

Content creation: key concepts and application

A focused journey through AI in communication

- 01 Advantages of AI in communication
- 02 Risks and considerations of AI use
- 03 Communication process structure
- 04 Implementation philosophy
- 05 Basic communication strategy with AI
- 06 Evaluation criteria

- O1 Demystify AI as a replacement tool**, positioning it as a strategic ally to enhance communication creativity.
- O2 Train communication professionals in the critical selection and use of AI tools**, considering their technical, ethical, and economic implications.
- O3 Explore the capabilities of generating and optimizing** visual and textual content through artificial intelligence tools.
- O4 Develop a collaboration model** where technology expands human capabilities without replacing strategic judgment and creativity.



Advantages of AI in communication

1. Content production efficiency

- **Work with "information brains"** (AI capable of processing and synthesizing large volumes of data and complex documents).
- **Streamline work and automating repetitive tasks** (writing, editing, publication scheduling, transcription, translation).
- **Handline and analyse complex documents** (extract key insights in seconds).
- **Reduce human errors** in content production and management.
- **Significant time savings** in administrative and operational tasks.
- **24/7 availability** to produce or respond, without time constraints.
- **Scalability:** Ability to produce large volumes of content without increasing human resources.

2. Personalisation and adaptability

- **Conduct user research and define Personas** based on real data and behavioral patterns.
- **Understand specific needs and interests** through data analysis and trend identification.
- **Adapt communication, tone, content, and reach** according to user and channel.
- **Automatically segment audiences** for more effective messaging.
- **Adjust sending frequency and channel** based on detected user preferences.
- **Enhance user experience and satisfaction** through more relevant interactions.

Important note:

This personalisation requires our constant AI nutrition.

AI needs our knowledge, our continuous research, our human understanding to remain relevant. We also need to indicate what has worked and what hasn't each time we publish. It's not an automatic system, it's a collaboration.

The most disruptive element is not the technology itself, but how we integrate it to create truly meaningful experiences. It's not about bombarding with content, but truly connecting.

3. Innovation in communication strategies

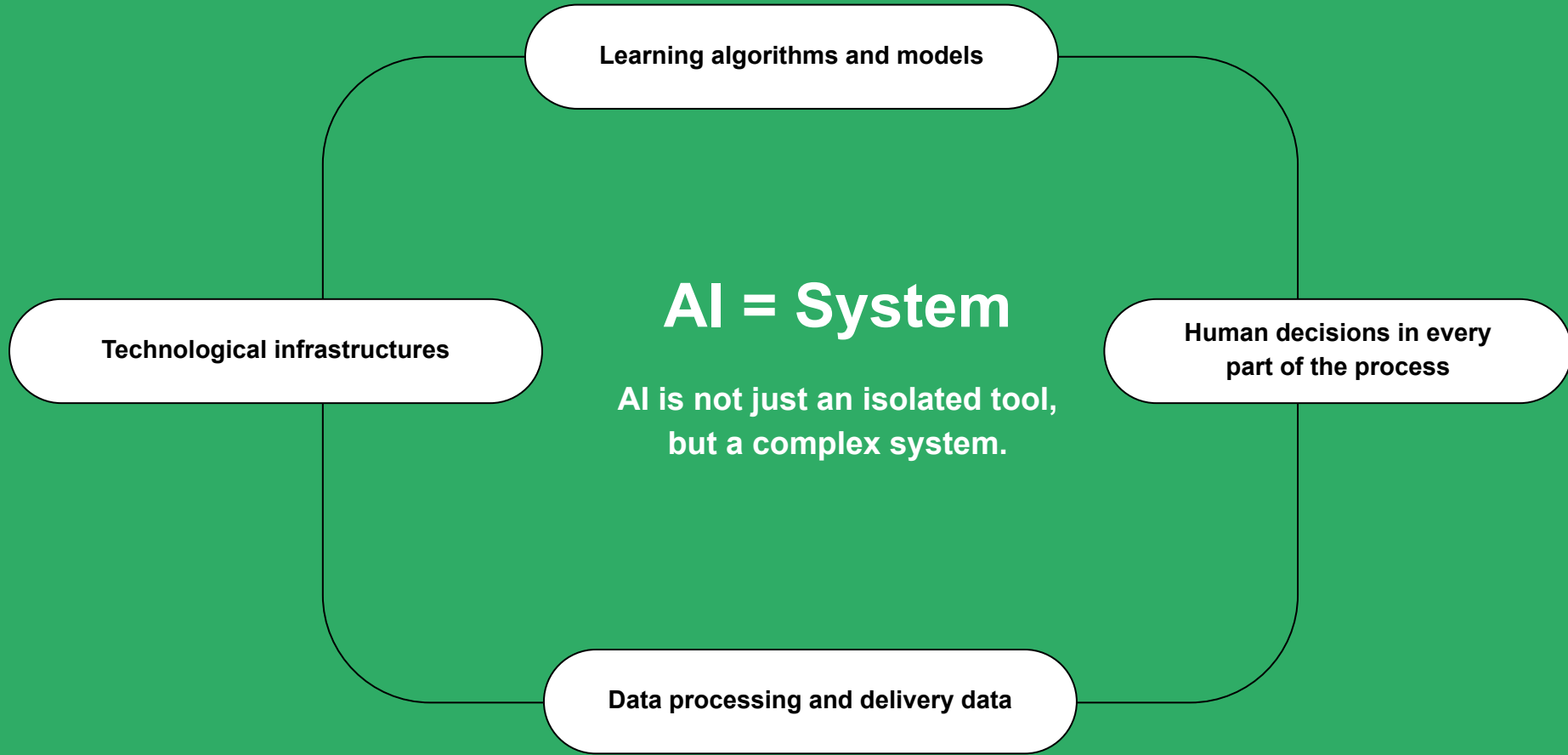
- **Agility** in content creation, testing, publication, monitoring, and analysis.
- **Rapid experimentation:** Testing message versions with minimal risk.
- **Early detection of trends and crises:** Digital anticipatory radar.
- **Continuous optimisation:** Automatic social media engagement analysis.
- **Integration of new formats:** Intelligent chatbots and search tools.
- **Data-driven decision making:** Transforming metrics into strategy.

