

AI for EDU:

Repositioning the Role of OpenAI in Teaching





Executive Summary

Campaign Overview

The Good PR Team presents a strategic public relations campaign aimed at reframing public perception of AI by promoting OpenAI as a responsible educational tool and trusted teacher ally.

Campaign Goals

This initiative seeks to build awareness, foster educator trust, and position OpenAI as a valuable support system in both traditional and digital classrooms.

Campaign Approach

The campaign combines compelling storytelling, targeted media strategy, and interactive engagement to bridge the gap between innovation and practical application in education.



Goals and Objectives



Raise awareness of OpenAI tools by 30% among educators, instructional designers, and students in higher education



Secure 20+ earned media placements in education and technology outlets



Achieve 100,000+ impressions through paid and shared digital media



Onboard 50+ educators as early adopters of OpenAI in the classroom

SWOT Analysis: Strengths

Cutting-edge AI technology with proven capabilities

Brand recognition and existing partnerships (e.g., Microsoft)

Increasing demand for AI-powered learning solutions



SWOT Analysis: Weaknesses

Public skepticism
surrounding AI in
education

Misconceptions around AI
replacing educators

Limited direct educator-
facing brand campaigns to
date

SWOT Analysis: Opportunities

Rising interest in digital learning tools post-COVID

Growing educator communities on TikTok, LinkedIn, and YouTube

Potential for partnerships with EdTech influencers and organizations



SWOT Analysis: Threats



Political and regulatory scrutiny of AI use in education



Ethical concerns around data privacy, bias, and misinformation



Competitor platforms (e.g., Google Bard, Anthropic Claude)

Target Audiences

College faculty, teaching assistants,
and instructional designers

1

2

Graduate and undergraduate students
interested in productivity tools

Higher education institutions and
academic innovation centers

3

4

EdTech journalists and education
policy thought leaders

Audience Segmentation: Personas

Understanding our key audience segments through detailed persona profiles



Dr. Maya Chen

42-year-old Computer Science Professor

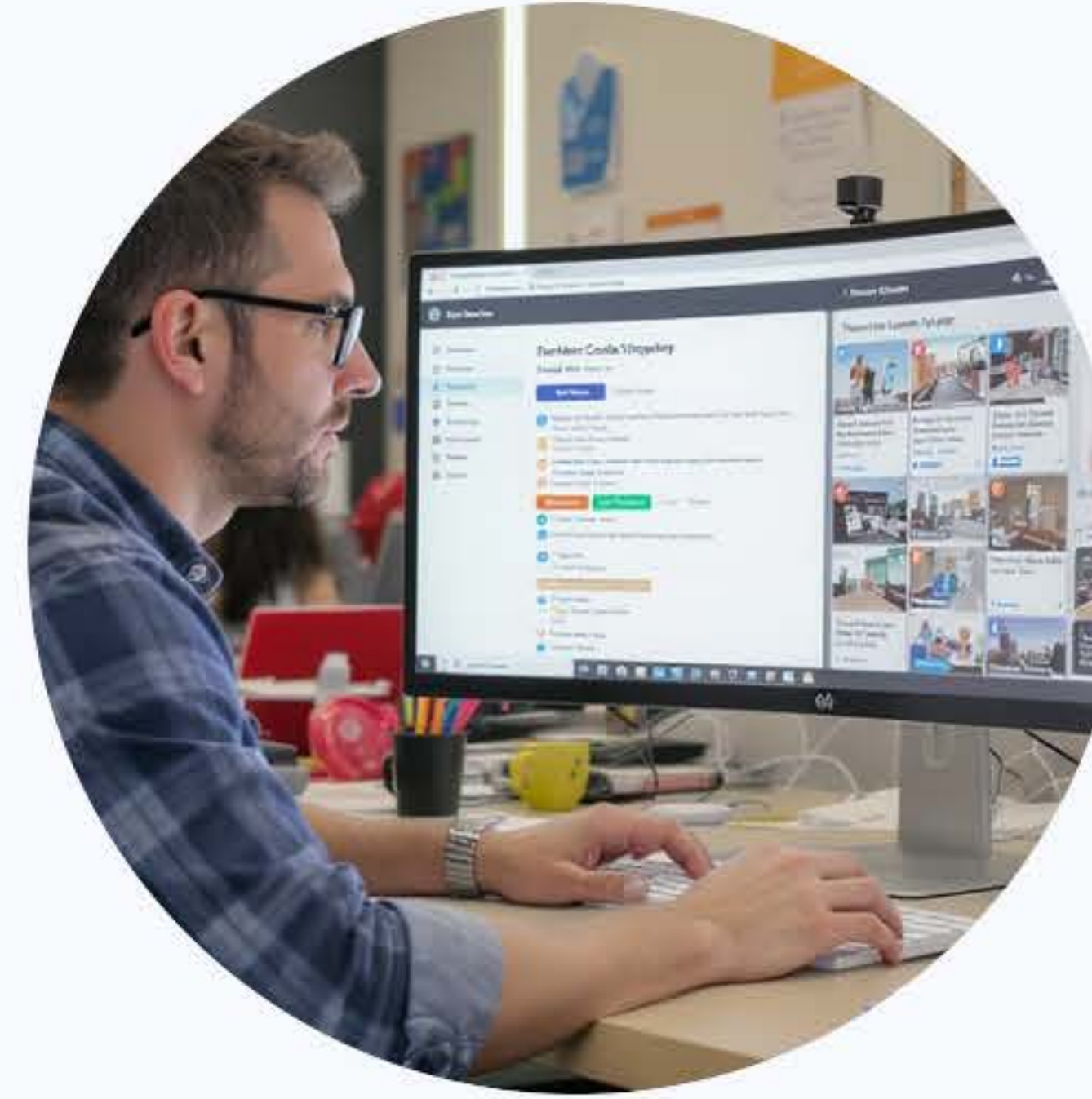
- Tech-savvy but cautious about AI in grading
- Wants tools to enhance student learning, not replace teaching
- Follows education technology journals and conferences
- Active on LinkedIn and academic Twitter communities



