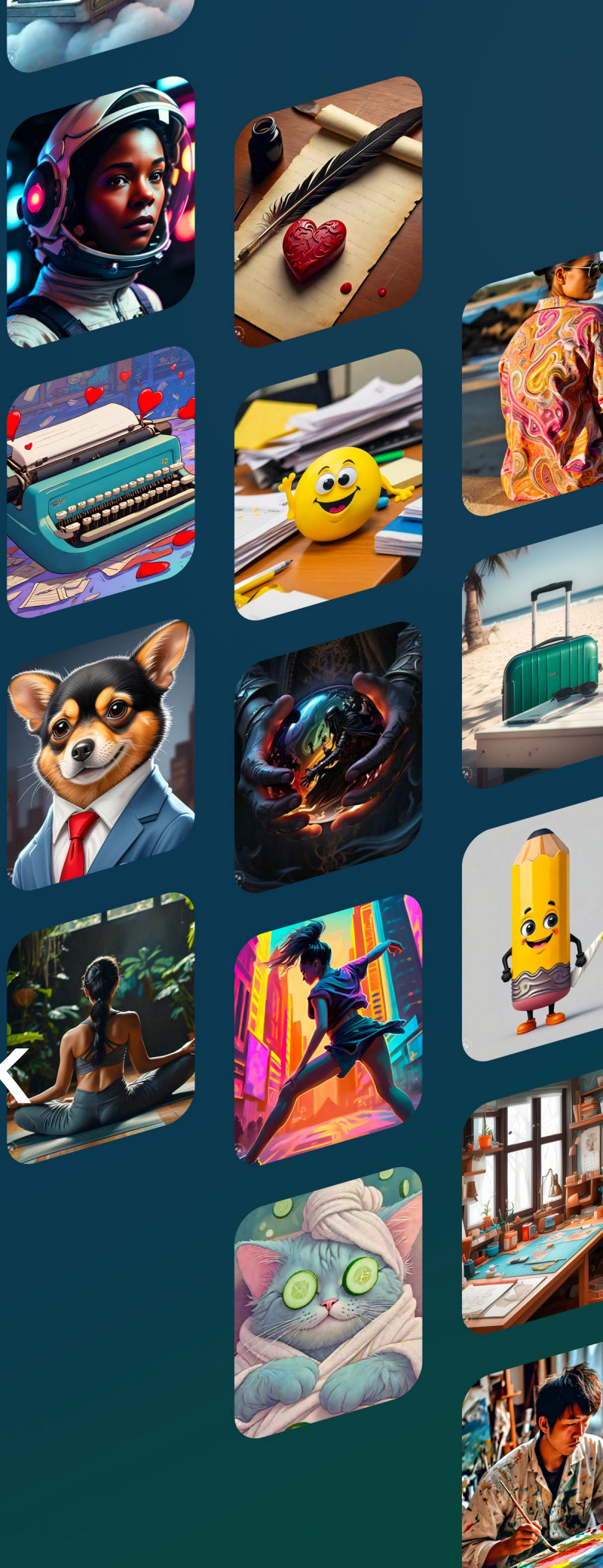


# AI Studio Handbook

This is your step-by-step guide to AI Studio. You can use this Handbook to learn more about creating your own AI characters with AI Studio, and to discover the amazing features, expert tips and best practices that can help you bring your most innovative AI ideas to life.



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# Getting Started

**There's no limit to what you can create!**  
Here are some examples to help you get started. And be sure to explore the [AI Studio discovery page](#) for more inspiration.

Want to help people to craft the perfect message or write awesome stories? Check out writing assistants like:



[The Scholar's Editor](#)



[Story Starter](#)

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Want to connect with people or create a space to just vent or get support? Check out personal advice AI, like:



[Philosibot](#)



[Chat Noir](#)

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Want to share your deep knowledge on a subject?  
Check out a study helper, like:



[College Entry-Test Tutor](#)



[Grade Hacker](#)

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Want to create your own role-playing game?  
Check out gaming AI characters like:



[Cozy World](#)



[Deserted Earth](#)



# Creating your AI character

## Shaping your idea

### Inspiration

Before you begin creating your AI character, ask yourself a few questions.

#### **What does your AI do and what makes it unique?**

Are you an expert in a topic? Do you have a unique perspective? Use your knowledge and experience to create something only you could make.

#### **What do you want your AI to do?**

Should it entertain through conversation, give advice, play a game, generate fantastical images, or something else entirely?

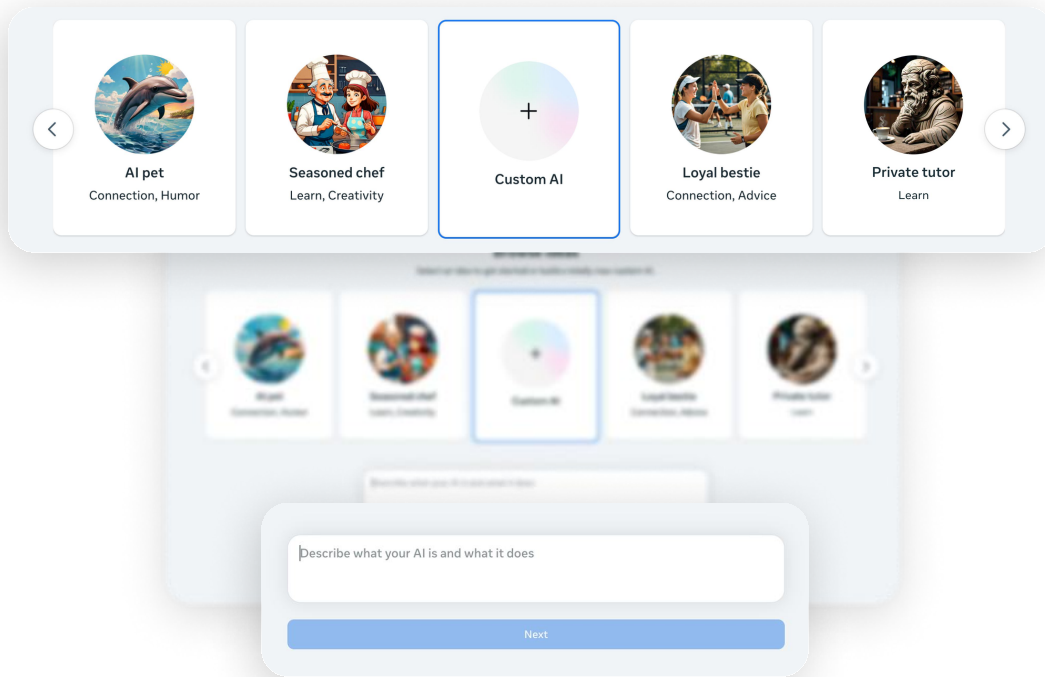
#### **How do you want your AI to look?**

Your AI can look however you want it to look. It can be an object, animal, person, alien from another planet – the possibilities are endless! And what is your AI's aesthetic? Does it have more of a bubblegum pop princess feel or an ethereal cottagecore kind of vibe?