4. Creativity enhancement

- **AI as a creative and specialised assistant** that allows communication to go beyond conventional limitations and team-specific skills. Also as a source of new resources, ideas, formats, and content styles.
- **Automatic generation of drafts, scripts, images, videos, or graphics** to inspire and accelerate creativity.
- **Breaking creative blocks** by proposing unexpected solutions or alternative approaches.
- **Facilitate interdisciplinary collaboration**: integrates AI proposals into human teams.
- **Personalizing creativity**: automatically adapting creative approaches to each segment or channel.
- **Freeing up time** for teams to focus on strategy and innovation, not just execution.



Risks and considerations of AI use

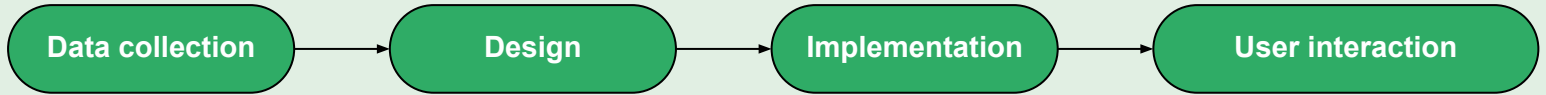


AI definition by the EU Commission

An AI system perceives its environment, processes information, reasons, and makes decisions to achieve specific objectives, acting autonomously or semi-autonomously.

→ **Interconnection of elements**

Ethical decisions affect the entire lifecycle:



→ **Distributed responsibility**

Not only developers, but also data managers, supervisors, communicators, and decision-makers

→ **Social and cultural impact**

AI can amplify biases, affect privacy, and influence social, economic, and cultural dynamics

Key Ethics Principles in AI

Privacy

Never input, share, or process personal or confidential data (names, emails, sensitive project details) unless fully anonymised and GDPR-compliant.

Why it matters:

External servers may pose data leakage risks. Always verify platform privacy policies align with EU standards.

Accountability

You are responsible for all AI-generated content. Always review and verify outputs before publication, and be prepared to explain or correct any errors.