Jamal Rodriguez

21-year-old Undergraduate Student

- Digital native seeking productivity tools
- Concerned about AI detection in assignments
- Wants clear guidance on ethical AI use
- Heavy TikTok and Instagram user



Taylor Williams

36-year-old Instructional Designer

- Creates online learning experiences
- Excited about AI for personalized learning
- Needs case studies and implementation guides
- Participates in EdTech webinars and LinkedIn groups



Dr. Robert Johnson

58-year-old Academic Dean

- Decision-maker for institutional technology adoption
- Concerned about data privacy and academic integrity
- Needs ROI metrics and compliance information
- Reads Chronicle of Higher Education and attends EDUCAUSE



Key Messages

"AI isn't here to replace teachers—it's here to support them."

Emphasizing AI as a complementary tool that enhances rather than replaces human educators.

"Smarter classrooms start with smarter tools."

Positioning OpenAI as an essential component of modern, effective educational environments.

"OpenAI is a trusted teaching assistant—always ready, never tired."

Highlighting the reliability and constant availability of AI support for educators.

PESO Strategy: Paid

LinkedIn and YouTube ads targeting educators and university staff

Strategic placement of ads on professional platforms frequented by educational professionals.

Sponsored content in EdSurge, Inside Higher Ed, and The Chronicle

Partnering with respected educational publications to reach targeted academic audiences.

Empowering educators,
engaging students.



Unlock potential
with intellisinal marketing

PESO Strategy: Earned

1

Media outreach to higher ed and tech reporters

Building relationships with key journalists covering education technology.

2

Op-eds from faculty partners using ChatGPT in their classrooms

Authentic testimonials from educators already implementing AI tools.

3

Educator use cases featured in EdWeek and TechCrunch

Real-world examples demonstrating successful AI implementation in education.



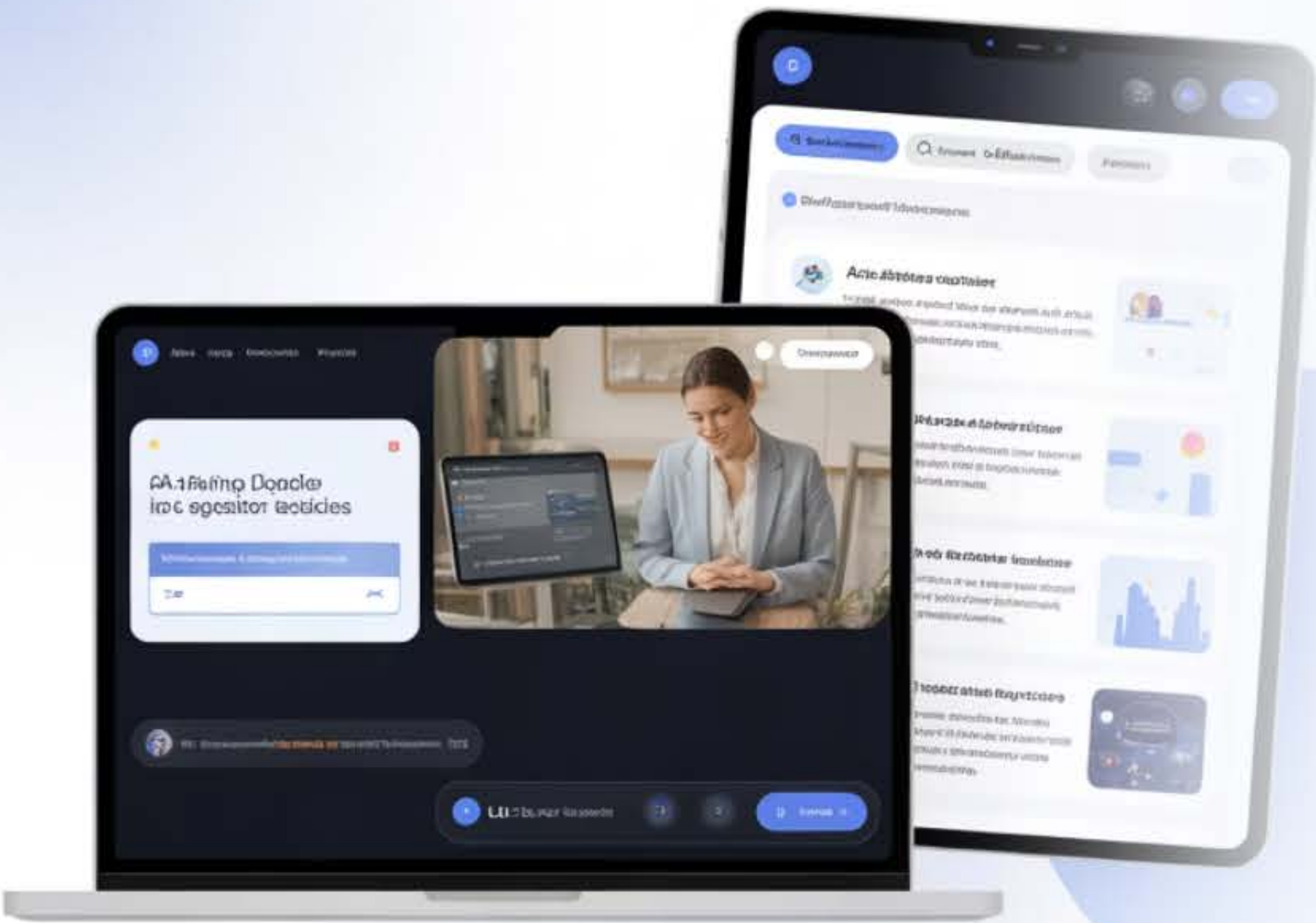
PESO Strategy: Shared

#TeachWithGPT campaign on TikTok and X (Twitter)

Viral hashtag campaign encouraging educators to share their experiences using OpenAI tools in the classroom, creating organic reach and community engagement.

