

60-second guide

to making the  
most of AI in  
internal comms



Proud of our past  
Excited for our future





## AI creates a great opportunity – but use it unwisely, and the risks are extreme

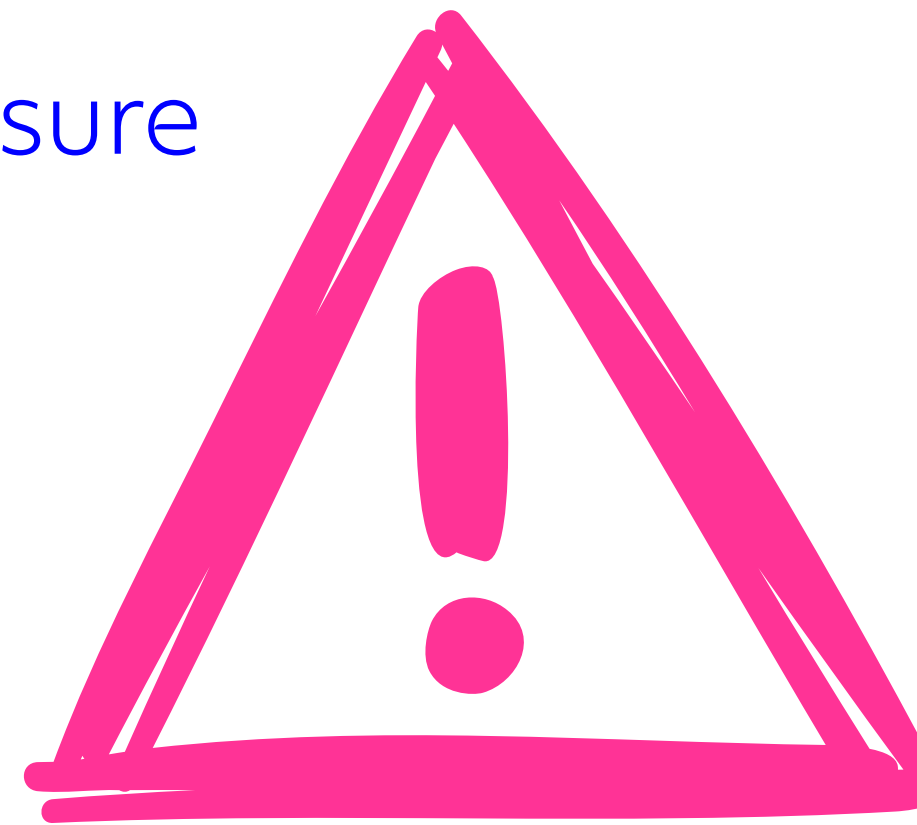
Internal comms teams are under pressure to do more with less, and AI can help.

It can draft messages, create images and analyse data.

It can even write an entire comms plan.

But what if you destroy trust while saving time?

Here are six ways to use AI safely and effectively.



# 1

## Encourage originality

AI is excellent at generating ideas, but it thrives on human input.

Use it to spark creativity and save time on repetitive tasks, but always let your team refine and add their unique perspective.

Original content resonates more deeply with employees, reinforcing engagement and encouraging two-way communication.