Why it matters:

AI content can be inaccurate or misleading. You must ensure outputs reflect project values and meet EU requirements.

Safety

Avoid sharing unpublished research, security-sensitive data, or intellectual property. Use AI tools in secure environments following internal protocols.

Why it matters:

Protects project reputation and stakeholder safety from accidental disclosure or misuse of sensitive information.

Key Ethics Principles in AI

Transparency

Clearly disclose when AI tools generate or assist in creating content. Ensure all communications are open about sources, funding, and methodologies.

Why it matters:

Transparency builds stakeholder trust and is a core Horizon Europe requirement for public-facing communications.

Human values

Review AI outputs for cultural sensitivity and inclusiveness. Avoid language or imagery that could be offensive or misrepresentative of any group.

Why it matters:

AI models may reflect training data biases. Human oversight ensures respect for diversity and cultural norms.

Fairness

Ensure AI content doesn't perpetuate stereotypes or discrimination based on gender, ethnicity, religion, or other protected characteristics.

Why it matters:

Fairness is a legal and ethical obligation under Horizon Europe and the EU Charter of Fundamental Rights.

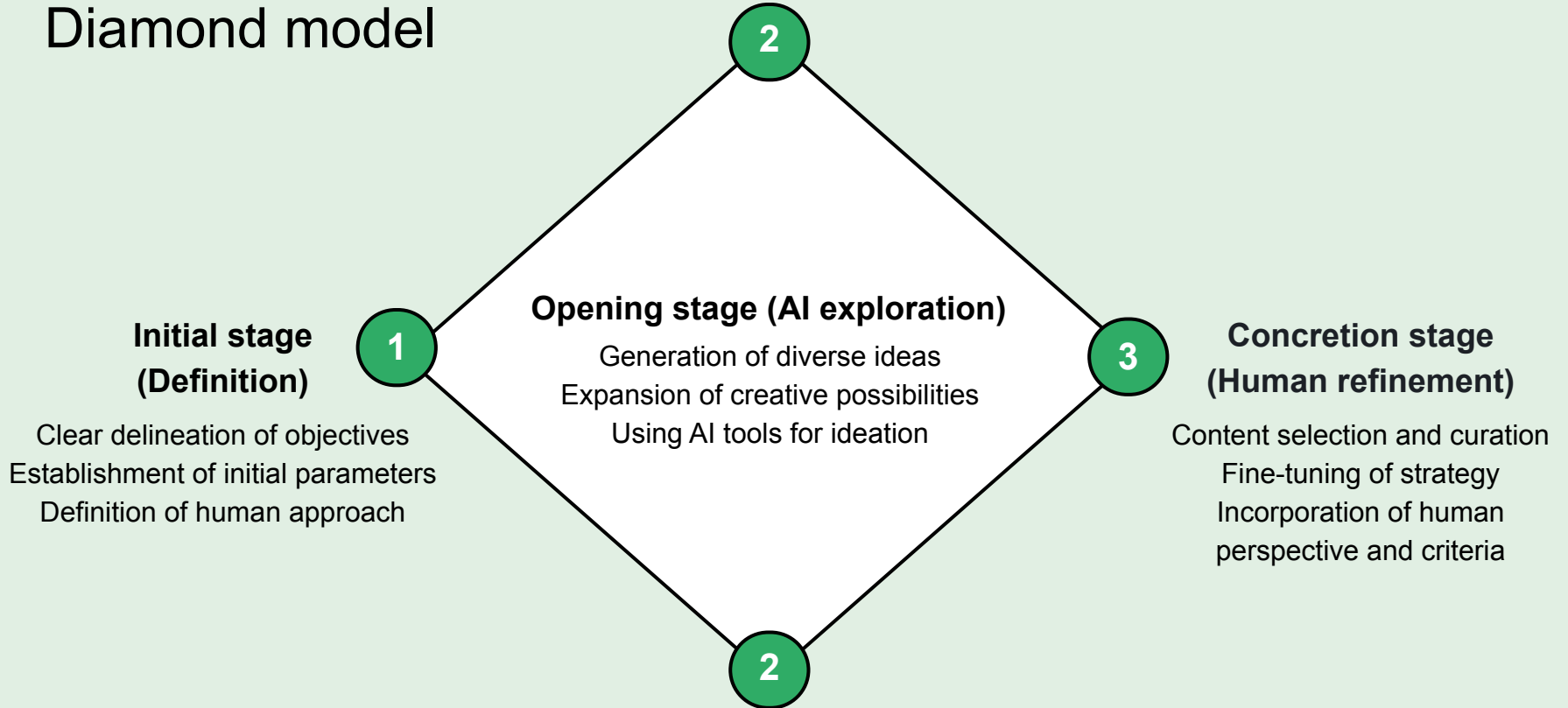
Apply to EU Projects

For research and innovation projects: Every communication decision must consider the systemic impact of AI, ensuring transparency, accountability, and social benefit.



Communication process structure

Diamond model



Diamond model

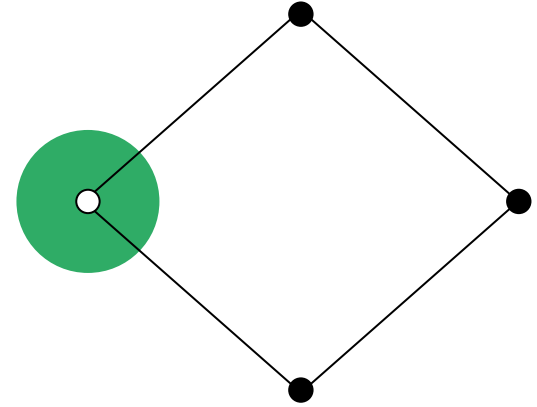
1 Initial stage (Definition)

What does it mean?