Educator success story series reposted by academic institutions

Compelling narratives of educational transformation through AI, amplified by institutional sharing to reach broader academic audiences and build credibility.



Empower educators, engage students

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Explore Now

PESO Strategy: Owned

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Microsite featuring case studies, tutorials, and educator spotlights

Dedicated online hub for all educational resources and success stories.
- 

Blog posts from OpenAI experts and faculty collaborators

Thought leadership content demonstrating expertise and practical applications.
- 

Downloadable classroom implementation guide for educators

Practical resources to help teachers integrate AI tools effectively.

Creative Assets & Visual Identity

Color Palette

Clean tech blues and warm neutral accents creating a professional yet approachable visual identity.

Typography

Sleek sans-serif, modern academic look that balances innovation with educational credibility.

Imagery

Real classroom photos, laptop mockups, diverse educators showcasing authentic educational environments.

Voice

Warm, intelligent, empowering, future-ready tone that inspires confidence and curiosity.



Sample Creative Assets: YouTube



"A Day in the Life of a Professor Using ChatGPT"

Documentary-style video following an educator through their teaching process, highlighting how AI assists with lesson planning, grading, and student engagement.



Production Process

Professional video team capturing authentic classroom moments and educator testimonials to create compelling, shareable content.

Sample Creative Assets: TikTok



#TeachWithGPT lesson plan challenge encourages educators to share creative ways they're incorporating AI into their teaching methods, creating a viral movement of educational innovation.

Sample Creative Assets: Infographic

10

Hours Saved Weekly

Average time savings for educators
using AI tools

40%

Grading Efficiency

Improvement in assessment
processing time

5

Key Applications

Major ways AI supports teaching
workflows

"5 Ways AI Can Save You 10 Hours a Week" infographic visually demonstrates the practical time-saving benefits of implementing OpenAI tools in educational workflows.

AI: Empowering educators,
transforming learning



Sample Creative Assets: Digital Badges



"Proud #TeachWithGPT Educator" digital stickers create community identity and recognition for participating educators, encouraging program adoption and visibility.

Sample Creative Assets: Templates



Slide Deck Templates

Professional presentation templates designed specifically for educators to showcase AI integration in their teaching methods.



Printable Toolkit Designs

Comprehensive physical materials that educators can use to implement AI tools in their classrooms, featuring consistent branding and practical resources.

Influencer/Partner Strategy



Education Influencers

Collaborate with education influencers such as: @ProfessorAI, @EdTechSimplified, @TheTeachingCoach



Webinars

Webinars with early adopters from pilot programs



Ambassador Program

OpenAI Educator Ambassador Program launch with 3-tier structure: Bronze: Content creator contributors, Silver: Event and webinar hosts, Gold: Research collaborators and featured case studies



Event & Activation Plan

"AI in the Classroom" Summit (virtual) featuring faculty testimonials

Online conference bringing together educators to share experiences and best practices.

Partnership booths at ISTE, EDUCAUSE, and SXSW EDU

Presence at major education technology conferences to reach wider audiences.

1

2

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4

Campus Roadshow at 5 flagship universities

In-person events at key educational institutions to demonstrate AI tools.

Regional educator-led workshops and live demonstrations

Hands-on training sessions facilitated by experienced AI educators.

Community Engagement

Educator Innovation Hub online forum

Digital community space where educators can share ideas, ask questions, and collaborate on AI implementation strategies.

Monthly "GPT in Practice" spotlight video

Regular content featuring successful classroom applications of AI tools, highlighting diverse educational contexts and approaches.

"Build a Lesson Plan with ChatGPT" student contest

Engagement initiative encouraging students to explore educational applications of AI through competitive innovation.

Classroom Toolkit containing: AI policy guidelines for faculty, Sample lesson plans and rubrics, Slide templates and ethical use agreements