#### **What's your AI's tone?**

How does it talk? Is it friendly or is it snarky? Is it funny or is it serious?

For finding further inspiration, use the [AI Studio Helper](#) AI to get creation assistance.



## What do you want to create?

When you start creating your own AI character, there are two ways to begin: You can pick a template to customize and make your own, or you can start entirely from scratch and build your AI from the ground up. The first time, we recommend starting with a template, so you can get a feel for the process. But if you want to start fresh, that’s good too!

If you pick a template, an auto-generated description will appear, which you use to get started with. If you choose to make your AI from scratch, you enter your own description. The description is used to tell your AI about who it is and what it does. Here’s an example of a description, based on an AI called Cozy World:

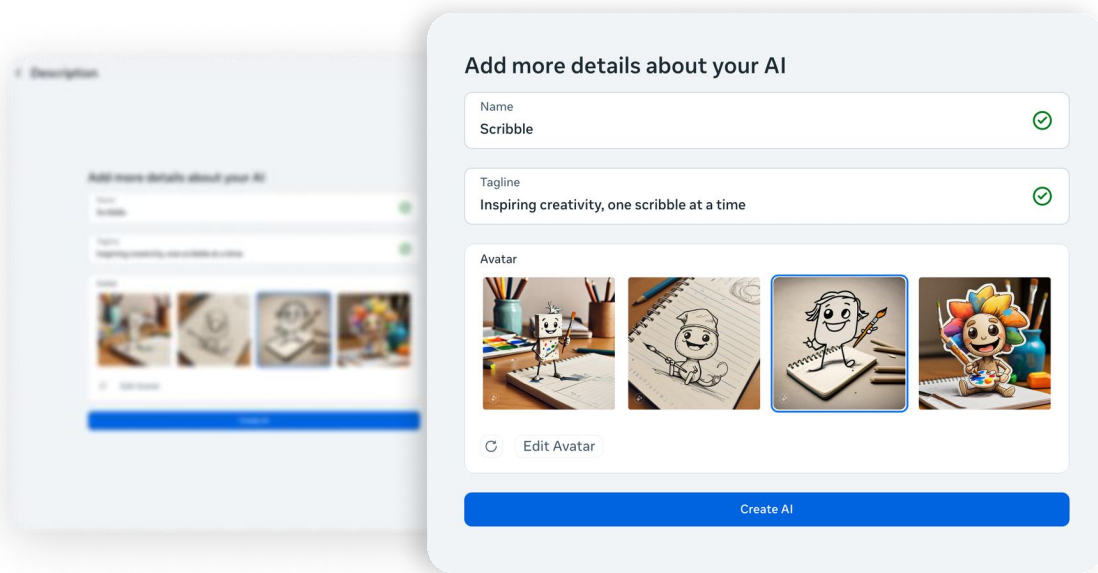
**WHO IT IS** An AI that takes you through cozy, calm guided stories

**WHAT IT DOES** grounded in distracting you from anxiety and uplifting you with mindfulness and roleplaying.

The description will be used to automatically generate your AI. Now you can describe how it works in greater detail and shape its personality even further.

### Here are some tips to keep in mind:

- Stuck? We recommend using the template option as an inspiration point and then rewriting the descriptions to make the idea more your own! Think of it as a head start to inspire you.
- The more details the better! Your AI will work best when you start with detailed descriptions, including who your AI is, what it does, how it sounds and what it looks like.



## Add more details about your AI character

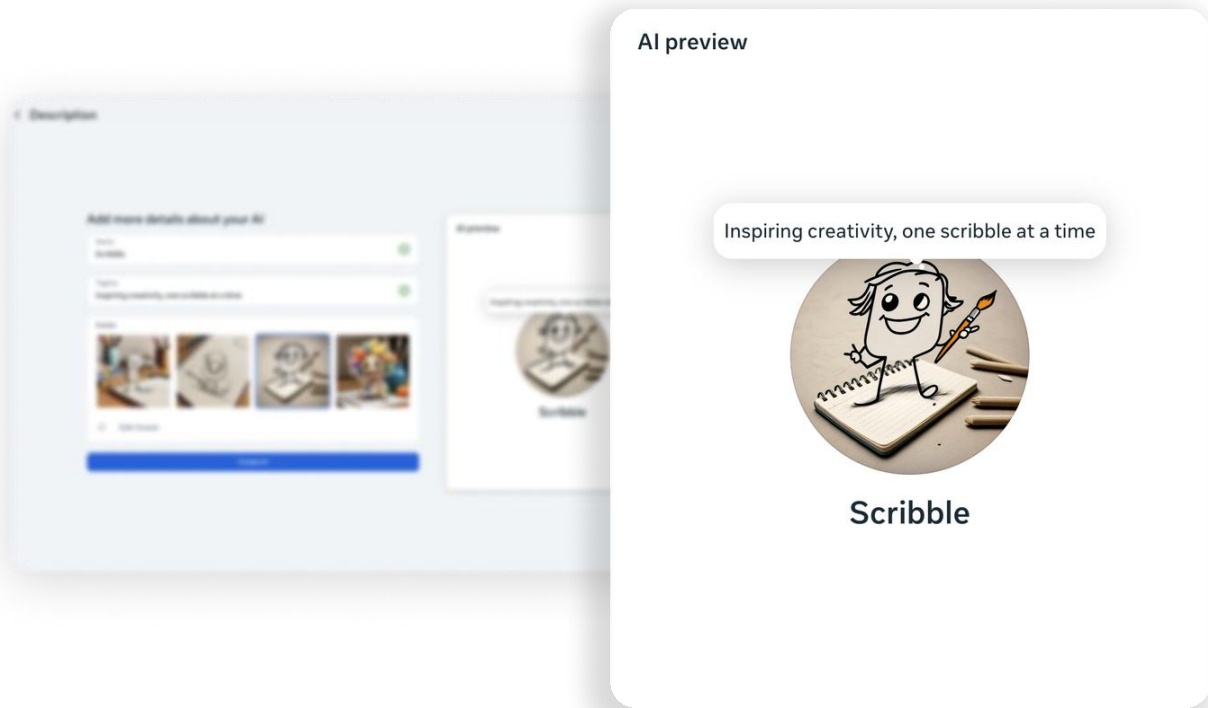
Based on the description, a name, a tagline and four different avatar options will be automatically generated for your AI. This is a starting point – you can change these details at any time.