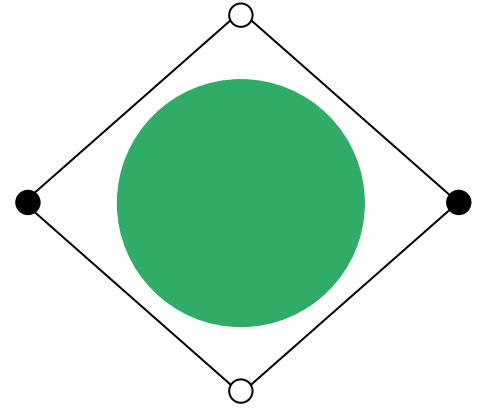
It involves clearly defining the goal you want to achieve with AI, setting initial parameters, and deciding on the human approach that will guide the process.

Associated actions or tools:

- Writing clear and specific prompts
- Documenting and outlining the context and needs
- Using briefings, mind maps, or requirement lists



Diamond model



2 Opening stage (AI exploration)

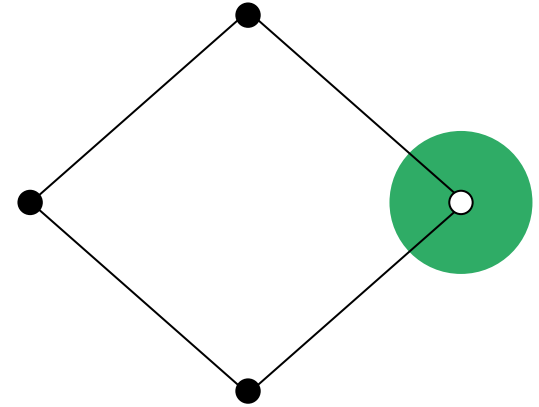
What does it mean?

This is the moment to explore possibilities and generate ideas using AI, taking advantage of its ability to suggest creative and diverse alternatives.

Associated actions or tools:

- Entering the prompt into an AI tool (ChatGPT, Perplexity, Claude, Copilot)
- Asking for brainstorming, idea lists, examples, or alternative approaches
- Using automatic text or summary generation features

Diamond model



3

Concretion stage (Human refinement)

What does it mean?

It involves selecting, adjusting, and curating the responses generated by AI, applying human judgment to align the content with the goals and values of the project.

Associated actions or tools:

- Start by entering your prompt into an AI tool like ChatGPT, Perplexity, Copilot or Claude
- Ask it to brainstorm, list ideas, provide examples, or suggest different approaches
- Use features like automatic text or summary generation to support your exploration

The Diamond model is an iterative process:
It starts from a clear definition, explores options with AI, and finally refines the result, combining the creative potential of artificial intelligence with human judgment and values to achieve solutions aligned with project objectives.