Timeline



Month 1

Messaging refinement, asset creation, partner outreach



Month 2

Teaser content, launch website, begin paid campaigns

3

Month 3

Media push, community engagement activities



Month 4

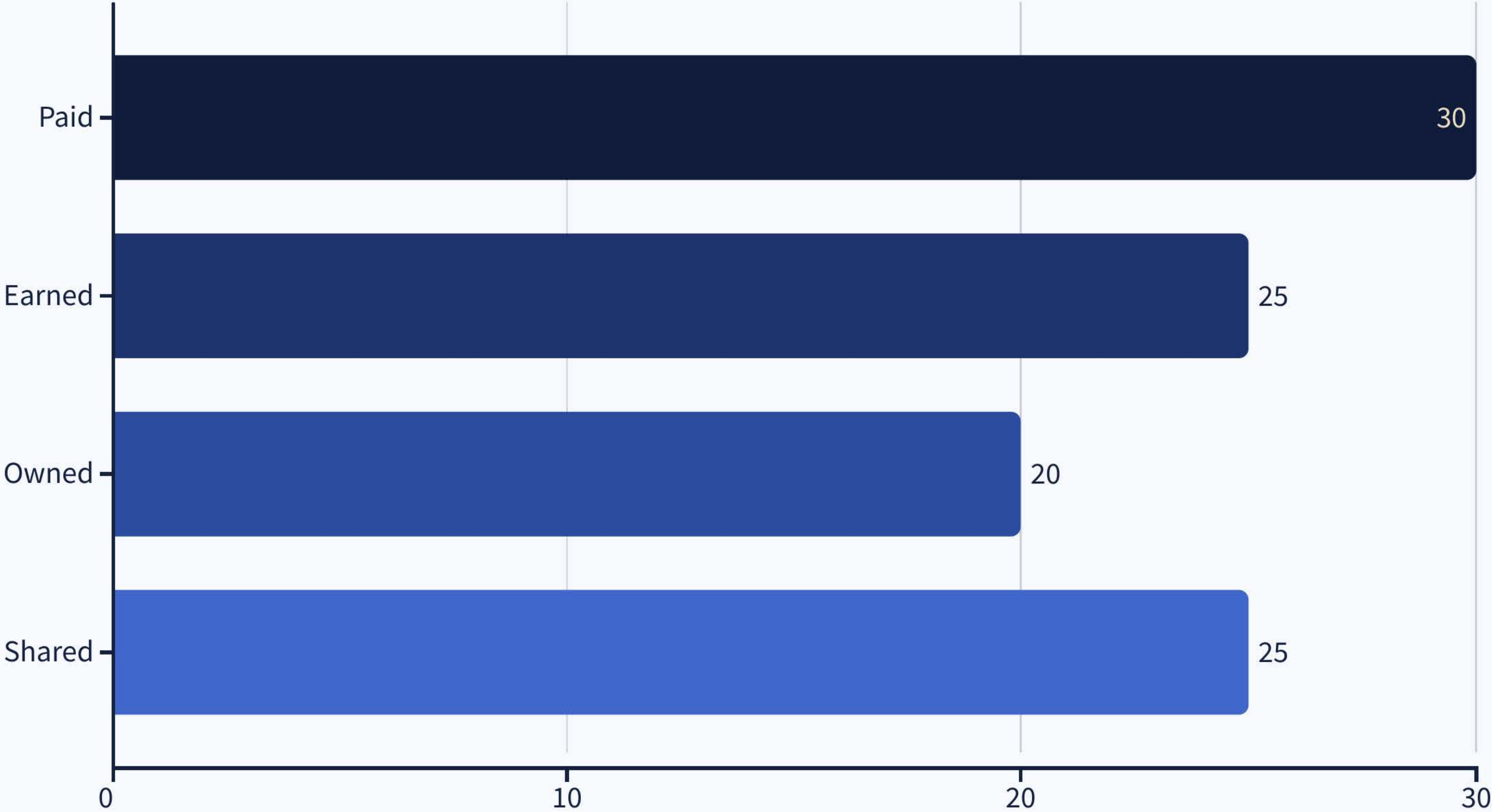
Measurement, wrap-up event, long-term resource archive

Budget

Category	Amount
Video production & influencer kits	\$4,000
Paid media	\$2,500
Creative development	\$1,000
Virtual event costs	\$2,000
Educator toolkits and merch	\$1,500
Total	\$11,000



Media Plan



- Paid: YouTube pre-roll, LinkedIn carousel, EdSurge newsletter
- Earned: Target *EdWeek*, *Chronicle of Higher Ed*, *TechCrunch*
- Owned: OpenAI education microsite and faculty stories
- Shared: TikTok and Twitter under #TeachWithGPT

Social Media Across Platforms: Facebook



Community Groups

Create dedicated Facebook groups to foster community discussions around AI in education, allowing educators to share experiences and best practices.



Live Sessions

Host Facebook Live sessions featuring educators demonstrating practical applications of AI tools in classroom settings and answering questions in real-time.



Visual Content

Share engaging infographics and visual guides that break down complex AI concepts into digestible information for educators at all technical levels.