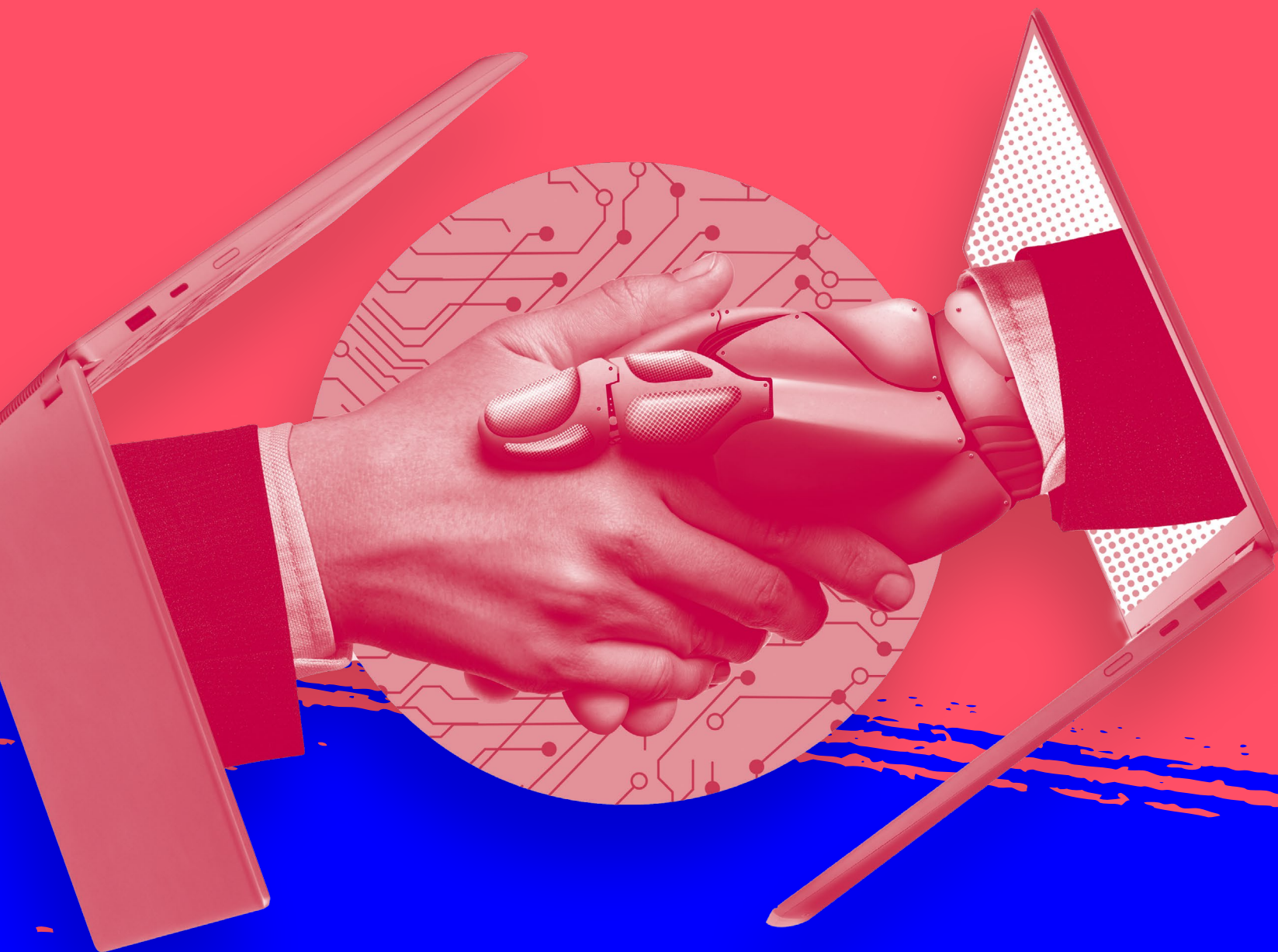
# 2

## Build trust

Transparency is crucial when using AI.

Clearly explain when AI tools are involved and ensure you follow broader company policies.

Demonstrating ethical AI practices helps alleviate fears and protects trust, which is essential for building employee confidence in company comms and maintaining a positive attitude to innovation.






# 3

## Don't put your head in the sand!

AI is here to stay and will become an increasing part of our working lives.

Row out to meet the change. Experiment with the various platforms and services – and invest proper time, not for 10 minutes but 10 hours.

By digging a bit deeper, you'll start to see the potential – and the risks. If you don't know where to start, just ask Chat-GPT for a plan. **HOW META.**



Have a play with new tools. Try using ChatGPT's voice function to have a mini brainstorm and check out its Canvas feature that helps you fine-tune text.



# 4

## Tread carefully with Gen AI visuals

Relying on AI to create images is often problematic in IC, especially if people are included. It's better to use pictures of real employees, locations or products.

Instead, treat AI as an idea generator and concept creator. Or use it to carefully modify images to make them more impactful without losing their authenticity.