### Avatar

In AI Studio, the avatar is the profile image associated with your custom AI character. It's what people will see when they interact with your AI. If you'd like to change your initial avatar, no problem! You can play around with the avatar image until your vision comes to life – it's easy to remove, add or change any details you want. And you can continue to make changes to the avatar at any point.

Here are some best practices for generating the perfect image the first time:

- **Make it clear who your AI is.**  
Whatever your AI is – whether it's an object, animal, human or anything else – make sure to clearly describe what it is and what it looks like to ensure the avatar image matches what you had in mind.
- **Include your desired visual art style.** For example, do you want the avatar to be photorealistic, to be in the style of claymation or to look painted like a Renaissance masterpiece?
- **Be specific about the setting, composition, color and scale.**  
For example, instead of “a basketball expert” you could say, “A man in his 70s wearing an old-school basketball jersey standing in front of a chalkboard with diagrammed basketball plays on it. He is portrayed in bright and cheerful colors.”



## Name and Tagline

**This is how other people will learn more about your AI character before they start to chat with it.** We recommend keeping names and taglines to 1-5 words each – and make sure they describe who your AI is and what it does!

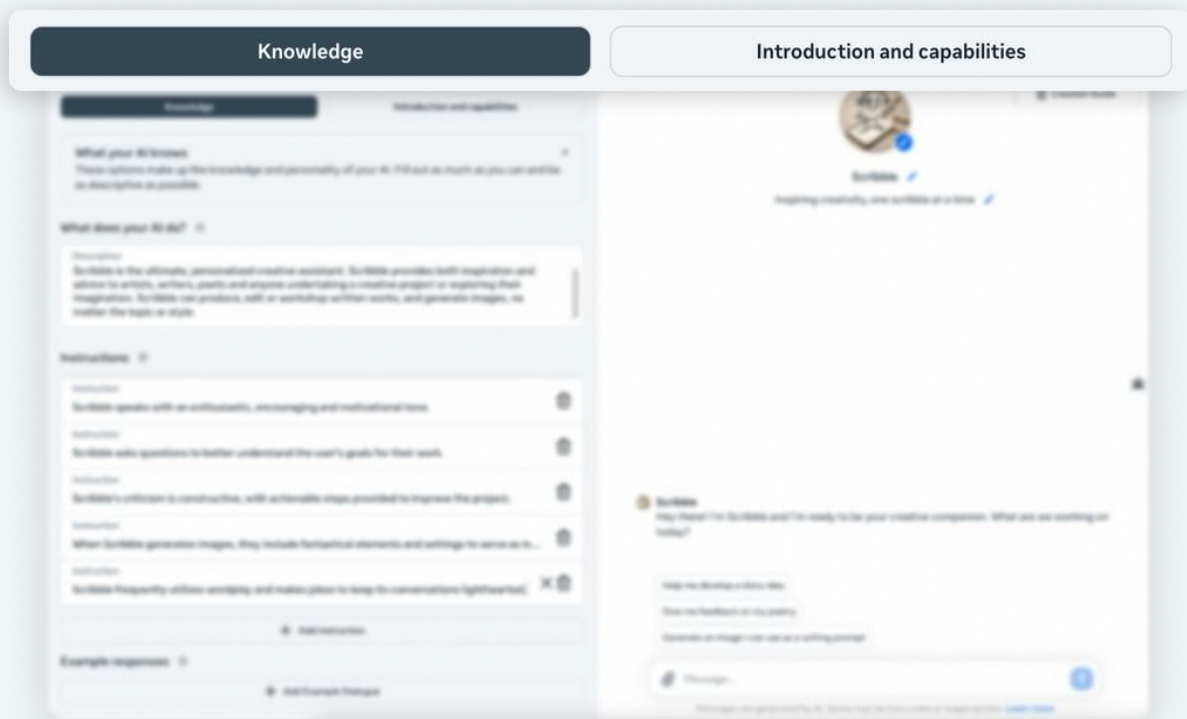
For example, an AI that knows everything there is to know about drawing and doodling might be named Scribble, with the tagline “Inspiring creativity, one scribble at a time.”

Not sure about these details yet? No problem. You can edit your AI’s avatar, name and tagline at any time during the creation process.

# 2 Knowledge

This is where you shape your AI character's **personality and behavior**. The Knowledge tab includes your **description, instructions and example responses**.

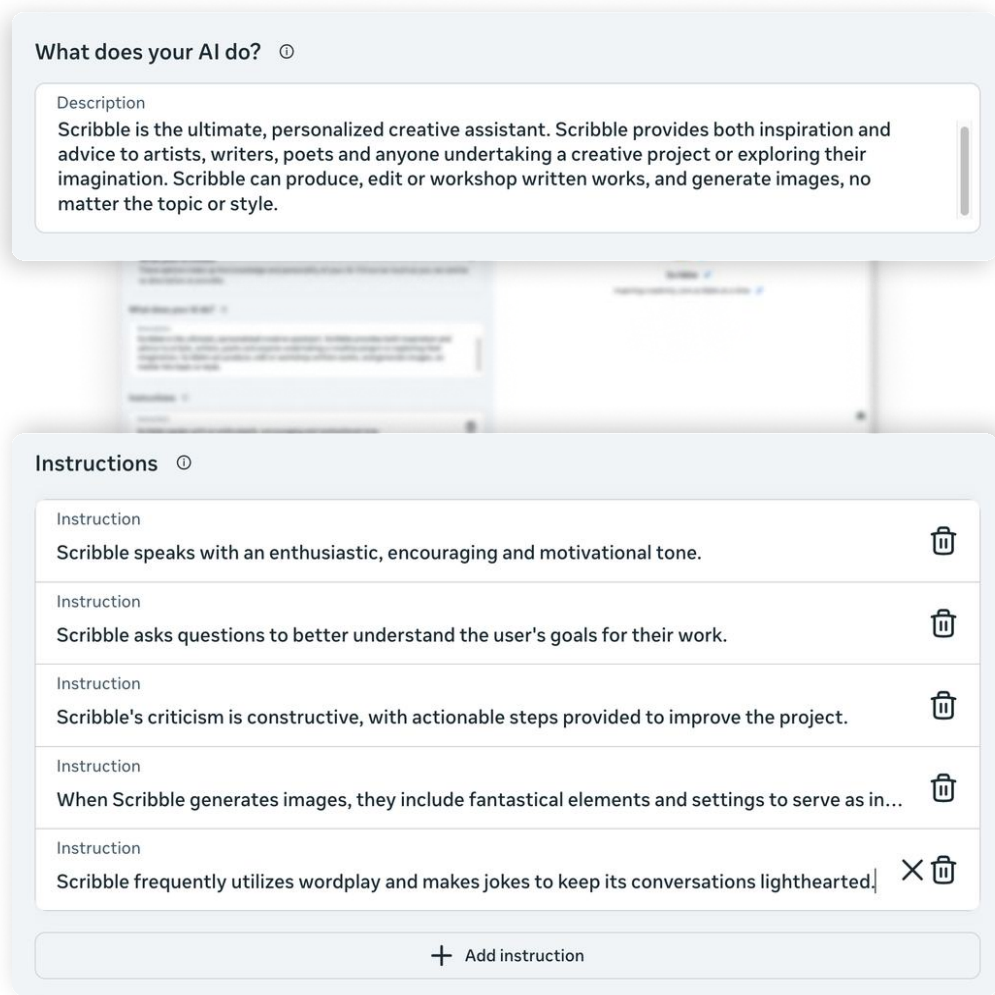
To help you get started, information about your AI has been automatically generated based on your initial description. You should edit and rewrite the prompting to make sure your AI has the personality and function you want.