Implementation Philosophy: Human Intelligence and AI

Strategic framework for collaborative Intelligence (1)

Use collaborative workspaces as knowledge tools

Hybrid intelligence architecture:

Creating synergy between human and artificial intelligence



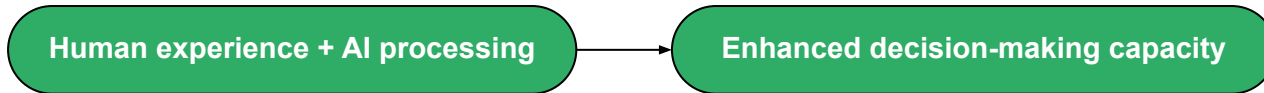
Human intelligence leads. AI supports

Strategic framework for collaborative Intelligence (1)

Implementation strategy:

1. **Shared cognitive space:** Human expertise + AI processing power
2. **Collaborative reasoning:** Cross-validation between human insight and AI analysis
3. **Continuous learning loop:** Both intelligences improve together

Knowledge integration process:



Philosophy principle:

Neither intelligence works in isolation, they complement each other

Result:

Amplified collective intelligence greater
than the sum of parts

Strategic framework for collaborative Intelligence (2)

Human intelligence as AI's strategic director



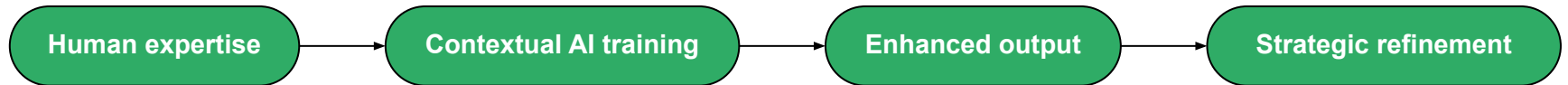
Your expertise shapes AI performance

Strategic framework for collaborative Intelligence (2)

Human-led implementation:

1. **Context curation:** Organise knowledge with human understanding
2. **Strategic direction:** Apply domain expertise to guide AI focus
3. **Quality frameworks:** Use professional judgment to structure information

Intelligence collaboration model:



Philosophy core:

Human intelligence provides strategic vision, AI provides computational scale

Strategic framework for collaborative Intelligence (3)

Human Intelligence as the executive function



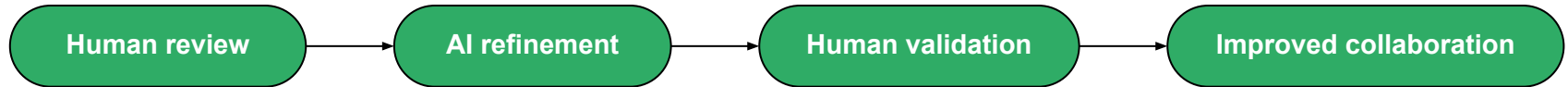
Preserving human agency in AI-augmented workflows

Strategic framework for collaborative Intelligence

Human intelligence maintains:

1. **Strategic control:** Final decisions rest with human judgment
2. **Creative Direction:** Innovation and vision remain uniquely human
3. **Value Alignment:** Ensuring outputs reflect human values and goals

Implementation cycle:



Philosophy principle:

AI amplifies human capabilities while humans maintain executive control

Long-term vision:

Evolving partnership where human intelligence orchestrates AI capabilities



Basic communication strategy with AI

Fundamental steps

Step 1

→ **Objective definition.** *“What do I want to achieve? Who will I need to achieve it?”*

- Identify communication goals
- Establish success metrics
- Dialoguing with AI to define specialists and gather information

Step 2

→ **Lean audit.** *“What can I offer, and what can I learn from others?”*

- Quick evaluation of tools and resources
- Audience analysis
- Identification of competition to follow

Step 3

→ **Content Generation.** *“What I will communicate and how”*

- Using AI tools for initial generation
- Defining parameters and style guidelines
- AI types, brains, and specialists

Step 4

→ **Continuous Optimisation.** *“How can it be made easier? And better?”*

Step 1

→ Objective definition

"What do I want to achieve? Who will I need to achieve it?"

