

Cheat Sheet

How *not* to use AI in internal comms

Use of AI by internal comms teams is on the increase, whether it's to stimulate new ideas, create content, or automate processes. However, AI also poses many challenges to internal communicators, from questions on ethics to the proliferation of generic content.

Here's how *not* to use it as an IC pro!

1



Forgoing standards

IC teams play a leading role in the ethical use of AI in their organizations by ensuring there are clear standards, policies, and principles in place.

2



Copying + pasting

If you want employees to engage with your AI-generated content, you have to add your own corporate messages into it, and tailor it your audience – just like you would normally. AI is a shortcut, not a cop out.

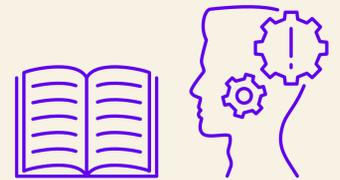
3



Perpetuating the bias

Internal comms teams must examine content for potential bias, and influence your company's broader AI strategy to be diverse and inclusive.

4



Ignoring cultural sensitivities

It can be good idea to check your AI content with subject matter experts or Employee Resource Groups to avoid any unintentional controversies.

5



Failing to fact-check

Like us humans, AI isn't perfect. It makes mistakes. AI-generated internal comms must pass through strict approval processes; if unchecked, misinformation can spread and decimate trust in your organization.

6



Sounding inconsistent

For internal comms to be effective, employees need to hear the same message in the same tone of voice many times.

7



Neglecting accessibility

It's up to IC teams to integrate accessibility considerations into our content and channels so that everyone can receive and understand your messages.

8



Underestimating the importance of transparency

AI enables us to be more efficient and to focus on higher-value, strategically impactful work. But we can only do that if we maintain employee trust in the content we are producing.

9

Forgetting about data privacy

Internal comms teams have to lead by example by not entering any confidential information into AI platforms (if in doubt – leave it out), and by educating employees on the perils of doing so.

10



Running before you can walk

Rushing the deployment of AI systems without the supporting infrastructure in place could lead to widespread confusion, misinformation, and financial and reputational risks. Fail to prepare, prepare to fail.