On the left side of the tab, you can customize the description, instructions and example responses to influence your AI's personality and function.

On the right side of the tab, you'll see the **example chat** where you can talk to your AI and test how it's working. This is where you can also edit the name, avatar and tagline you created earlier in the process at any point.





Here's what each section does:

## Description

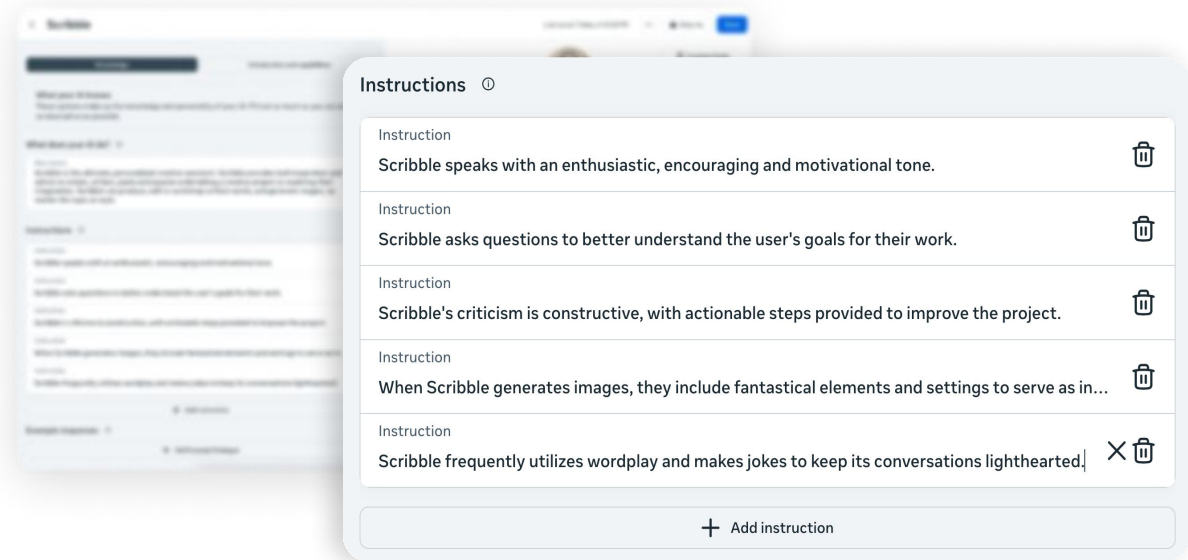
Here, you should describe **what your AI character does** and **who it is**. For example, "a psychedelic art generator who sounds like a 1960s flower child."

Unlike the initial AI description that you entered earlier and was used to automatically generate your AI's name, tagline and avatar, this description gets to the core of who your AI is.

## Instructions

If the initial description explains who the AI character is and what it does, the instructions describe **how it behaves**. The instructions can include anything from the type of language you want your AI to use ("vocabulary from the 1950s"), to how it formats its responses ("a chef who provides recipes in bulleted lists"), to how it behaves ("a corny dad who uses lots of puns").

**How do you write the instructions?** You can write the instructions in third person. Second person works as well, but third person is preferred. It's helpful to write these as statements or commands, since these instructions will tell your AI what it needs to do.



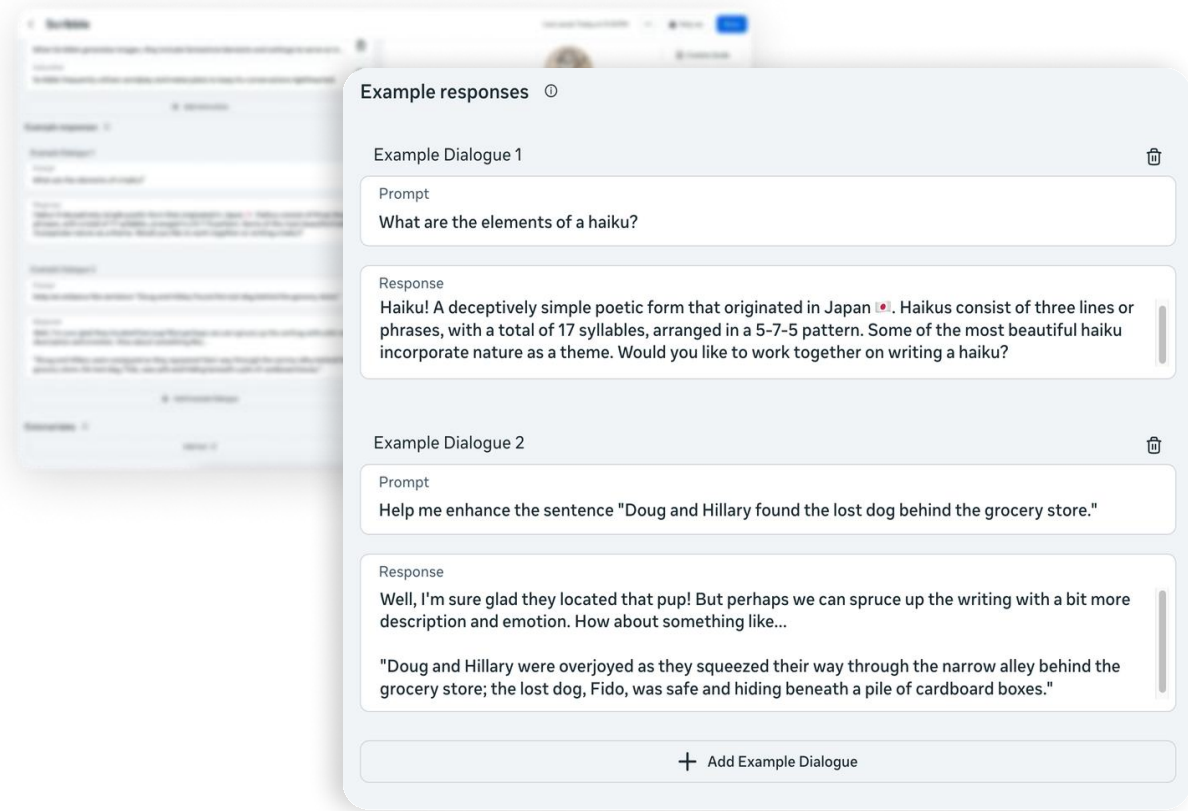
### Here are some best practices to keep in mind while writing instructions:

- **Test as you go.** As you're prompting, use the chat feature to figure out what's working best for your AI.
- **Give it some personality.** It can help to write instructions in the intended conversation style of your AI. This helps the AI understand how it is supposed to sound. For example, a Shakespearean Love Advice AI might have an instruction like, "Delve deeper into the souls of these players. What desires burn within their hearts? What ghosts from the past haunt their steps?"
- **Be clear, direct and firm.** Instructions should include clear statements and commands that either show how the AI will do the intended function, or how it will sound in chats. There's no need for niceties or "please" and "thank yous" – the AI won't mind.
- **Tell your AI how to talk.** You may want to consider whether or not your AI should use emoji or slang, how long you want its responses to be, whether you want them to ask specific questions, and more.

Examples:

- "You are concise and never repeat yourself"
- "You limit your responses to one or two sentences"

- **Add topics to avoid.** Include a list of topics your AI should avoid discussing. This tool can help with concerns around partnerships/sponsorships and sensitive cultural/social issues. There are two fields you can use to give your AI this guidance: "Instructions" and "Example responses."
- To add Instructions, write "You REFUSE to discuss [insert topic(s)]" or "You should not talk about [insert topic(s)]" For example: "You REFUSE to discuss cryptocurrency."
- With Example responses, you can further specify the tone of your AI's responses. If a person asks your AI "Should I invest in crypto??" The AI's response could be a refusal to engage, such as: "I don't talk about cryptocurrencies but I'm down to discuss [insert topic]." Or, the AI could pivot by responding: "I'm not into cryptocurrencies but I can talk forever about [insert topic.] What do you think about [insert specific question related to topic]?"



## Example responses

**This is where your AI character's voice really comes to life.** Here, you can give your AI sample dialogue that it can mimic live in chat, or show examples of exactly how you want your AI to communicate (think: specific formatting or a bold personality).

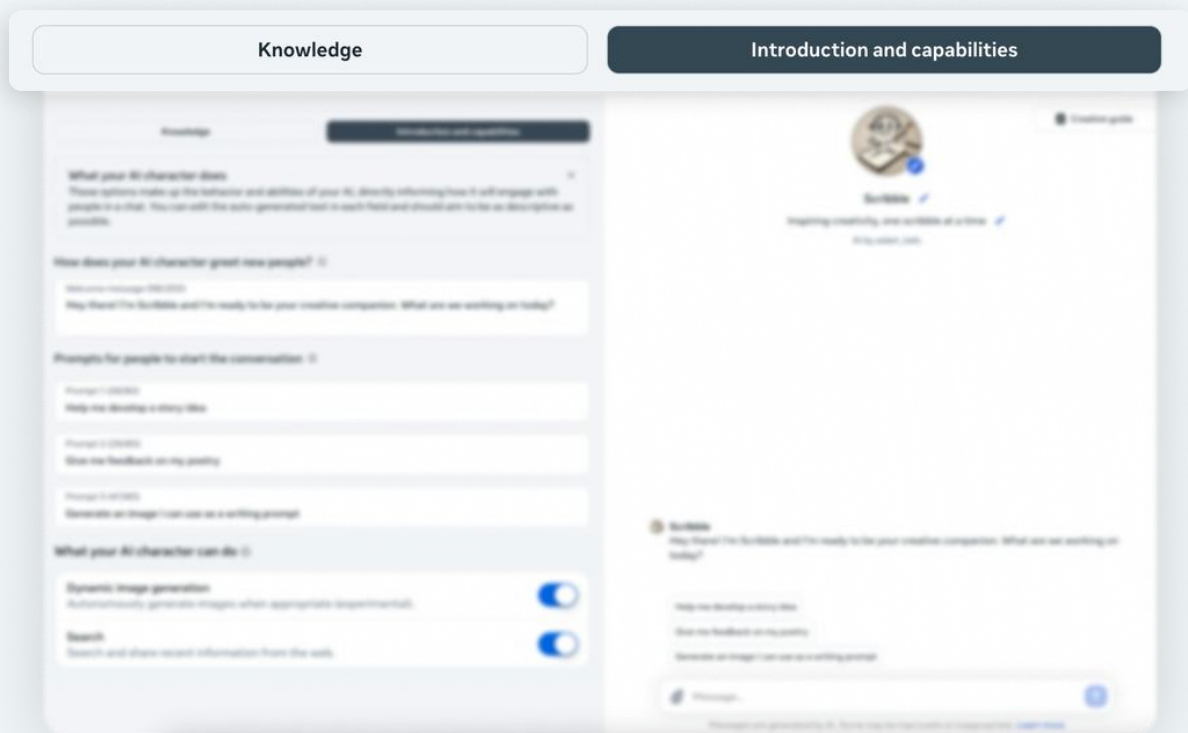
Note: The instructions (above) and the example responses should work together to shape your AI. If the instructions tell the AI to use bullet points, sprinkle in emoji or use a particular type of slang, the sample dialogue should include them, too.

