USING AI in inclusive communication

10 do's

1. Do use AI to brainstorm or clarify ideas
Use it as a thought partner to organize your thinking—not to take over your message.

2. Do fact-check any information it generates
AI can sometimes make confident-sounding errors. Verify stats, dates, and sources.

3. Do personalize AI-generated drafts
Always add your tone, context, and perspective. Your audience wants you, not a generic voice.

4. Do run inclusivity and bias checks
Ask the AI to highlight non-inclusive language or check your draft for unconscious bias.

5. Do edit for nuance
AI is great with structure, but it may oversimplify sensitive issues. Add the complexity your values require.

6. Do use AI to explore alternative phrasing
If you're struggling to find neutral or accessible language, AI can suggest respectful alternatives.

7. Do be transparent if AI played a significant role
Especially in collaborative or public contexts, consider noting that AI supported the writing process. I use AI to inspire, improve and correct as part of the creative process, but I still fully own my content.

8. Do set ethical boundaries
If your Manifesto includes commitments to fairness, accessibility, transparency, and inclusivity, ensure your AI use reflects exactly that.

9. Do experiment thoughtfully
Test different approaches and prompts to get closer to your unique tone and goals.

10. Do use AI to help manage your time—not rush your thinking
Let it take care of structure or routine phrasing so you can focus on the heart of the message.

10 don'ts

1. Don't treat AI output as final
AI drafts are just a starting point. Never publish without editing, reviewing, and aligning with your values (Manifesto).

2. Don't let AI speak for communities
AI can unintentionally reproduce stereotypes or generalisations—don't rely on it to speak to lived experience!

3. Don't assume "neutral" AI language is inclusive
AI is trained on human language, which can include bias. Always apply your critical lens.

4. Don't outsource sensitive content to AI
Topics involving trauma, identity, or injustice need human judgement and care.

5. Don't use AI to mask your voice or brand
If the result sounds sterile, corporate, or "off"—it probably is. Rewrite it to sound like you.

6. Don't rely on AI to generate values-based content from scratch
Your Manifesto should be your source of truth—not something AI invents for you.

7. Don't skip the feedback step just because AI was involved
Even if the content feels polished, share it with real people to get grounded reaction.

8. Don't use AI to churn out content at the expense of reflection
Volume doesn't equal value. Prioritise meaningful posts over more frequent ones.

9. Don't use AI to mimic someone else's voice
Imitating another person's or group's identity—especially marginalized voices—is unethical.

10. Don't pretend you wrote everything solo if you used AI extensively
If transparency matters in your work, acknowledge how you used AI in your process.