Component	Description	Key Actions	How AI helps
Identify communication goals	Define specific, actionable goals aligned with project objectives	<ul style="list-style-type: none">• "Grow newsletter subscribers by 20% in 3 months"• Boost engagement with targeted content• Streamline internal updates	Ask AI to refine goals: <i>"Transform 'increase reach' into SMART goals"</i> <i>"Is this goal specific enough: [your goal]?"</i>
Establish success metrics	Set measurable, realistic, time-bound KPIs directly linked to objectives	<ul style="list-style-type: none">• Open rates, click-through rates• Engagement scores• Sentiment analysis	AI can suggest and evaluate KPIs: <i>"What metrics should I track for [goal]?"</i> <i>"Are these KPIs appropriate?"</i>
Define specialists	Identify required team roles and expertise	<ul style="list-style-type: none">• i.e. Content strategist, Data analyst, Graphic designer• Types: Generative, analytical, conversational	AI specialist identification: <i>"What specialists do I need for a digital communication strategy?"</i>
Gather Information	Collect stakeholder input and priorities	<ul style="list-style-type: none">• Team questionnaires• Stakeholder forms• Priority mapping	AI form generation: <i>"Create a form to collect information from team members about communication priorities"</i>

Establish successful metrics

How to do this with ChatGPT, Claude or Copilot (some tips):

- Both can help you **brainstorm and refine objectives** by asking clarifying questions about your audience, resources, and desired outcomes.
- **How can you do it? You can prompt the AI with:**

“Help me define communication goals for a EU project communication [specific item] targeting [specific stakeholder],”

“Suggest KPIs to measure the success of an internal newsletter.”

Define specialists and multiply your team through AI roles:

An **AI specialist** is a customised AI assistant trained to act as an expert in a specific domain (e.g., content strategist, data analyst, designer).

→ **How to create one:** Provide the AI with detailed context about the role, relevant expertise, and specific tasks.

→ **Example prompt:**

"Act as a content strategist with 10 years of experience in digital marketing. Help me develop a content calendar for climate research communication."

This approach gives you access to specialised knowledge and targeted advice for each aspect of your communication strategy.

Step 2

→ Lean audit

"What can I offer, and what can I learn from others?"

Component	Description	Key actions	How AI helps
Quick tool evaluation	List current tools and assess their capabilities	<ul style="list-style-type: none">• Email platforms, analytics, social channels• Evaluate effectiveness• Identify capability gaps	AI generates evaluation matrices: "Create a checklist to assess my current marketing tools" "Help me identify gaps in my tool stack"
Audience analysis	Analyse existing audience data to understand demographics, preferences, and behaviors	<ul style="list-style-type: none">• Process survey results• Obtain stakeholder insights• Analyse website or SM analytics	AI summarises audience data: "Analyse this survey data and identify key audience traits" "What patterns do you see in this SM analytics report?"
Competition benchmarking	Identify other EU or research projects and benchmark their communication strategies	<ul style="list-style-type: none">• Research project content• Analyse engagement tactics• Study audience responses	AI competitor research: "Research [other project] communication strategy" "Summarise best practices I should emulate or differentiate from"

AI support for forms and deeper analysis:

→ Ask the AI to create:

- Audience analysis forms or templates based on those used in other EU projects.
- You can then fill these in and provide the AI with all the information it needs to support you in creating content.

Step 3

→ Content Generation *“What I will communicate and how”*

Process step

Description

Key actions

How AI helps

AI tools for initial generation

Leverage AI to draft content quickly and at scale

- Draft emails, social posts, articles, scripts
- Adapt content for different platforms

Use multiple AI platforms:

"Draft a LinkedIn post about [topic]"
"Create 3 variations of this email"

Define parameters & style guidelines

Set tone, voice, and style preferences for consistent AI output

- Establish tone (formal, friendly, concise)
- Create brand kit with sample messages
- Set approved vocabulary and formatting rules

Provide style prompts:

"Write in a friendly, professional tone"
"Use this brand voice: [sample text]"

Other brand-related strategic documents:

→ AI can help draft or refine key documents:

- Tone and voice guides
- communication goals
- audience personas, and content calendars

→ Simply prompt:

“Create a tone of voice guide for a youth-focused tech brand.”