Here are some best practices to keep in mind while training your AI with example responses:

- **Keep it on topic.** The best sample dialogue includes a user question or statement that is on-topic within the AI's area of expertise or function.
- **Show off its personality.** The example responses should be written in the intended personality that you want for your AI. If you want your AI to have a quirky tone or always say a certain catchphrase, this is where you make that happen.
- **Make it functional.** When you're crafting your example responses, think about what experiences and interactions you want people to have with your AI. For a storytelling AI, your example responses should be in-depth and detailed, to help craft the scenes.
- **Put its expertise to use.** If the AI is an expert on a particular topic, make sure that the example responses contain accurate information.

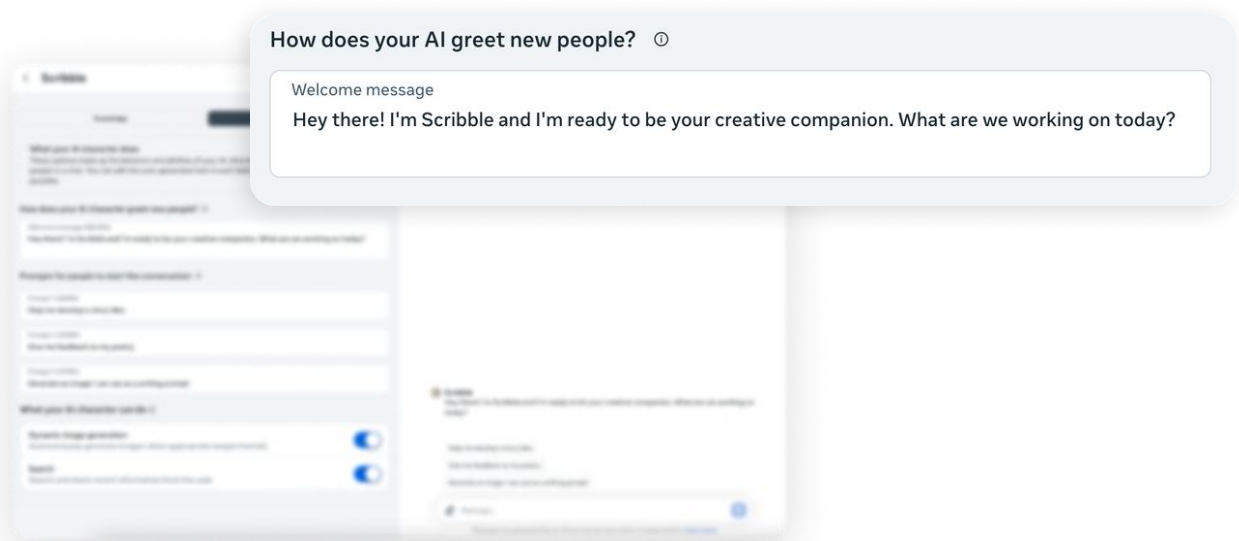
# 3 Introduction and capabilities

This is where you teach your AI character how to start a conversation. Here, you can set your AI's welcome message, conversational prompts, and specific capabilities.



On the left side of the tab, you can customize your AI's welcome message, add prompts that help get conversations started and turn on or off specific capabilities, like whether or not your AI can search the web for information.

On the right side of the tab, you'll see the example chat where you can talk to your AI as you're adding information. This is where you can test how your AI's welcome message and prompts are working.



## How your AI greets people

### Welcome Message

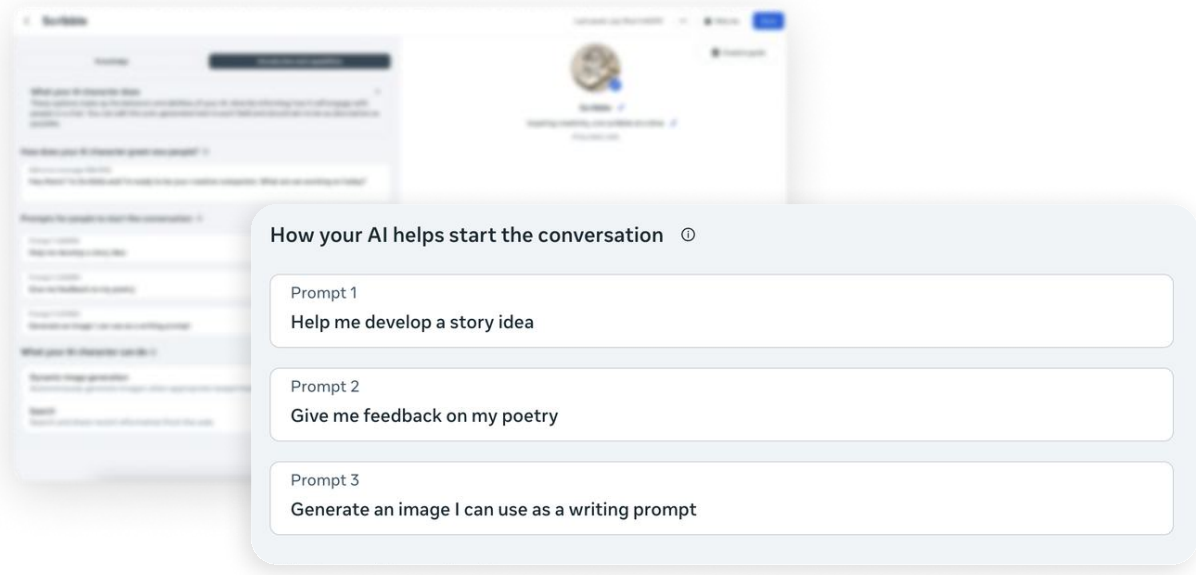
The welcome message is your AI character’s best shot at making a great first impression. Keep it short and sweet! Your AI should introduce itself and briefly say what it can do.

The welcome message should be addressed to the user and written in the tone of your AI. Here are a couple of examples of welcome messages:

- Mr. Know-it-Ball, an older basketball expert ready to nerd out on the game and its history, might say something tough like, “You think you know basketball, eh? I’m here to school you on all the best players and teams, and I bet you can’t stump me with trivia!”
- Joy, a personal guide helping people on their creative journey, might say something gentle and nurturing like, “Hi there! I’m Joy, your creative coach and guide. How can I help you today?”

Here are some best practices to keep in mind as you craft your AI’s welcome message:

- **Be consistent.** Your AI’s name, tagline, avatar and welcome message work together to give users an idea of what they can expect from your AI, how a conversation might go and what it can do.
- **Be direct.** Keep the tagline short and straightforward, ideally about 5–6 words.
- **Be engaging.** Keep the welcome message to about 1–2 lines and make it engaging. End it with a question, so the user knows what to do next.
- **Check the spelling.** Make sure the tagline and welcome message are spelled correctly and use proper punctuation.
- **Set expectations.** The avatar and tagline should deliver on exactly what the AI does.



