

ChatGPT and Public Relations

Where the human mind clashes with Artificial Intelligence.

By: Gbenga Adebija

While others are worried about the enslavement of mankind by robots and machines, as an aspiring PR professional, I want to be able to use AI as a resource in the field while we still control it. That is, if we are actually in trouble... Doubt it though, people watch too many movies.

What is ChatGPT?

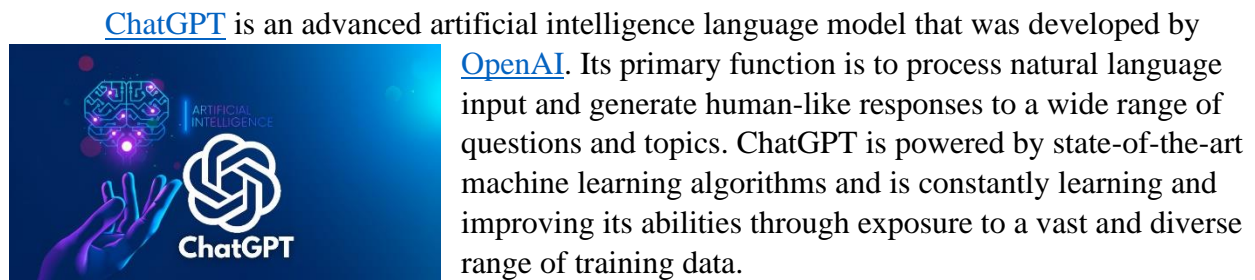


Figure 1 An introduction to ChatGPT an Artificial Intelligence language model.

[ChatGPT](#) is an advanced artificial intelligence language model that was developed by [OpenAI](#). Its primary function is to process natural language input and generate human-like responses to a wide range of questions and topics. ChatGPT is powered by state-of-the-art machine learning algorithms and is constantly learning and improving its abilities through exposure to a vast and diverse range of training data.

Can there be a mix of AI and PR?

As a language model, ChatGPT is equipped with the ability to offer valuable insights and guidance to individuals and organizations looking to improve their public relations strategies. With its vast knowledge base and analytical capabilities, ChatGPT can help with PR in several ways:

- Crisis Communication
- Press Releases
- Content Creation

PR SITUATION

For this, we will take the [Burger King crisis of 2021](#), where they put out a tweet that said, “Women belong in the kitchen.” This was to promote a scholarship for a culinary program for female Burger King employees, but as you can guess, that tweet did not go so well as many people took issue with the tweet's opening line, which they felt was sexist and inappropriate.

However, the tweet went on to explain that only a small percentage of chefs in the restaurant industry are women and that the scholarship program was designed to help address that

imbalance. Despite this context, the initial tweet was widely criticized and led to a significant backlash.

Burger King UK quickly deleted the tweet and issued an apology, stating that "Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships. We realize we got our initial tweet wrong and we're sorry."

Crisis Communication

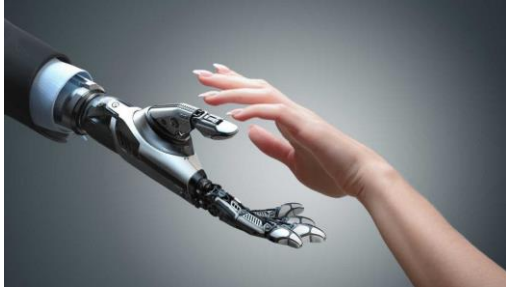


Figure 2 Artificial Intelligence could relieve crisis situations.

The tool can provide guidance on crisis communication planning and help organizations develop effective strategies for managing negative publicity or reputational damage. By analyzing previous PR crises and examining industry best practices, it can help organizations develop tailored crisis communication plans that prioritize transparency, honesty, and accountability.

It has the ability to support in crafting effective messaging and communications strategies by analyzing data and monitoring media and social media sentiment. ChatGPT can help organizations identify the most effective messaging and communication channels, as well as develop tailored content that speaks directly to the interests and concerns of specific audience segments.

Here is a draft crisis comm response computed by the program:

Dear valued customers and followers,

We would like to take a moment to address the recent tweet posted on our official Twitter account. The tweet was intended to draw attention to a scholarship program that we are proud to offer our female employees in an effort to address the gender imbalance in the culinary industry. However, we understand that the phrasing used in the tweet was insensitive and inappropriate. We would like to apologize for any offense or harm that the tweet may have caused.

At Burger King UK, we are committed to creating a safe, welcoming, and inclusive environment for all of our employees and customers. We recognize that our actions and words can have a powerful impact on the community, and we take that responsibility seriously. We are currently reviewing our communication protocols and training to ensure that incidents like this do not happen again in the future.