AI in education

53 posts



AI in education

@aiineducation

Joined February 2023

2 Following 486 Followers

Not followed by anyone you're following

Posts

Replies

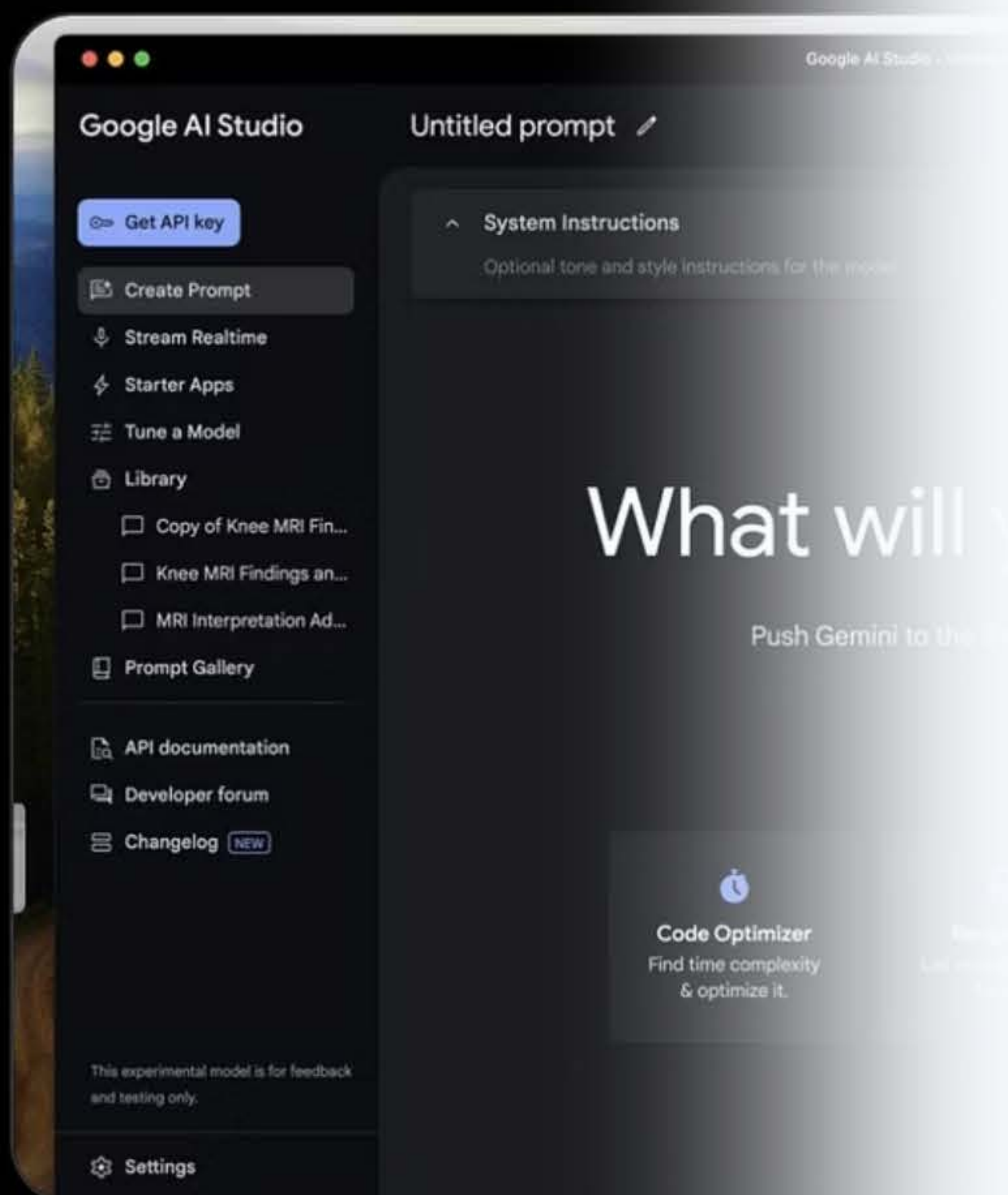
AI in education reposted



AI Research Tools



The new AI Google Studio interface has been released. Use.



Social Media Across Platforms: X (Twitter)



