AI + Digital Communications

11.04.26



Agenda

- Intro + Overview
- AI for Digital Advocacy Functions
- Risk + Ethics
- Creative Content Development
- AI + TI Interference
- Looking Forward



Introduction

AI Digital Functions for Advocacy Organizations

Creative Content

Research & Data

Digital Management

Message + Strategy Development



AI Digital Functions for Advocacy Organizations

Creative Content

- Graphic design
- Stock image creation
- Video development and editing
- Creative materials development: One-pagers, reports, policy briefs, etc.

Digital Management

- Paid media management
- Website creation and management
- Social media management
- AI agent production
- Influencer marketing

Research & Data

- Conduct landscape research
- Monitor and analyze policy progress
- Social listening
- Media monitoring

Message + Strategy Development

- Brainstorm digital strategies and tactics
- Brainstorm campaign branding
- Message ideation and testing
- Develop creative concepts for campaigns.



From the Field: Updates + Insights



Creative Content:

- Integration between tools is improving, allowing for a more seamless design process.
- Social channels are more filled with AI “slop” than ever before.



Digital Management

- Platforms are increasingly pushing users to use their own proprietary AI tools.
- Legacy tools for social media management are constantly updating and improving their AI tools. (Sprout Social, Hootsuite, etc.)



Research & Data

- Multilingual research and analysis is possible across the main tools, but gaps remain in some areas and political systems.
- Social listening remains a challenge for major LLMs, which struggle to search and engage with Meta and other private platforms.



Message + Strategy Development

- Major LLMs are a critical partner for brainstorming messages, strategies, and tactics.
- Answers are generic without very intentional prompts.

Risks/Challenges With AI Adoption

Misinformation

Amplifying existing biases and generating misleading or false information.

Data Privacy

Lax oversight on data or public content can pose security risks.

Brand Management

Negative response from stakeholders over organizational usage of AI.

Ethical Conflict

Tools can be in opposition to organizational values.



Responsible/Ethical Use of AI

Core Principles to Consider:

Transparency & Explainability

Users should understand how decisions are made

Fairness & Bias Mitigation

Prevent discrimination in data and models

Human Oversight & Agency

AI supports, not replaces, human judgment

Trust & Accountability

Systems must be auditable with clear responsibility

Accessibility & Inclusiveness

Benefits should be shared equitably



Tips and Tricks

Make the Most of Your AI Investments

1. **Focus on your prompts.** Generative AI outputs are only as strong as the prompts creating them.
2. **Test multiple tools** to understand differences and choose what works best for you.
3. **Be flexible**: Tools are changing, appearing, and disappearing quickly. Focus more on the function than any one tool that may become obsolete or inaccessible quickly.
4. **Safeguard your data**: Don't put any proprietary data or information into a general LLM or other public tools. Assume everything entered into an open-source chatbot is public.
5. **Check everything**: Put systems in place to ensure that anything created or supported by AI is double-checked before it goes out to the public.

Creative Content Development: Challenges + Opportunities



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AI + Graphic Design

- Generative AI has transformed graphic design for digital advocacy.
- Professional graphics have never been easier to make.
- Social feeds are busier and harder to break through than ever before.
- New strategies are needed to ensure your content effectively supports your campaigns.



AI Graphic Design Landscape

The landscape is ever-changing, so testing multiple tools at different price points is important to get the most out of your investments.

Major LLMs

- ChatGPT
- Gemini (Nano Banana)
- Claude
- Perplexity

AI Design Tools

- Midjourney
- Ideogram
- Artlist (Stock Photos)

Classic Tools

- Adobe Express (Firefly)
- In platform tools (Meta/x/Tiktok)
- Capcut (Video)
- Canva Magic Studio + Magic Layers Integration with LLMs

Specialty Tools

- Gamma (PPTs)
- Base44 (Website)
- Lovable (Website)
- CodeDesign (Website)

Tool Evaluation Framework

Cost

Evaluate the financial investment required, including subscription fees, implementation expenses, and long-term maintenance costs.

Staff Time

Consider the human capital needed to implement, maintain, and effectively utilize the tool within your organization.