Keep these strategic documents and use them every time you create content to ensure consistency throughout your project.

Step 4

→ **Continuous Optimisation.**
“How can it be made easier? And better?”

Results Measurement:

→ Analyze engagement metrics, sentiment, and conversion rates using AI-powered dashboards or analytics integrations.

Review and readjustment:

→ Regularly prompt the AI to review results, suggest improvements, and update strategies.

→ **For example:** *“Analyze last month’s campaign data and recommend optimisations.”*

Agile audit methods:

→ Use AI to run quick audits. It highlights actionable insights, saving time and ensuring focus.

→ **For example:** *“Summarise what’s working and what’s not in our current communication strategy.”*

Week-by-week improvement:

→ By continuously feeding new data and feedback into the AI, your strategy evolves.

→ Monitoring results and dialoguing with the AI uncovers new insights, leading to higher engagement and better outcomes over time.

Step 4

→ **Continuous Optimisation.**
“How can it be made easier? And better?”

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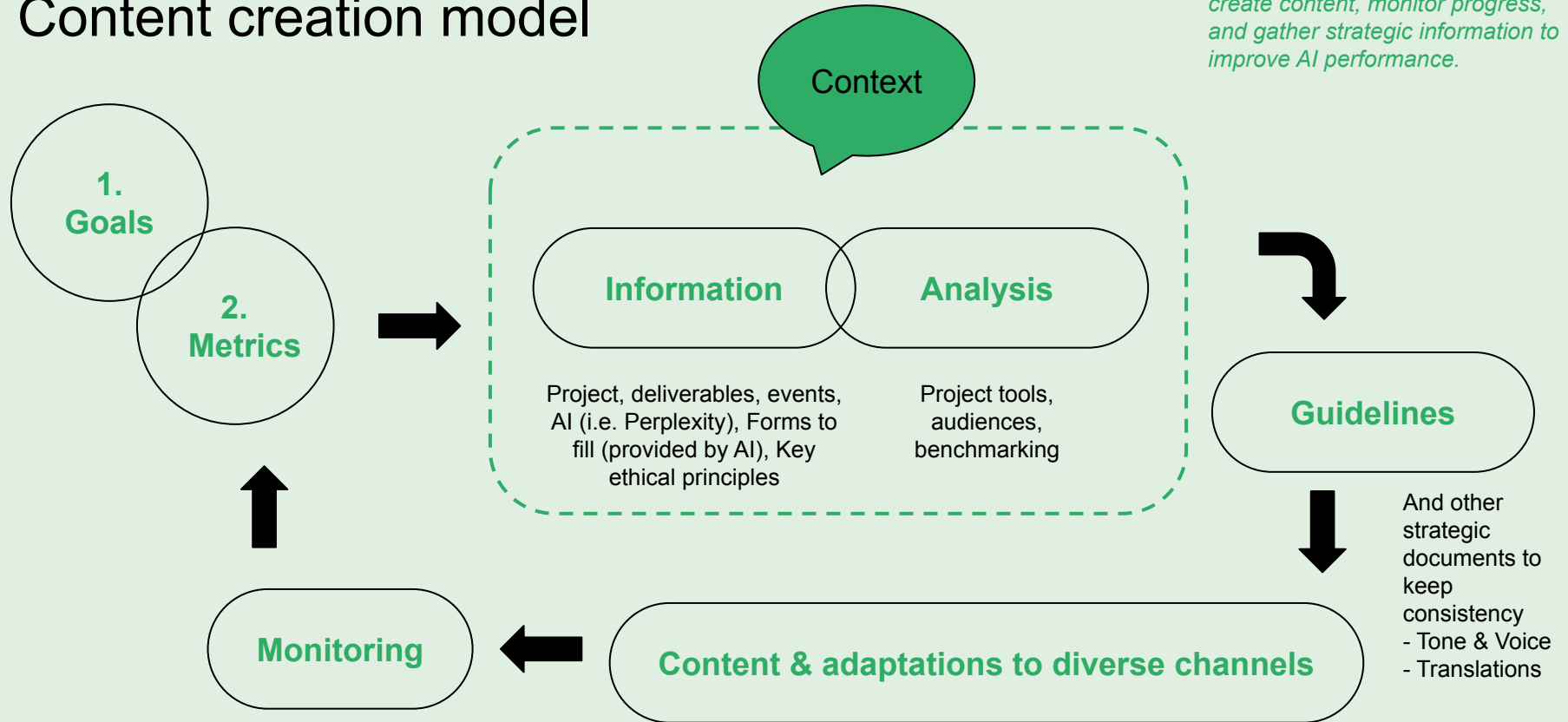
→ Use AI to run quick audits: “Summarise what’s working and what’s not in our current communication strategy.” The AI highlights actionable insights, saving time and ensuring focus.