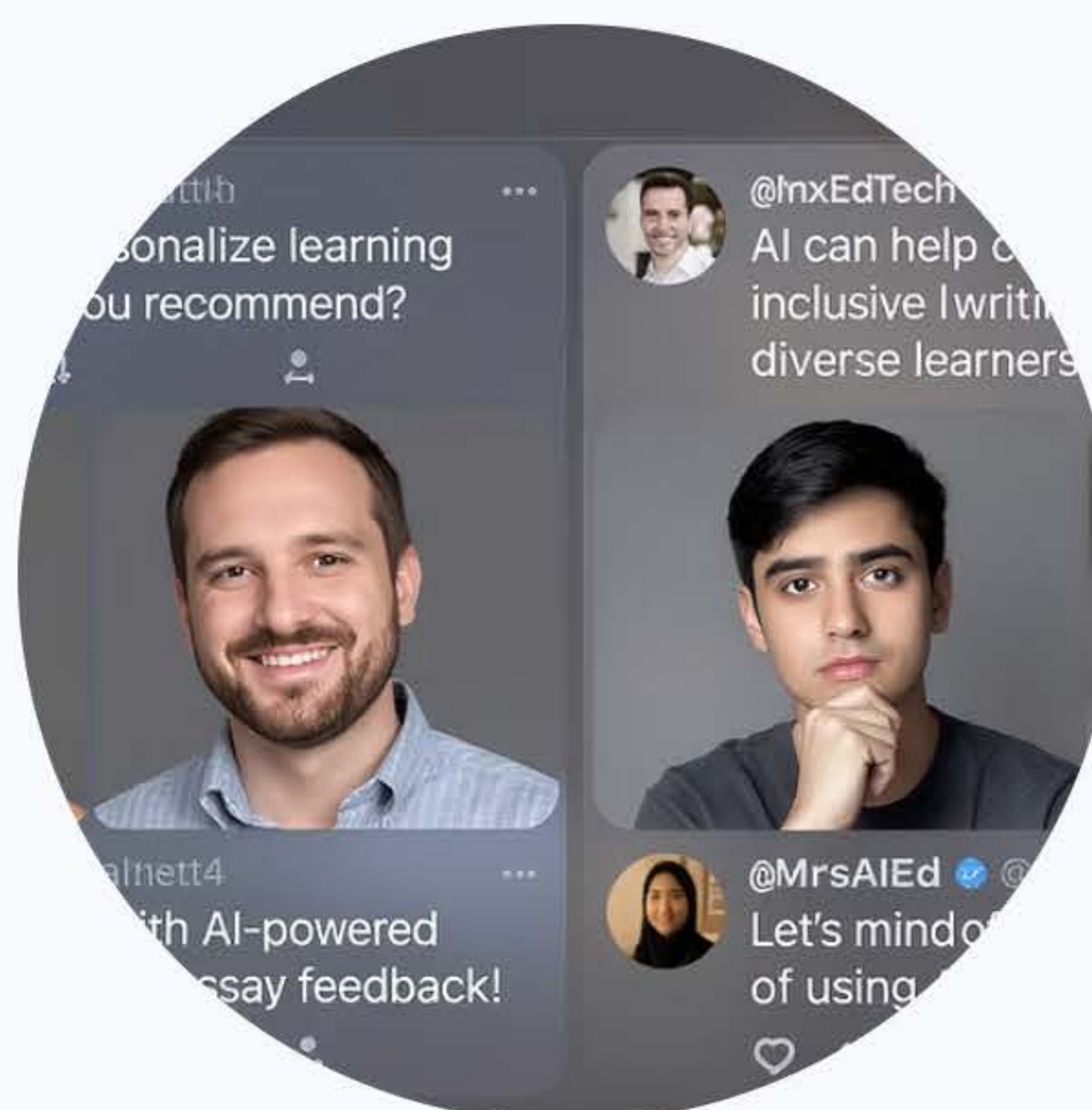
Engaging Threads

Create educational thread series that break down complex AI concepts into bite-sized, shareable content using the hashtag #TeachWithGPT



Interactive Polls

Drive engagement with quick polls that gather educator insights on AI implementation challenges and opportunities



Twitter Chats

Host scheduled conversations using #TeachWithGPT to facilitate real-time discussions between educators about AI integration



Resource Sharing

Regularly post downloadable AI resources, lesson plans, and templates that educators can immediately implement in their classrooms

Social Media Across Platforms: LinkedIn



Thought Leadership Articles

Share in-depth educational content that positions your institution as an AI in education expert



