campaigns, communicators could look for survey respondents to understand if sentiment changed, improved, or increased awareness to judge the effectiveness of a campaign. In event settings, a random sampling of participants could be polled using objective questions to gain qualitative information regarding the event and its increase or decrease of positive sentiment. Similarly, internet surveys can help gauge publics' interest via targeted surveys to the publics looking to be reached.

Using multiple tools that monitor the media, or using roll-up methods, teams can gauge social media sentiment and news data to understand mentions and main headlines of the news in response to events or large events. Following campaigns, sentiment can be collected and analyzed. The volume of news media produced can also indicate awareness of a brand. These items can be compared against the average media sentiments and compared to the dates of launch of various tactics to attempt to discern which events caused increases or decreases in buzz, or sentiment in positive or negative directions.

Internal evaluation of traffic to the ChatGPT website, account creation, time spent on the website and all relevant and accessible information can also be accessed from the ChatGPT and OpenAI websites themselves to understand what consumers were looking for in accessing materials and how they used the tool when promoted. All of these items can be used to inform insights that demonstrate success of the tool and tactics associated with promoting it. Each public had different associated goals, which the correct metrics can be used to confirm whether or not attainment was achieved.

Conclusion

This communications plan was designed to support the OpenAI company regarding recent loss of trust in the effectiveness and confident level of its most recent artificial intelligence tool: ChatGPT. By identifying the concerned publics, potential stakeholders, and looking to understand the challenge of improving trust and the reputation of the brand, this communications plan endeavors to produce concrete strategies and tactics that can be leveraged to improve trust and reputation that is consistent with OpenAI's mission to create a language model that "benefits all humanity." In this approach, the communications channels proposed hope to remain constantly consistent to this method of producing positive change that is supportive to all.

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