Value of Output

Assess the quality, relevance, and effectiveness of the tool's deliverables for your specific organizational needs.

Tool Stability + Ethical Considerations

Examine the tool's reliability, consistency, and projected longevity in the rapidly evolving technological landscape. Consider any specific ethical concerns that may arise from adopting the toolset into the workflow.

PHOTO/VIDEO GENERATION: CANVA MAGIC STUDIO

Magic Design is an AI design generator that uses AI to create custom, on-brand, and attention-grabbing designs in seconds.

Design templates
Modify images
Create and edit text content
Enhance and modify images
Remove backgrounds
Generate & edit animations
Generate Stock Video

Cost

While some features are free to explore (25 uses), to make the most of the whole suite of tools, you need a Canva Pro or Canva Teams account. Canva Pro ($18/mo) and Canva Business ($25/mo per team member).

Value of Output

Generative AI outputs are still comparatively mediocre, but better Magic Layers and other integrations make it easy to edit outside AI designs in Canva.

Staff Resources

Minimal training, user friendly.

Tool Stability

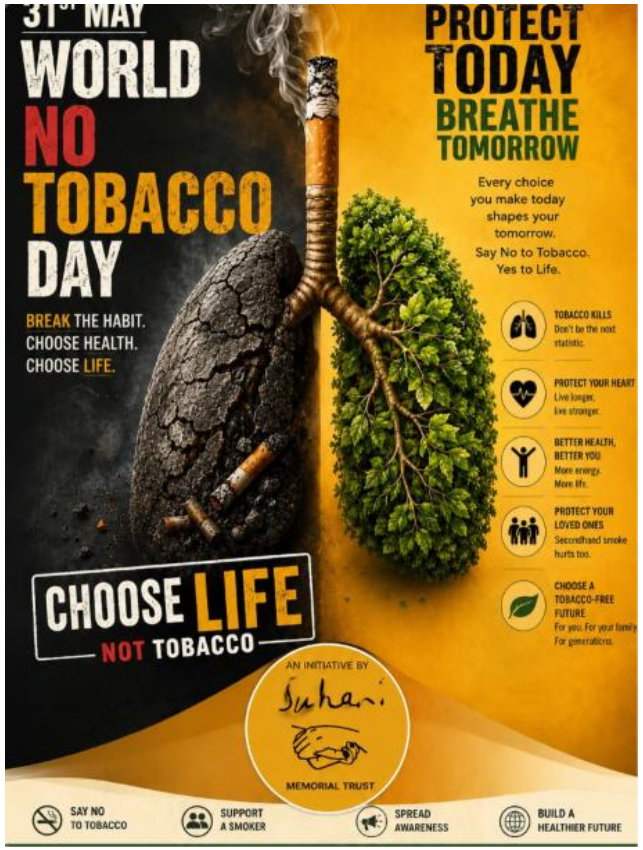
Part of Canva's AI suite, launched in 2023, it serves over 265 million monthly users. It will only grow more important to Canva’s success, and Canva is investing hundreds of millions annually in its new tools.

Rise of AI “Slop”

1. With content creation as easy as a few clicks, the amount of designed content on social feeds has exploded.
2. Many of these designs are generic or visually off-putting.
3. Audiences globally are starting to push back.
4. Trust in online messengers is decreasing, while misinformation is exploding.
5. Audiences are putting a premium on authenticity.



