

AI for Communicators: the Basics

WHAT AI IS (AND ISN'T)

Is:

A productivity tool that helps analyze, draft, summarize, and brainstorm

Isn't:

A replacement for strategy, judgment, ethics, or relationships

BEST USED AS: A FIRST-DRAFT PARTNER—NOT THE FINAL VOICE

WHY AI MATTERS IN COMMUNICATIONS	PRACTICAL USE CASES	THE HUMAN-IN-THE- LOOP STANDARD	PROMPTS – GETTING BETTER RESULTS	ETHICS, ACCURACY, AND TRUST	WHERE AI FALLS SHORT	CRITICAL COMMS SKILLS
<ul style="list-style-type: none"> • Speeds up content development and ideation • Helps test messages and refine tone • Frees up time for strategy, relationships, and creativity 	<ul style="list-style-type: none"> • Drafting press releases, pitches, and social posts • Headline, subject line, and CTA variations • Repurposing content across channels • Summarizing research, reports, or interviews • Adjusting tone for different audiences 	<ul style="list-style-type: none"> • Review, edit, and fact-check all outputs • Apply brand voice, context, and nuance • Make final decisions with professional judgment <p>AI CAN ASSIST, BUT HUMANS REMAIN ACCOUNTABLE.</p>	<ul style="list-style-type: none"> • Be clear about audience, goal, tone, and format • Share background or examples when possible • Ask for multiple options • Refine prompts instead of starting over <p>BETTER INPUTS LEAD TO BETTER OUTPUTS.</p>	<ul style="list-style-type: none"> • Do not enter confidential or proprietary information • Watch for inaccuracies, bias, and fabricated details • Follow copyright, privacy, and disclosure standards <p>TRUST IS FOUNDATIONAL IN COMMS. AI USE MUST REINFORCE IT.</p>	<ul style="list-style-type: none"> • Relationship-building and trust-building • Crisis communications and high-stakes judgment • Organizational or political nuance • Original thought leadership without human insight 	<ul style="list-style-type: none"> • Ethical decision-making • Strategic storytelling • Prompt writing and evaluation • Editorial judgment and fact-checking <p>AI RAISES EXPECTATIONS. IT DOES NOT REPLACE EXPERTISE.</p>

GETTING STARTED

- Use AI for low-risk drafts and brainstorming
- Human review for everything AI
- Establish internal guidelines for use
- Train teams on how and when to use AI

KEY TAKEAWAY

AI won't replace communicators. Communicators who understand AI and use it responsibly will lead the field.