envida
SOCIAL / MEDIA

WHAT MAKES US
DIFFERENT

5,000+   15+
PROPERTIES   **YEARS**
leased in 500+ cities   in Multifamily

HIGH-TOUCH / HYPERLOCAL

PERFORMANCE BASED

CUSTOM & CREATIVE

" ...*the exceptional services & unrivaled creativeness makes envida superior to their competitors.* "

HOLLY J.   Marketing
Manager
GREYSTAR

MANAGEMENT
PLANS

PREMIER PLANS

LEASE & INFLUENCE
The FASTEST GROWTH with the MOST TRAFFIC

PRE-LEASE
STAND OUT, BEFORE your doors even open

STABILIZATON
For communities with an already strong voice

JUST THE BASICS

SOCIAL BOOST Maintenance-focused campaign with a paid content boost

JUST COOL POSTS Organic content posting for well established communities

DIY SOCIAL PLAN Training and tools your team need to manage social themselves.

WHAT YOU'LL LEARN

1. ESSENTIAL AI VOCABULARY

2. OVERVIEW OF INDUSTRY LEADERS

3. TOP AI USE CASES

4. PROMPT ENGINEERING BEST PRACTICES

5. AI SAFETY & ETHICS

ESSENTIAL AI VOCABULARY

ARTIFICIAL INTELLIGENCE:

a branch of computer science focused on creating systems capable of accomplishing tasks that normally require human intelligence

GENERATIVE AI:

a type of artificial intelligence that creates new content based on a prompt and a knowledge base the model is trained on (i.e. ChatGPT)

PROMPT:

input (text, image, audio, etc.) provided to a generative AI system to create your desired output

CHAT GPT:

an AI chatbot developed by OpenAI - released to the public in November 2022 - led to the big AI boom

OVERVIEW OF KEY PLAYERS

OpenAI

OpenAI (backed by Microsoft) - developers of ChatGPT chatbot, Dall-e text-to-image model, and the Bing search engine

Google

Google - developers of the Bard chatbot, Google search engine

ANTHROP\C

Anthropic (backed by Amazon/Google) - developers of Claude chatbot

TOP AI USE CASES

WRITING & COMMUNICATION:

copywriting, email, letters, resumes, presentations, etc.

PRODUCTIVITY

AI personal assistants, scheduling, planning, etc.

KNOWLEDGE

customer service, search engine, internal company information, etc.

CONTENT CREATION:

text-image generators, brainstorming, strategizing, automated bulk creation (Canva AI), etc.

PROMPT ENGINEERING

SPECIFY
- include as much detail as possible when prompting an AI model - highlight the tone, style, and structure you'd like the system to respond with

PROVIDE CONTEXT
- the best way to provide context to AI systems is by "assigning a role"

ITERATE
- if you aren't pleased with the first output from the AI system, suggest edits, then ask it to provide the output over again

PROVIDE EXAMPLES
- include examples of model outputs you would like the AI model to use as a frame of reference

AI SAFETY & ETHICS

1 **Privacy & Security Concerns:** As a rule of thumb, users should be cautious about the data they share with AI models, especially if it is personal or proprietary.

2 **Biases:** AI models learn from the data they're trained on, so biases within that data will be reflected in the bot's functionality. The trainers themselves may also be biased.

3 **Ethical Guidelines:** Do not use AI for illegal or harmful purposes. Do not rely on AI for critical insights for actions without human oversight.

4 **Transparency and Alignment:** Advances in AI technology should be made public since the repercussions of such technology will be shared. As AI continues to evolve, it is important to make sure it is moving in a direction that aligns with human values.

5 **Balance Human and AI Interaction:** Never forget the value and importance of real human interaction as more and more of our life becomes digital.

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S O C I A L / M E D I A

Thank you!

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