AI-Created WNTD Content



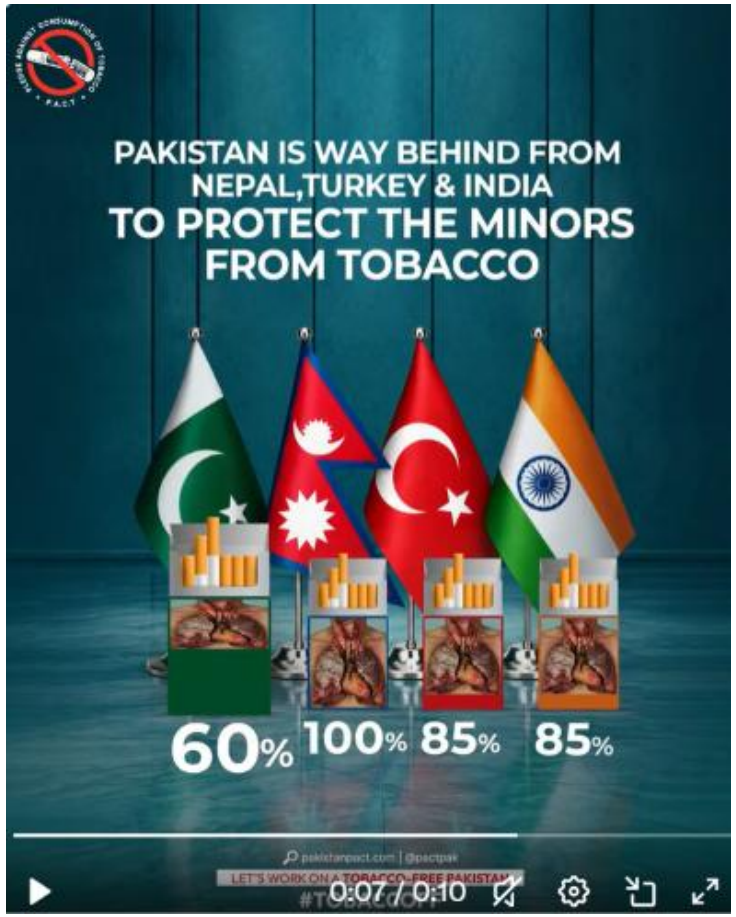




Guidelines for Avoiding "Slop"

1. **Spend time on the prompt**: Be specific and provide references and feedback to ensure that your content fits your needs and is not generic.
2. Feed the AI with **specific brand guidelines** and examples to ensure better results.
3. Ensure content **reflects the audiences** that you are trying to reach. Prompt AI to make changes to make art feel more real and genuine to your audience.
4. **Simplify**: AI will often create graphics that are too busy and confusing. Guide the tools to focus on a singular concept.
5. Never create **fake individuals or stories** that are not clearly represented as examples.
6. **Label content** as AI on channels where appropriate.
7. **Mix it up**: Include lower-resolution videos from influencers, supporters, and other real voices to avoid your channel becoming too sterile or stagnant.

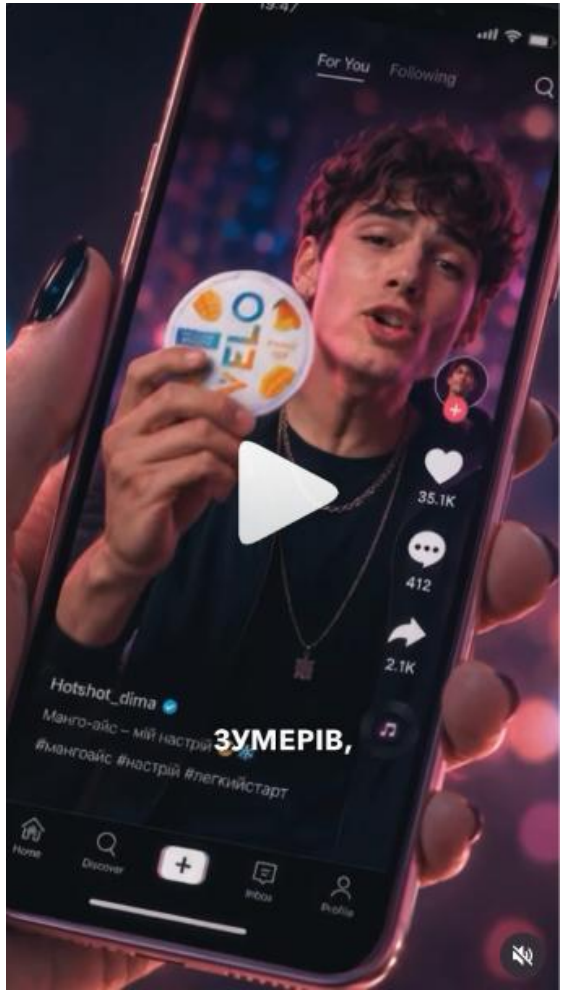
Grantee AI Content: Static + GIF







AI-Driven Short Video Series: NRP (Ukraine)







AI-Driven Influencers: Lentera Anak

Example of partnership with AI short video producer with 100K+ followers on IG for WNTD by Lentera Anak.