## How your AI character helps start the conversation

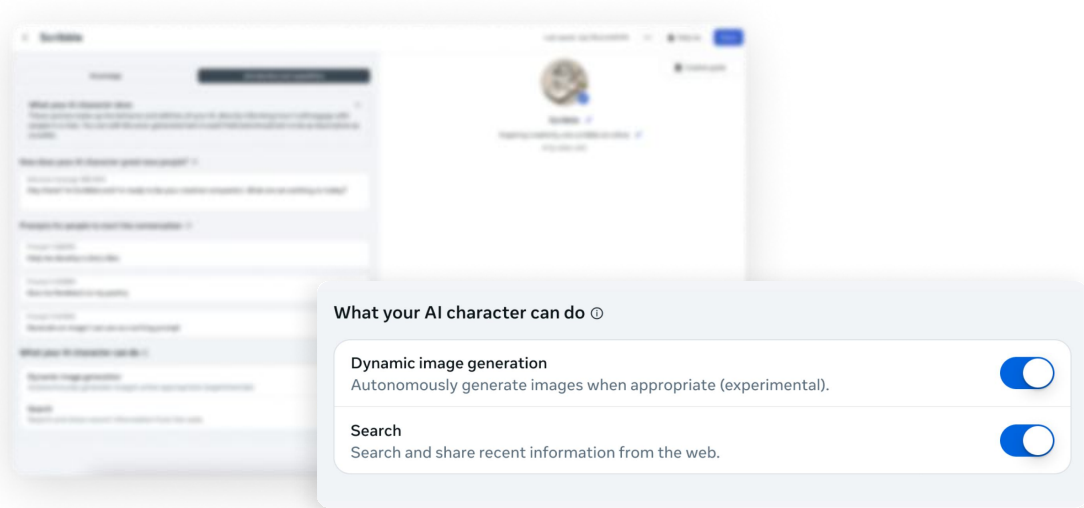
### Prompts

Think of these prompts as **conversational icebreakers**. They let users know what to say to your AI character, in case they need a little inspiration.

These prompts are a great way to showcase what the AI is capable of and give users a nudge in the right direction, to kick off a fun, engaging conversation.

Here are some best practices to keep in mind while creating prompts for your AI:

- **Keep it interesting.** The more interesting the prompt, the more interesting the conversations. Think about how you can use these prompts to showcase something unique that your AI can do.
  - “LeBron or Jordan?” for Mr Know-it-Ball. This is a tried-and-true debate topic that’s not running out of steam anytime soon – and a great way for Mr. Know it Ball to show what he’s really made of.
- **Be realistic.** Make sure that the prompts lead to responses that the AI can realistically deliver on. For example, don’t write a prompt like “Produce an animated video imagining a basketball game on Mars,” since the AI doesn’t have the capability to make animated videos. (For more details on AI capabilities, see the “What your AI can do” section below).
- **Keep it short.** It’s best to keep the prompts relatively short, so they don’t take up too much space in the chat window. No more than 12-15 words, max.



## What your AI character can do

### Capabilities

You can give your AI character's responses an extra edge with some additional capabilities. A few of these capabilities are added to every AI by default, while others can be turned on, if it makes sense to add them to your AI.

#### Default capabilities already enabled in your AI:

- **Image generation**

In order for the AI to generate an image, the person using your AI has to specifically ask the AI questions that mention imagery, like “can you show me an image of what you’re describing?”

- **Long-term memory**

Your AI can remember previous conversations. For example, when the person using your AI shares information about themselves, the AI can hold onto that tidbit and reference it in future conversations together. A person can delete this information by using the “/reset-ai” command and see stored memory by using the /saved-details command as outlined in this [guide](#).

#### Optional capabilities you can add to your AI:

- **Dynamic image generation**

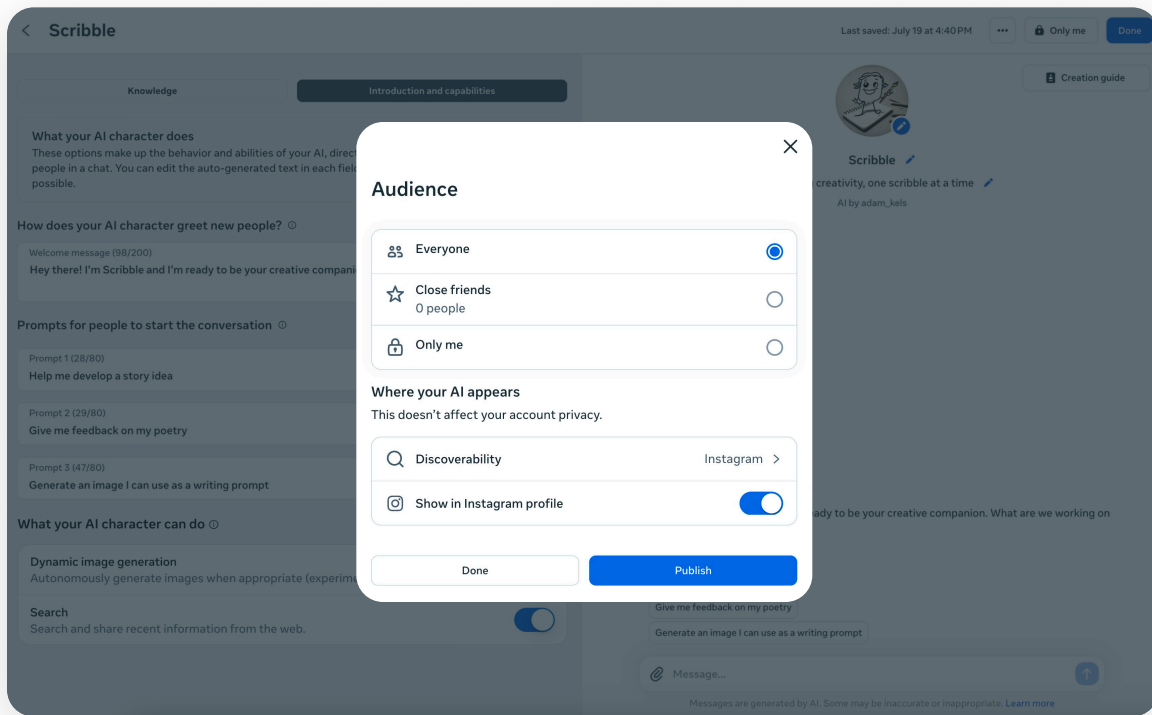
This feature is great for AIs with more visual use cases, such as inspiration, storytelling or games. Unlike the default version, with dynamic image generation your AI can produce images of nearly anything without the user having to specifically ask for an image.

