The purpose of this Health Informatic’s Capstone Project was to provide a process evaluation of generating Instagram captions by comparing messages created by AI and messages created by health educators to help determine the role of AI as a health education tool.

**Lessons Learned**

**AI vs. health educators**

- Did they like us?
  - Followers "liked" Health Educators Instagram post more (slightly) than AI generated posts
  - Can we tell?
  - No difference in the correct to incorrect selection of what is an AI versus Health Educator caption

**Process evaluation**

- Analytics: Hootsuite analytics provides "likes" and "views" of Instagram posts for up to one year via excel spreadsheet
- Reception: Health Educators are not opposed to using AI but do want to have the final word on a post. Some are already using.
- Logistics: Each month 300 AI captions can be created in the Hootsuite Enterprise account

**INSTAGRAM LIKES & COMMENTS**

POSTS = 194

- Likes: 1464
  - AI: 12
  - Health Educator: 61
- Comments: 1883

**THEMES ABOUT AI**

- **HUMAN EDITOR**
  - I think that it can be useful to get some information, but I believe that the human resource should have final edits to the caption

- **SPARK CREATIVITY**
  - For me personally, there are times where I draft a caption and I get stuck on what to say or have an idea of what to say but don’t really know how to word it exactly. Having AI helps because you can write your caption idea or even a draft of it and have AI make it sound nicer. Then you can take that and edit it to make it sound more humanlike.

- **EFFICIENCY**
  - I think it could be a useful tool to help us be more time efficient. I think if I can save 5-10 minutes then it is very useful.