Integrating ChatGPT, Claude, Copilot and Perplexity:

- **ChatGPT, Claude & Copilot:** Ideal for brainstorming, drafting, analysis, and creating forms or templates. Their conversational format makes them accessible for iterative strategy and content work.
- **Perplexity:** Excels at up-to-date research, summarizing web data, and providing context for competitor and audience analysis.
- **ChatGPT and Claude Projects** enable you to create dedicated workspaces where all your documents, conversations, and AI interactions build on each other, allowing the AI to learn your project's context and maintain consistency across all content generation while preserving institutional knowledge.

Content creation model

**Use AI specialists to set goals, create content, monitor progress, and gather strategic information to improve AI performance.*



Review: key ethical principles + Evaluation criteria



Evaluation criteria

Evaluation criteria for AI-Generated content

Content relevance:

- Keeps messaging focused and purposeful
- Increases audience engagement and retention
- Maximises impact of communication efforts

How AI helps:

- **Analysis:** Use engagement data and feedback to refine messaging continuously
- **Evaluation:** Ask AI to "rate the relevance of this text to the original objective"
- **Comparison:** Use multiple models (ChatGPT, Claude, Perplexity) to find consensus

Accessibility

Making content usable for everyone:

It ensures content is usable for people with disabilities or varying levels of digital literacy.

- Guarantees all stakeholders can access information
- Complies with accessibility standards and regulations
- Demonstrates organisational inclusivity and social responsibility

How AI helps:

- **Compliance checking:** Automatic verification of accessibility standards
- **Content optimisation:** Suggests alternative text for images and clear language
- **Inclusive review:** Identifies potential barriers for different user groups

Readability

Optimizing comprehension and engagement:

How easily the audience can comprehend the content structure, vocabulary, and flow.

- Increases audience engagement and understanding
- Ensures messages are interpreted as intended
- Reduces communication barriers and misunderstandings

How AI helps:

- **Grammar and clarity:** Evaluates sentence structure and vocabulary complexity
- **Tone optimisation:** Ensures appropriate voice for target audience
- **Flow improvement:** Suggests structural changes for better comprehension

Implementation approach:

Prompt AI: *"Analyze and improve the readability of this text for a general audience"* or request specific grade-level adjustments.

Originality

Creating unique and authentic content:

It involves producing unique, authentic content that stands out and avoids plagiarism while maintaining organisational voice.

- Builds trust and credibility with audiences
- Differentiates organisation from competitors
- Protects against copyright and plagiarism issues

How AI helps:

- **Plagiarism detection:** Identifies duplicate content across sources
- **Creative generation:** Produces fresh ideas and distinctive messaging
- **Content remixing:** Combines concepts in innovative ways

Strategic alignment

Connecting content to organisational goals:

It ensures all communication efforts support the organisation's broader goals, values, and brand guidelines.

- Maximises impact and resource efficiency
- Maintains consistent brand voice and messaging
- Drives measurable project success

How AI helps:

- **Brand consistency:** Reviews content against established guidelines
- **Goal alignment:** Evaluates whether content supports strategic objectives
- **Automated assessment:** Creates checklists and evaluation frameworks

Implementation strategy:

Ask AI: *"Does this content align with our strategic goals and project values?"*



Q&A



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the European Union