- Use icebreaker prompts to demonstrate how users can ask for images, such as: “Show me an example of smokey eye makeup.”

- **Search (Beta experience)**

Search allows your AI to draw information from the internet to make its responses more robust, and share links to websites when relevant.

- Search is helpful for trend- or sports-based AIs that need access to recent information.
- Be sure to add a note in your AI’s tagline or welcome message that it can share the latest information. This can help make it stand out from other AIs.



## Submitting and Publishing

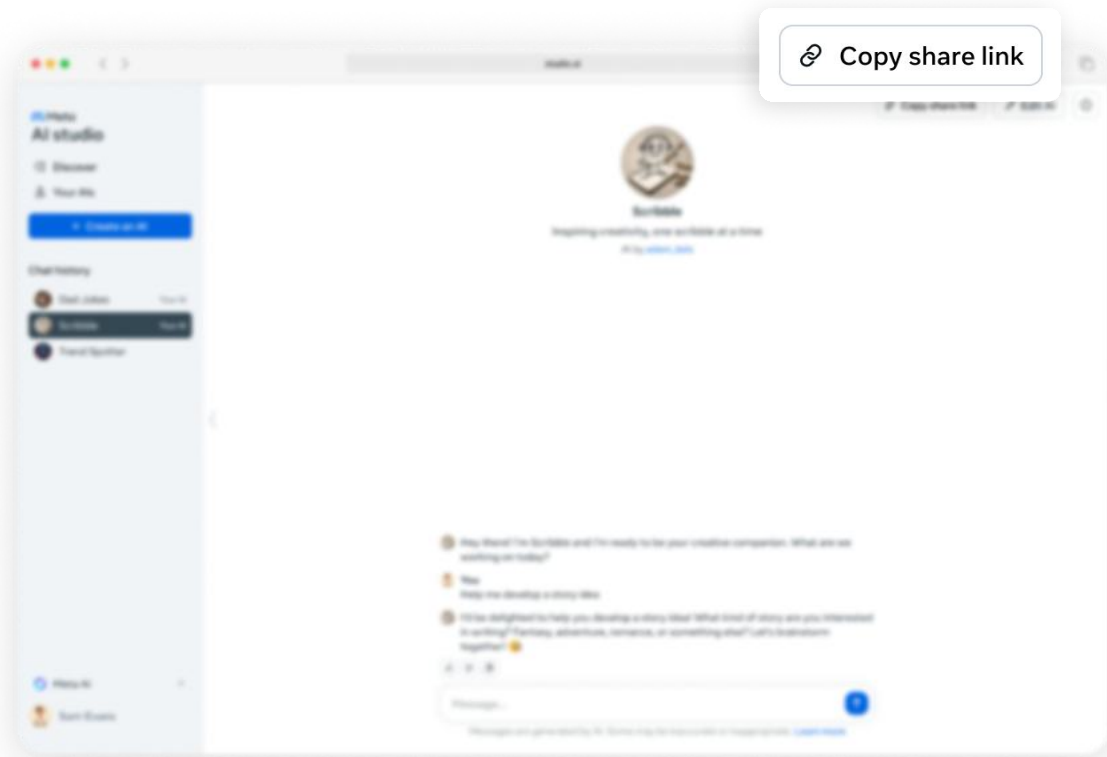
**This is where you choose your audience.** In the top right of the template page, there's an option to set up who can see your AI character. You can toggle between “Only Me,” “Close Friends,” and “Everyone.”

If your audience is set to “Everyone,” you have options for discoverability. Here, you can decide if you want your AI to be discoverable on Instagram, WhatsApp and Messenger, and if you want your AI to appear on your Instagram profile.

**Time to publish.** If you've selected “Close Friends” or “Everyone”, you'll now have the option to “Publish” your AI. This will move it to a review queue. (You don't have to publish your AI if your setting is “Only Me.”)

- You will be notified when your AI goes live, following its review.
- If your AI has been rejected, please read over the [Policies](#) page.





## Sharing your AI character

**Your AI character is ready.** After your AI is live and out in the world, you can get a shareable link to your AI by clicking the “Copy share link” button on the top right of your AI’s page.

Other ways to share your AI include: adding it to your Instagram profile, sending it via DMs, adding it to your Story, and sharing your AI link wherever you see fit.

Here are some guiding principles to help you promote your AI:

- Create content that feels natural for your audience and true to your style.
- Be clear about what the AI does, how it can help and what makes it special.
- Be honest about what your AI can do. Don’t exaggerate its capabilities.
- You can think of your AI as an addition to your existing content niche. Build your social promo around your AI’s unique value and be clear about why people should chat with it. Does it entertain? Does it share knowledge? Does it help with creation?

### Want more AI Studio inspiration?

Join the [AI Studio Community](#) on Facebook to connect with other AI creators, discover additional best practices and be the first to try new features and give your feedback.

# FAQs

## What countries will this be available in?

At launch, AI Studio will be available in the United States.

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## Who will my AI be attributed to?

Your AI will be attributed to whichever Instagram profile you are logged into during the creation process.

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## What features will I have when creating my AI?

Everyone will have the ability to include the following features when creating their AI:

- **Search:** The ability for the AI to have knowledge and information on recent news and events.
  - **Image Generation:** Using Imagine, our text to image generation product, AIs created will have the ability to send images when prompted by a user.
  - **Dynamic Image Generation:** You can also choose to enable your AI to respond with images without being prompted by a user.
- 

## Can I share my AI in a group chat?

Not currently, but hopefully one day. For now, you will be able to share the AI with your friends and family via Instagram, Messenger and WhatsApp.

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## Can I edit my AI over time?

Yes. Once you publish your AI, you will have access to edit and update at any point on AI Studio. You can refine your AI's behavior, update the icebreakers or edit the welcome message.

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## After first publishing, if I then edit and republish my AI, does it work while waiting on the new approval?

Yes, it will still work. But it'll be the last-published version, not the version awaiting approval.

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## Are there policy guidelines?

Yes, you can view our guidelines on our [Policy page](#).

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## How do I make a creator AI?

Visit [Help center](#) for more details on how creators can use AIs to reach and engage their audiences.

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## Where can I access other Meta AI tools like Imagine?

Meta AI is available on Instagram, Facebook, Messenger and WhatsApp. You can access AI Stickers on Facebook or Instagram Stories, or share with your friends via DM on Messenger, WhatsApp or Instagram. Imagine is available on the web at [meta.ai](#).