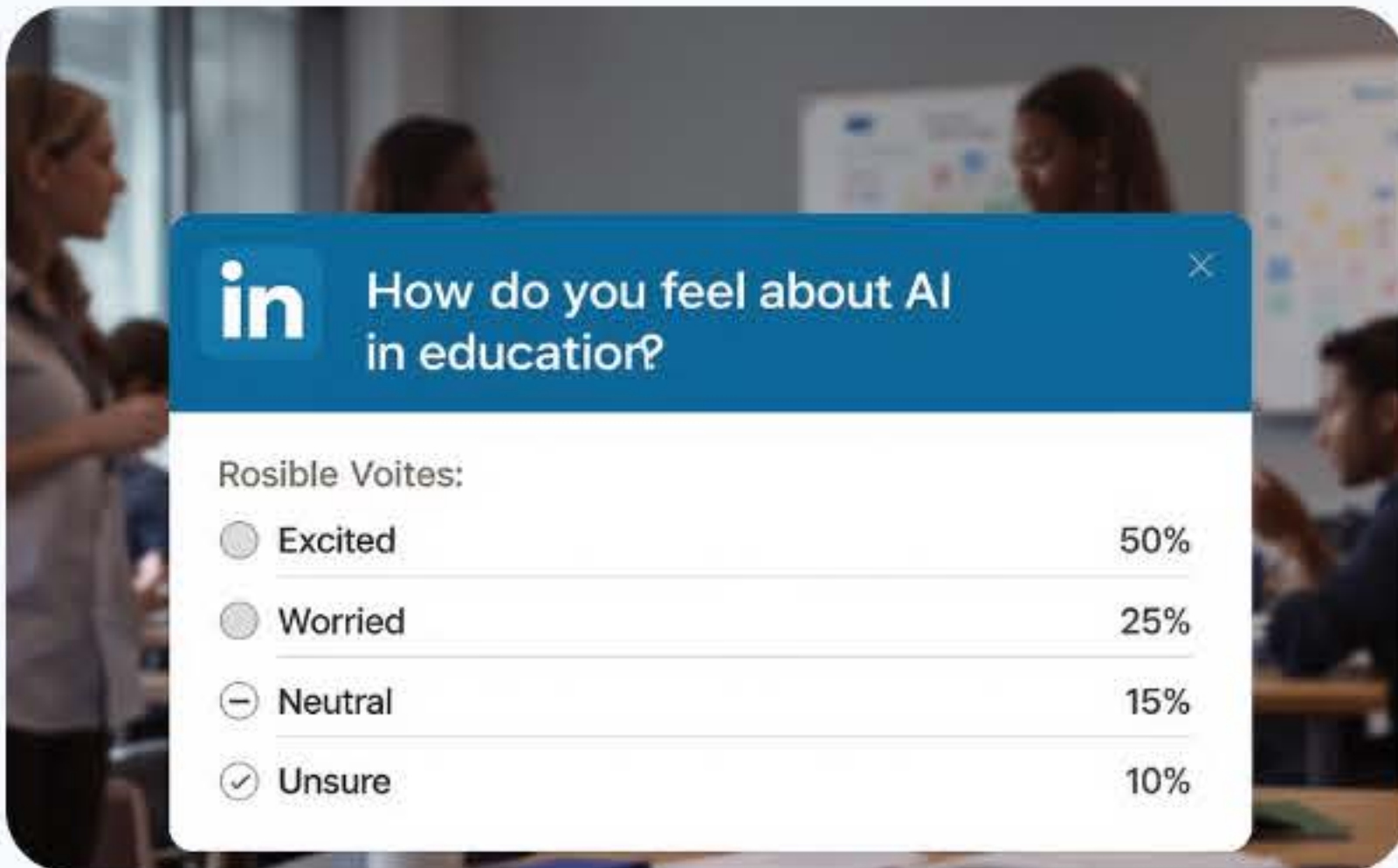
Carousel Posts

Create swipeable content featuring AI tool demonstrations and teaching tips



Video Testimonials

Feature educators discussing real-world AI implementation success stories



Interactive Polls

Engage education professionals with questions about AI implementation challenges



Social Media Across Platforms: Instagram

Visual storytelling strategies for #TeachWithGPT campaign



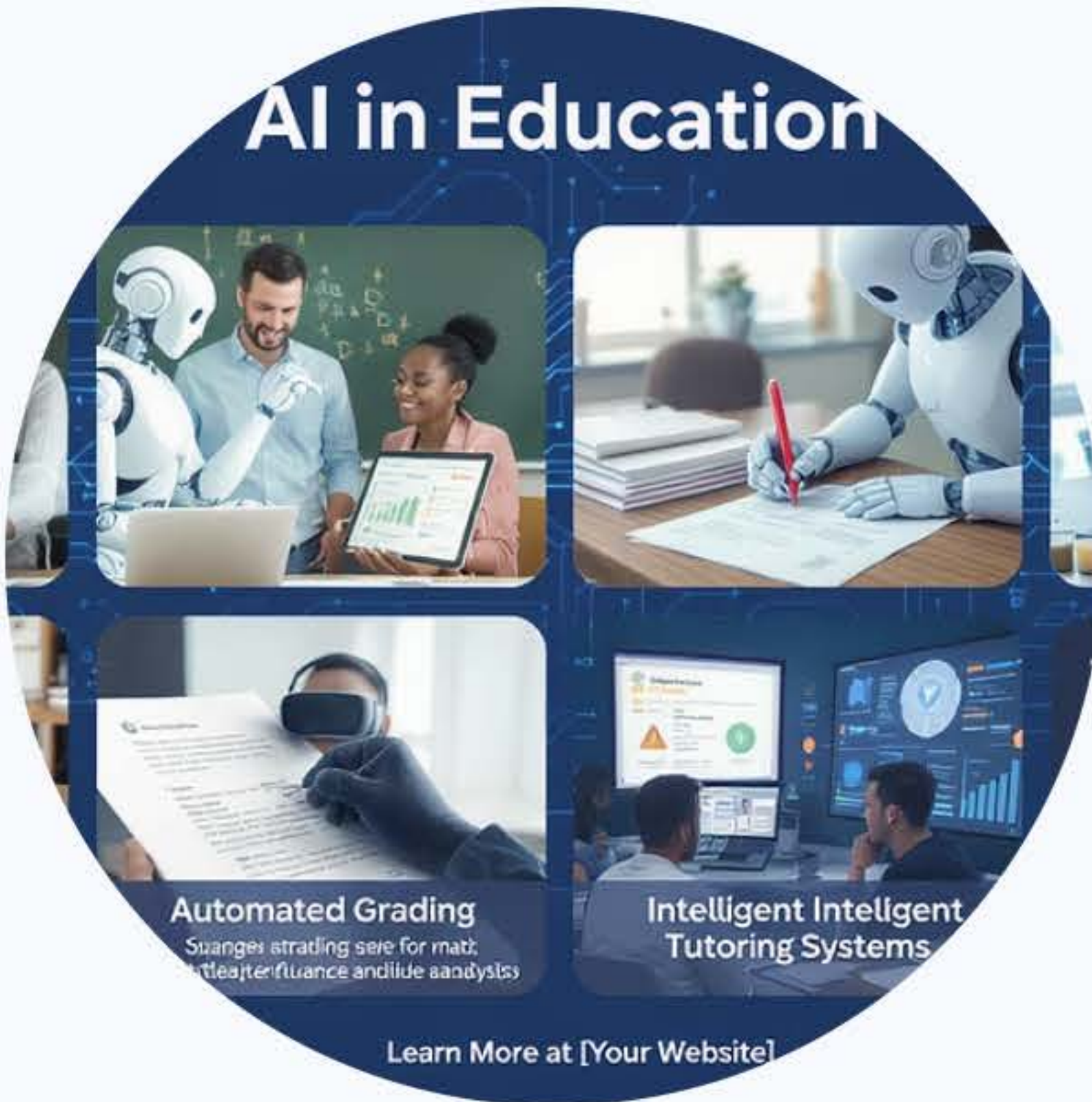
Classroom Spotlights

Share authentic moments of AI integration in diverse educational settings with vibrant photography and testimonial quotes



Student Success Stories

Highlight student achievements through before/after examples and project showcases using carousel posts



Educational Infographics

Visually explain AI concepts with engaging graphics optimized for Instagram's visual-first audience



Quick Tip Reels

Create 15-30 second tutorials demonstrating practical AI applications for educators using Instagram's Reels feature



Press Release

"OpenAI Launches National Campaign to Promote Responsible AI Use in Classrooms"

Announces the #TeachWithGPT campaign, educator tools, and upcoming partnerships



Media Coverage

The press release aims to generate coverage across education and technology publications, establishing OpenAI as a responsible leader in educational AI.



Social Amplification

Strategic distribution across social channels will extend the reach of the announcement and drive engagement with the campaign resources.

Media Pitch Example

Subject: How Professors Are Using ChatGPT to Rethink Teaching

Hi [Name],

We're launching a new initiative at OpenAI focused on classroom innovation.

Professors across the country are using ChatGPT to build lesson plans, design activities, and give students new creative tools. Would love to share stories from your region.

Interested?

Pitch Strategy

This concise, personalized approach focuses on real educator stories, offering regional relevance to increase journalist interest and response rates.

Follow-up Plan

Initial pitch will be supplemented with educator profiles, data points on AI adoption in education, and offers for exclusive interviews with OpenAI education specialists.



