

## Webinar Q&A: Harnessing the power of generative AI for communicators

**Q. Have you seen good examples of company policies for generative AI? Curious if there are good resources out there to use as inspiration.**

A. Generally, where we have clients who have not created a blanket “no” as a policy, they are engaging in “cautious exploration.” This means don’t share proprietary information, be thoughtful and be transparent. But for the most part, they try to tie to existing policies, such as social media, privacy or risk. AI use should follow use of other tools in line with these policies.

Also note that one attendee dropped an example in the chat to [Wired magazine’s policy](#) that has been posted.

**Q. Have you been documenting your prompts, so the good ones can be shared across your team?**

A. Right now we are testing to find what works best — what kinds of prompts the tool responds well. But it varies based on the topic, content and output expected. A quick Google search on “ChatGPT prompts” will yield some helpful articles:

<https://www.innovationtraining.org/chatgpt-prompt-training-tips-guide/>

<https://www.searchenginejournal.com/how-to-write-chatgpt-prompts/479324/>

<https://www.wired.com/story/11-tips-better-chatgpt-prompts/>

**Q. Have you ever taken a draft generated by ChatGPT, refined it, and then re-prompted with that draft to see if it improves?**

A. There are tools available to paste longer-form content into and requesting the tool to do things like summarize the content or create other pieces of content based on the input. However, ChatGPT has a character limit and so what you can do is take the output and continue to refine your prompt to make adjustments to the output. For example: making it shorter, re-wording in a more friendly tone, make it wittier, add SEO, add references, etc.

**Q. Does ChatGPT accept audio input or is it specific to text only?**

A. There are tools out there that are audio-based, but ChatGPT is a text-based tool.

**Q. Can you show us an example of a lengthy content and ask it to summarize it?**

A. ChatGPT doesn’t work for this; however there are AI tools that do this, for example [Quillbot](#), [Jasper](#), and [Paraphraser.io](#) are just a few. Again, you’ll have to research available tools for your needs.

**Q. Do you have recommendations regarding when communicators should disclose (internally or publicly) that they have used generative AI to inform or support their work?**

A. This is a personal decision and a decision for the company you work for. I am a full believer in transparency. I do not want to apologize for using ChatGPT or other tools because I do not believe it’s replacing my expertise. If I’m using it, I will only use it in ways that I’m comfortable fully disclosing. You should know what your company’s or organization’s and clients’ policies are. We at Davis & Company have made a flat rule that we are not using ChatGPT for any client work, we’re not entering any client information into AI tools, and we’re not using fake names to get information.

**Q. How do you ethically implement these technologies into work?**

A. Again, transparency is key. Make sure that you are willing to disclose how you may be using these tools to aid your processes. Many organizations are developing policies for employees for clarity — everything from a flat statement that these tools cannot be used, to allowing their use so long as they follow policies already in place, such as not inputting any proprietary information or, for healthcare organizations, personal health information. Keep in mind that many organizations already use AI in closed systems for things like data analytics. But when we’re talking about these open systems, it’s not yet entirely clear how the information going in is being used, what can be seen and by whom, and where the information coming out is coming from. Keep in mind that the tool is trained to absorb the information that is put in to be leveraged in other places. So, the output may be pulling from existing work that belongs to somebody else, and so it’s good to be cautious. There are some closed system tools that allow you to keep proprietary information in house. But again, that’s where you have to do you due diligence to find the correct tool for your application purpose.

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**Q. For someone just starting out, what's a good place to start learning about AI tools and educating yourself?**

A. Just dive in and try it out — maybe not with company information but play around with it personally. There are several tools that you can look at based on what you're trying to achieve. But ChatGPT is a really good entry point because it's free and accessible to a lot of people. Your experience and the way that you use the tool and learn how to input prompt information is your first step toward learning how to efficiently use the tools. Not understanding how the tool works and what you're getting from it, could potentially get you in trouble.

**Q. Does my ChatGpt login remember background information I gave it last week in a different interaction (eg, I am a communications consultant for a large health system etc., and use that to guide output?)**

A. Yes, but in ChatGPT+. We have one account at Davis & Company that several of us log into to test, and it does appear to remember previous information that we put in and pull from that. So, if you're logging in with the same account, it appears to save your history. In the example we looked at, we got similar results to what we had before, what we used, or what we put in. So it was clearly using the same things over and over again in different ways because it thought we liked it.

**Q. How do you see internal (proprietary curated) GenAI ("in-house ChatGPTs") being differentiated from publicly available GenAI?**

A. The number one difference is the closed data set. It's less risk because you're not making yourself publicly available. However, now we're pulling from a limited data set. For example, Box and Microsoft are announcing AI tools. This can be very helpful for searching your own company's server and gathering information. But if you're using it to generate content, you're only pulling from your existing content.

**Q. Does using a closed data set significantly increase the learning curve for the AI tool?**

A. Yes. But it just means that it's only pulling from what you have available. There may be situations where that's helpful. For example, if I want to search on my server for past examples of a type of document and use that to create something similar, that works well in certain situations. But, if I'm really looking for new thinking, inspiration from something outside of my own space, that's going to be a little more challenging.

**Q. I would love advice on working with IT, security, legal professionals who are very risk adverse on how risk can be managed.**

A. The best suggestion is to treat it like any other risk conversation: be transparent about how you want to use it, discuss all of the possible risks so that you can have informed conversations weighing potential benefits against those potential risks and how can limit them. Your greatest weapon against these risks is knowledge. Do your research get to know as much as you can about the tool that you're choosing to use.

**Q. What's your best tip when using AI to generate content?**

A. You have to fact check. That's critical when you're creating content. Make sure that the information you receive is accurate and not pulled from something inaccurate. What you'll hear over and over from us today is that again, this is a tool and you are the expert.

**Q. How can we walk the line between encouraging employees to innovate with AI and limiting/controlling how they use it?**

A. Again, have the discussion about how it should and should not be used. This should include being clear about the risks it poses to your organization. You may allow employees to play with it personally to see how it works and then where there may be potential uses for it, you have your risk/benefit and ethical questions to inform your policies moving forward.

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## Additional Resources to Explore, Offered By Attendees Through Discussion

A recent article in The NY Times about the lawyer who used AI related to a case and when it was checked, it was found to have cited fictitious cases. <https://www.nytimes.com/2023/05/27/nyregion/avianca-airline-lawsuit-chatgpt.html>

[AI Prompt Writing](#)

[Wired magazine's policy on how they will use AI tools](#)

Lists of AI tools/apps

<https://gpte.ai>

<https://topapps.ai>

<https://openai.com/research/whisper>