



ENTERPRISE WOMEN FORUM

ACCESO A CAPITAL E INTELIGENCIA ARTIFICIAL
EN LA OPERACIÓN DE TU NEGOCIO



Inteligencia Artificial Aplicada a LinkedIn

Anamaria Cagua

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Hello World!

- I'm Anamaria Cagua
- Future Computer Engineer
- Vice President CUCCPR - PUPR
- Co-Founder & President of WDC
- Cybersecurity & Artificial Intelligence
Researcher and Developer



What is AI?

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. AI systems can perform tasks that typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation.

AI is being increasingly used in content creation to automate tasks such as content curation, personalization, and optimization. AI-powered chatbots can also be used to provide customer support and engage with users in a more personalized way.

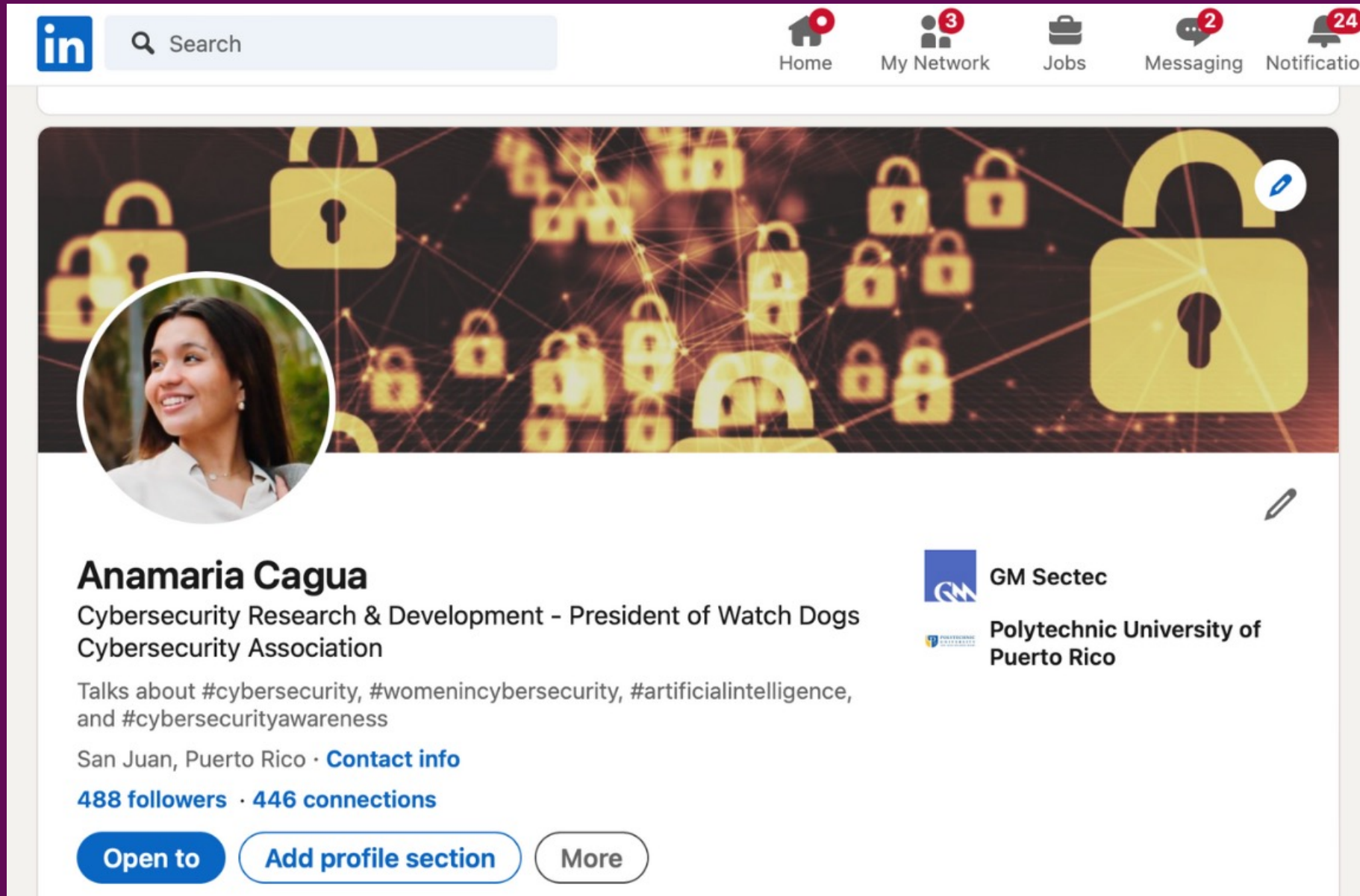
Introduction to LinkedIn

LinkedIn is a social media platform designed for professionals to connect, network, and showcase their skills and experiences.