AI in the Classroom: Transforming Learning

Original Content

Measurement & Evaluation

KPI dashboard tracking ad impressions, video views, and microsite visits

Comprehensive digital analytics to monitor campaign reach and engagement across platforms.

Engagement rates on educator stories and influencer content

Measuring audience interaction with campaign content to assess resonance and effectiveness.

Educator sign-ups for toolkit downloads or pilot programs

Tracking conversion metrics to evaluate practical adoption of campaign resources.

Pre- and post-surveys to measure perception change

Assessing shifts in educator attitudes toward AI in education to measure campaign impact.

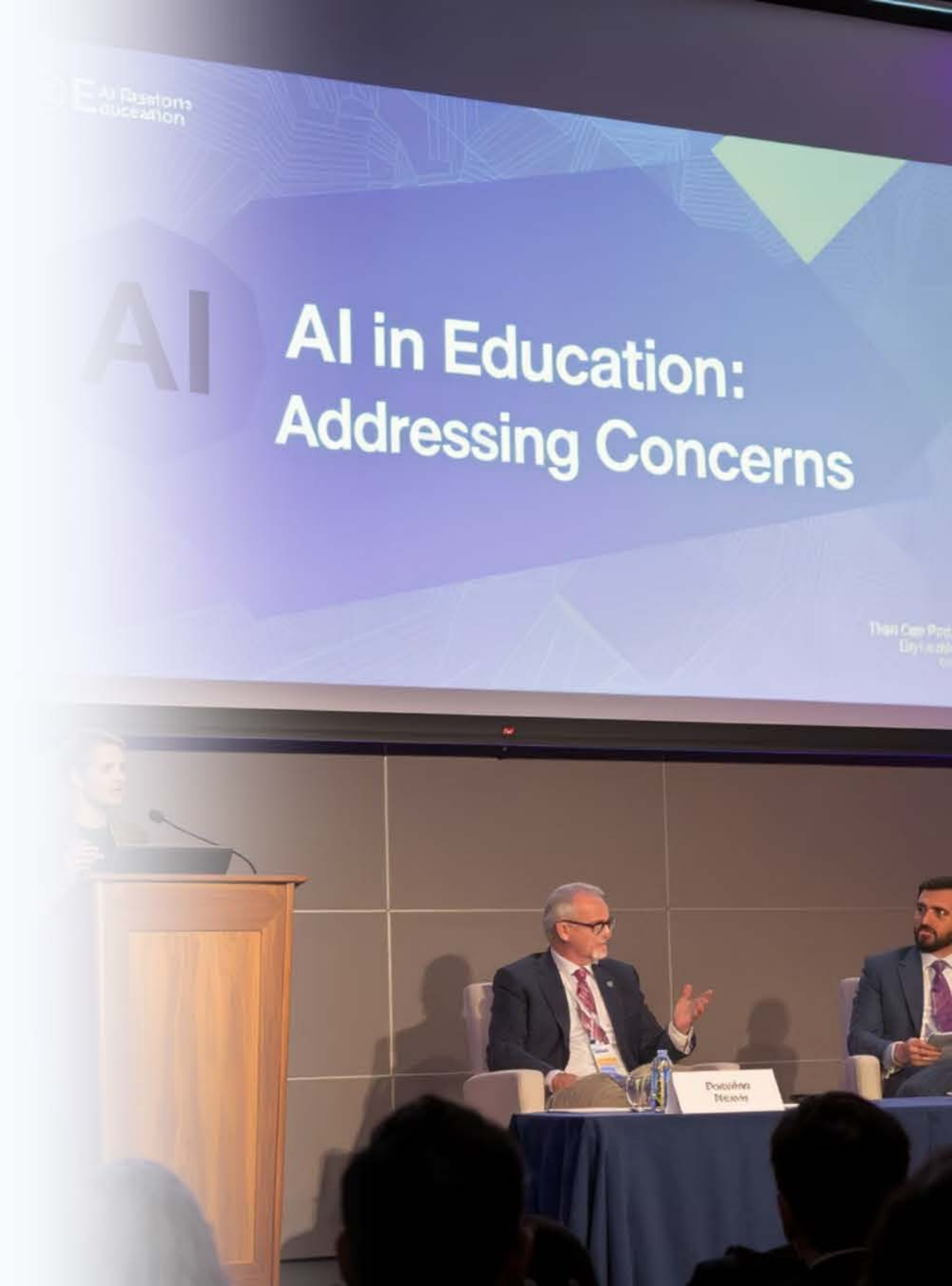
Crisis Response Plan

Potential Issues:

- Fears of AI replacing teachers
- Misuse of ChatGPT for plagiarism or cheating

Plan:

- Pre-drafted statements addressing AI myths and ethics
- Resource guides on responsible AI use in classrooms
- Immediate response team for media inquiries
- Policy and Ethics Advisory Panel of educators, ethicists, and technologists





Call to Action Summary



Visit teachwithgpt.openai.com



Download the educator guide and classroom toolkit



Join the #TeachWithGPT movement on social



Share your own classroom use and tag @OpenAI

Long-Term Vision



Educational Leadership

OpenAI as the premier AI partner in education



Community Building

Sustained educator community and resource hub



Tool Development

Continuously updated educational AI tools



Innovation Program

Fellowship program for educator innovation

We envision OpenAI as a long-term partner in education, supporting a future where instructors lead the learning journey and AI is the always-on teaching assistant. The campaign will evolve into a standing community hub, updated tools, and a fellowship program for educator innovation.