We appreciate the feedback that we have received from our customers and followers, and we are committed to taking steps to improve our communication moving forward. Thank you for your understanding and continued support.

Sincerely,

The Burger King UK Team

This is clear, concise and extremely apologetic about the situation and PR managers can draw inspiration to cater to their audience.

Press Releases

ChatGPT can assist in crafting press releases for organizations where a clear, effective message needs to be communicated to the public. A press release is an important tool for communicating information to journalists, media outlets, and the general public, and it is essential to get the message right in order to maintain or restore the organization's reputation.

It can create compelling press releases that accurately reflect the organization's values and intentions and can also help to identify the key messages that need to be conveyed, as well as the appropriate tone and language for the release.

Working hand in hand with a PR professional, it can provide suggestions for distribution channels and strategies to maximize the reach and impact of the release.

Here is another piece of inspiration PR professionals can use, computed by the model:

Burger King Addresses Recent Controversial Tweet on International Women's Day

Miami, Florida - Burger King is deeply sorry for any offense caused by a recent tweet that appeared to belittle the role of women in the culinary industry. We recognize that our words may have been interpreted in a way that was contrary to our intentions, and we want to make it clear that we value and respect the contributions of women in all areas of our industry and beyond.

Our intention with the tweet was to spark a conversation about the underrepresentation of women in culinary leadership roles. However, we understand that the way it was communicated missed the mark and did not achieve the intended outcome.

We take full responsibility for our actions and are committed to taking meaningful steps to improve our approach to social media and diversity and inclusion within our organization. Going forward, we will take a more thoughtful and deliberate approach to our communications, and we will work to ensure that our messages accurately reflect our values and beliefs.

We apologize to anyone who was offended by our tweet, and we appreciate the feedback we have received. We remain committed to providing a welcoming and inclusive environment for all of our employees and customers, and we will continue to work towards building a better, more inclusive future for all.

For media inquiries, please contact our media relations team at [contact information]

Content Creation



Figure 3 ChatGPT can assist in content creation.

ChatGPT can help with PR content creation by generating high-quality, engaging, and informative content that accurately reflects the organization's values and intentions. This can include writing blog posts, articles, social media updates, press releases, and other types of content that help to communicate the organization's message to its target audience.

Maybe ChatGPT wrote this blog post...

You'll never know,
and I'll never admit it.

Furthermore, ChatGPT's language generation capabilities can be a valuable resource for organizations seeking to create high-quality content that effectively communicates their message to their target audience. It can help organizations to save time and resources, while ensuring that their content is engaging, informative, and aligned with their overall PR strategy.

Here is a tweet that the program said Burger King **should** have put out. Instead of [clickbait](#) misogyny:

"We're proud to announce our new scholarship program for female employees! Did you know that only 20% of professional chefs in the UK are women? We want to change that. With this scholarship, we aim to support and empower the next generation of female culinary leaders. #WomenInCulinary #BurgerKingUK"

This is much better and more positive. It also included relevant hashtags to align with the objectives of the scholarship program. Had they put out something like this, they would have 100% gotten a more positive response from their audience, and better sold their idea.

This could be the future of PR if we harness it and [use it correctly](#). A downside to this is that companies can be extremely disingenuous if they just use AI to speak to their audiences instead of using it for insight and inspiration.

Because that is what this is. A tool, a resource.

When you work well with the resources you have, you can put out quality content for everyone to enjoy.

On that note, please enjoy this poem about the Burger King situation, composed by ChatGPT and Gbenga Adebija.

The Big Whopper

In a moment of haste, a tweet was sent,
And soon after, it caused quite a dent,
Burger King, a brand with a name so strong
Found themselves in a situation so wrong.

On Women's Day, they made a quip,
But the message they sent, began to slip.
They belittled the role of women, in culinary art,
And soon enough, it ripped them apart.

The backlash was fierce, as people took note
Of the words that were tweeted, with a derogatory quote.
Burger King realized their mistake too late,
And tried to save face, get out of that state.

With a press release, they sought to atone,
And apologized for the message they'd shown.
They recognized their error, they took the blame,
And vowed to do better, never repeat the same.

In the end, Burger King learned well,
To think before they tweet, and not just quickly sell.
For in the world of social media, it only takes one mistake,
To cause a PR crisis, and for your reputation to break.

- Gbenga & ChatGPT

Let us know what you think! And if we should have named this “The Burger King Blunder.”

About the Author



Gbenga Adebija is a public relations specialist in Denton Texas and is graduating with a degree in Journalism with a minor in Business in May 2023. He enjoys writing and learning about history. Gbenga wants to pursue a career in Digital Marketing after college.