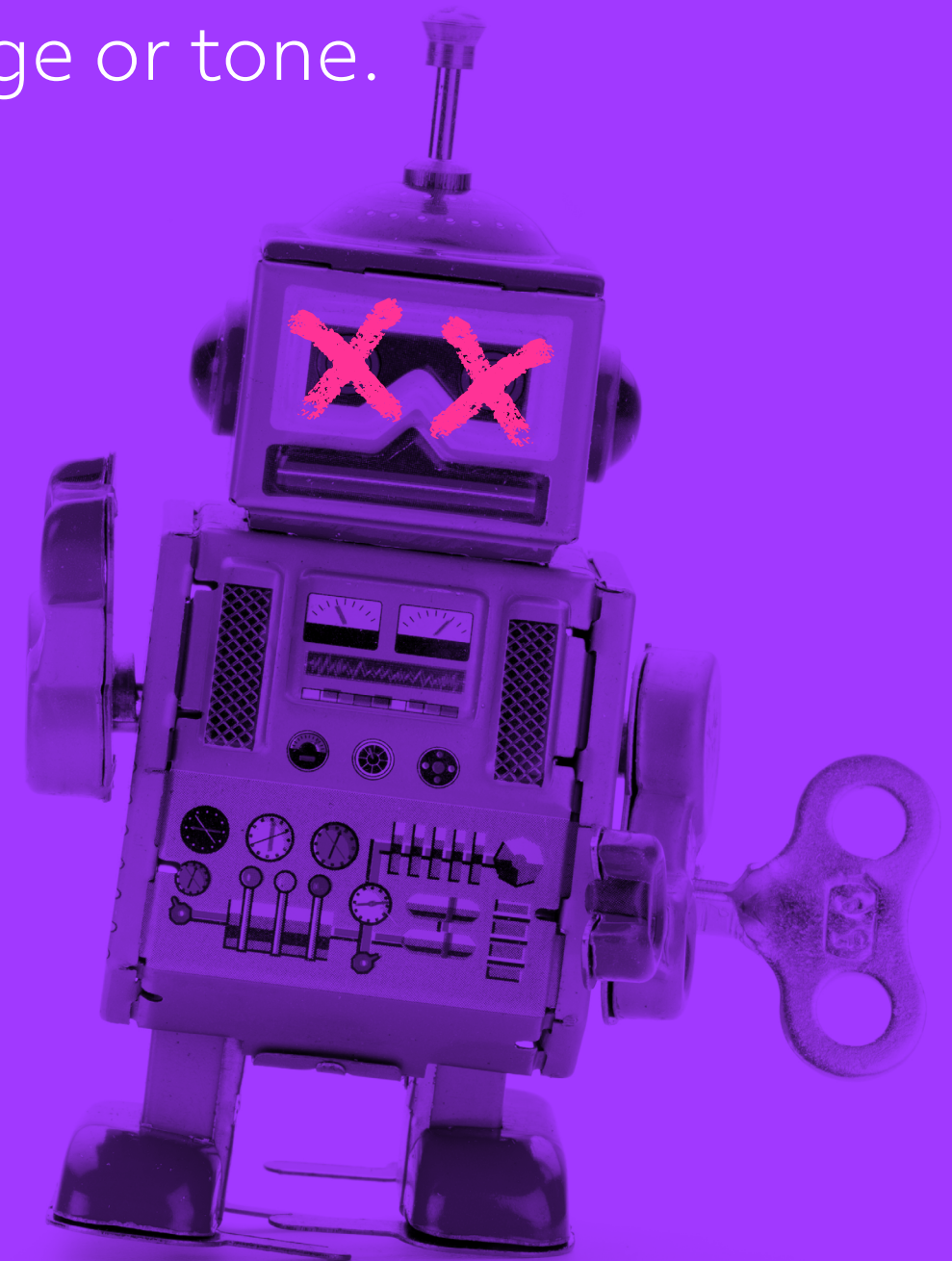
## 5

# Recognise AI's limitations

AI gets things wrong, and these mistakes can be hard to spot. Watch for errors, biases and unsuitable language or tone.

Internal comms is most effective when it is two-way and that requires nuance, empathy and human understanding.

Always pair AI with human oversight and make people the focus of your comms.







# 6

## Fine-tune your use of AI

Look for opportunities where AI can deliver value without undermining comms engagement and trust.

For example, let AI take the strain when it comes to crunching data or analysing employee feedback.

Use it to summarise large documents or reports, then bring those summaries to life by injecting them with the power of people and stories.

Help your AI tools improve by training them on your tone of voice and using detailed IC and business-specific prompts.

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creativity and compliance while  
making the most of AI?

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