AI + Tobacco Industry Interference

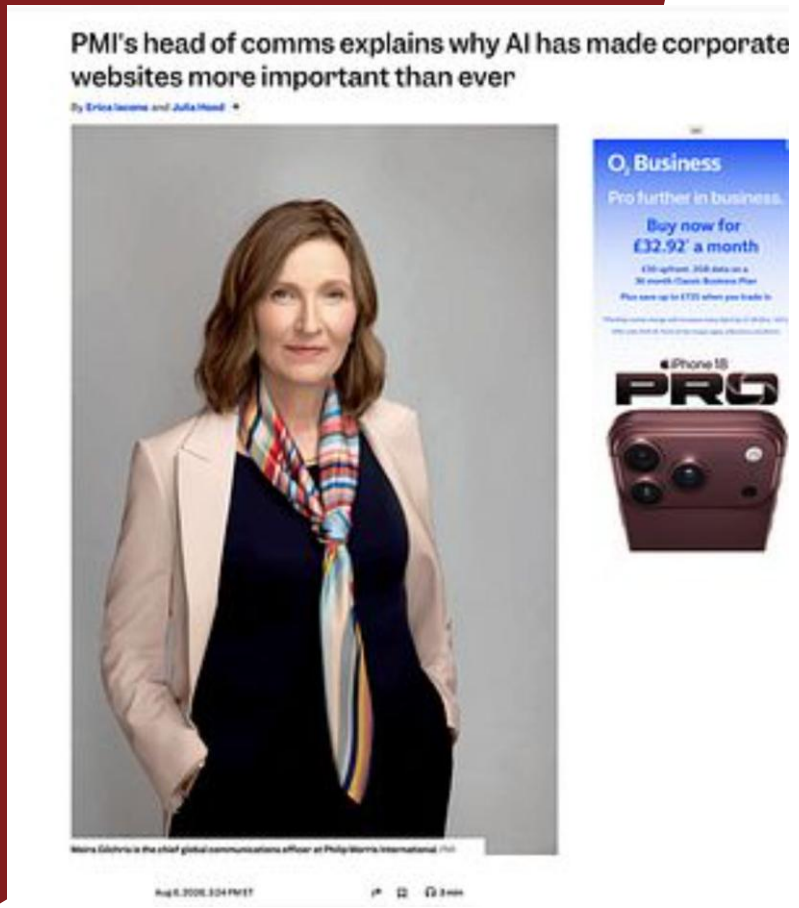
The Other Side of the Coin: AI and the Tobacco Industry

Tobacco Industry AI Use Cases

1. Generating hyper-personalized marketing and spam bot content for social media and digital platforms.
2. Identifying and micro-targeting new demographics, including youth, for product promotion.
3. Crafting evasive language to bypass advertising regulations and public health campaigns.
4. Analyzing vast datasets to predict and exploit behavioral patterns of potential consumers.

"Those (audience) personas are absolutely fascinating," she said. "The (messaging) feedback that we get really helps us to improve how we're communicating.“

Moira Gilchrist, Philip Morris International's chief global communications officer – Self-described AI "enthusiast



AI + Search

LLM Search Queries: SEO into AIO

- The way people are searching for information online is changing rapidly.
- People are now much more likely to ask questions to AI tools than through simple searches.
- Even legacy search engines like Google are driving people towards Gemini, its LLM.
- Traditional SEO, optimization for search engines, is being quickly replaced in importance by “AIO”, or optimization for AI platforms.
- The industry will invest in strategies to ensure AI search results reflect their messaging and priorities.
- The regulatory environment around AI and misinformation is largely unclear.

Looking Forward



Thank You!

Learn more at the Digital Advocacy Center: training.digitaladvocacycenter.com