- Networking with professionals in your field
- Showcasing your skills and experiences to potential employers
- Finding job opportunities and applying directly through the platform
- Building brand awareness and promoting your business



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The image shows a LinkedIn profile page for Anamaria Cagua. The header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network (with 3 notifications), Jobs, Messaging (with 2 notifications), and Notifications (with 24 notifications). The profile picture is a circular image of a smiling woman. The background banner features a network of golden padlocks. The profile name is Anamaria Cagua, with her title as President of Watch Dogs Cybersecurity Association. Her bio mentions her focus on cybersecurity, women in cybersecurity, artificial intelligence, and cybersecurity awareness. She is located in San Juan, Puerto Rico. Her affiliations include GM Sectec and Polytechnic University of Puerto Rico. The page shows she has 488 followers and 446 connections. At the bottom, there are buttons for 'Open to', 'Add profile section', and 'More'.

in Search

Home My Network Jobs Messaging Notifications

Anamaria Cagua
Cybersecurity Research & Development - President of Watch Dogs Cybersecurity Association

Talks about #cybersecurity, #womenincybersecurity, #artificialintelligence, and #cybersecurityawareness

San Juan, Puerto Rico · [Contact info](#)

488 followers · 446 connections

[Open to](#) [Add profile section](#) [More](#)

GM Sectec
Polytechnic University of Puerto Rico

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Productivity

01.

AI-generated content can save time and effort. By leveraging natural language processing and machine learning algorithms, AI can generate high-quality content that aligns with your brand values and messaging.

Engagement

02.

AI-generated content can also increase engagement by providing unique and personalized content that resonates with your audience. By analyzing data and insights, AI can create content that is tailored to your target audience.

Brand Alignment

03.

AI-generated content can help align your presentation with your brand values and messaging. By analyzing your brand's voice and tone, AI can generate content that reflects your brand's personality and style.

Identify the Purpose & Audience

Use AI to research industry trends, audience preferences, and popular topics within your field. For instance, prompt ChatGPT to provide insights on the latest trends in your industry.

Generate Content Ideas

Utilize AI to generate a list of potential topics or themes. For example, ask ChatGPT, "What are engaging post ideas for a [Your Industry] professional on LinkedIn?"

Draft the Post


Use AI to draft the initial version of your post. You can instruct an AI like ChatGPT with specific details, such as, "Write a concise LinkedIn post about [Chosen Topic] targeting [Your Audience]."

Customize and Optimize

Ask the AI for suggestions on hashtags or ways to enhance readability and engagement. For example, "Suggest engaging hashtags and a call-to-action for a LinkedIn post about [Your Topic]."

Use AI as a Tool, Not a Replacement !!!

AI can be a powerful tool for content creation, but it should not be relied upon as the sole source of creativity. It's important to use AI as a supplement to human creativity and to ensure that your content is still unique and engaging.



Best Practices



01

Understand Your
Audience



02

Use AI as a Tool, Not
a Replacement

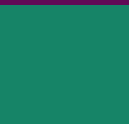


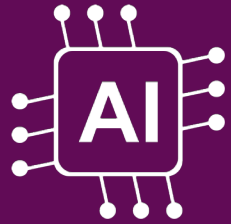
03

Edit and Personalize
AI-Generated
Content

04

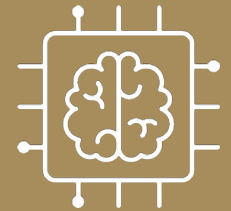
Continuously
Monitor and
Optimize Results





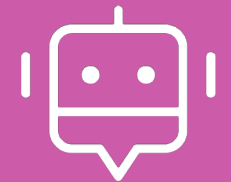
Define Your Objective

Be specific about what you want from the AI. Clarity in your request leads to more relevant responses.



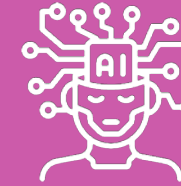
Provide Context

If you need help with writing a report, specify the topic, target audience, desired tone, and any key points that must be included.



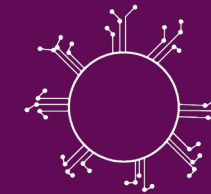
Use Direct Language

Avoid using vague or ambiguous language. Be direct and precise in your requests to avoid misinterpretation.



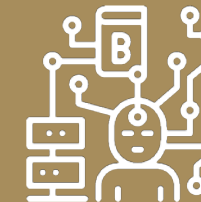
Break Down Tasks

Instead of saying, "I need help with a project," say, "I need help with creating an outline for a marketing strategy presentation."



Iterate and Refine

AI responses may not always be perfect. Use the feedback loop—modify and rephrase your queries based on the responses you get.



Evaluate

Always critically evaluate the AI's responses. Use your judgement to determine the accuracy and relevance of the information provided.

Mind map

Using AI right



95%

**Would you dare to be more
productive?**

- AI-generated content has the potential to revolutionize the way we create and consume content.
- By leveraging machine learning algorithms, we can generate high-quality content at scale, saving time and resources.
 - Additionally, AI-generated content can be tailored to specific audiences, resulting in more effective marketing and communication efforts.



¡GRACIAS!

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