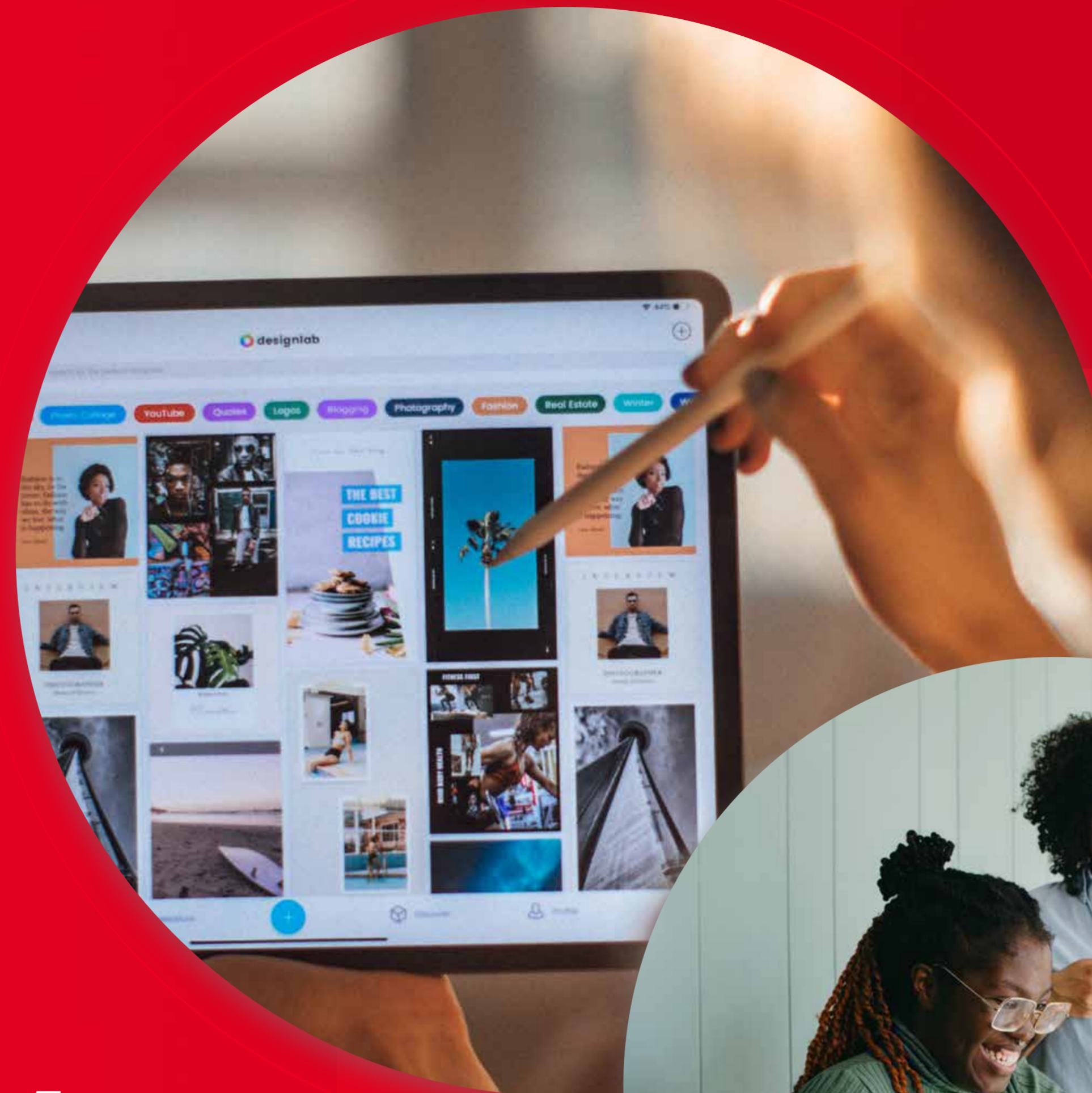


BRIGHTSPOT®

# The future of content

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*AI's impact on companies,  
creators and customers*



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# A message from Brightspot

Let's not tip toe around it — Pandora's box has been kicked wide open. Artificial intelligence (AI) is here and rapidly changing how we create, communicate and compete.

While AI has been in development behind the scenes for decades, the practical use of it that we're seeing in our businesses and now in our personal lives is like the first domino to fall.

## Everyone needs to prepare for a wave of change.

How we move through the world — what our industries, businesses and roles demand of us — will shift in a way that hasn't happened since the birth of the internet. AI models will only get more efficient and faster with better data and feedback, and AI experiences will become so good so quickly that they will permeate throughout our lives in a couple of short years.

In other words, we need to brace ourselves for a very different future than how we live today. We will all have to unlearn certain habits and practices and be open to learning new ones, especially as it relates to the world of content.

Though some organizations are ahead of the AI adoption curve, already embracing new applications and implementing new best practices for creating and communicating, others are still assessing AI, slowly dipping their toes into its potential. However, one thing is clear: using or benefitting from AI in our day-to-day lives will become a universal experience.

While the first domino has fallen, you're still in control of its course. Regardless of where your business is — or where you are personally — with AI, this guide provides insights, considerations and actionable takeaways from company, creator and customer perspectives to help ensure all your bases are covered.

**- The Brightspot Team**

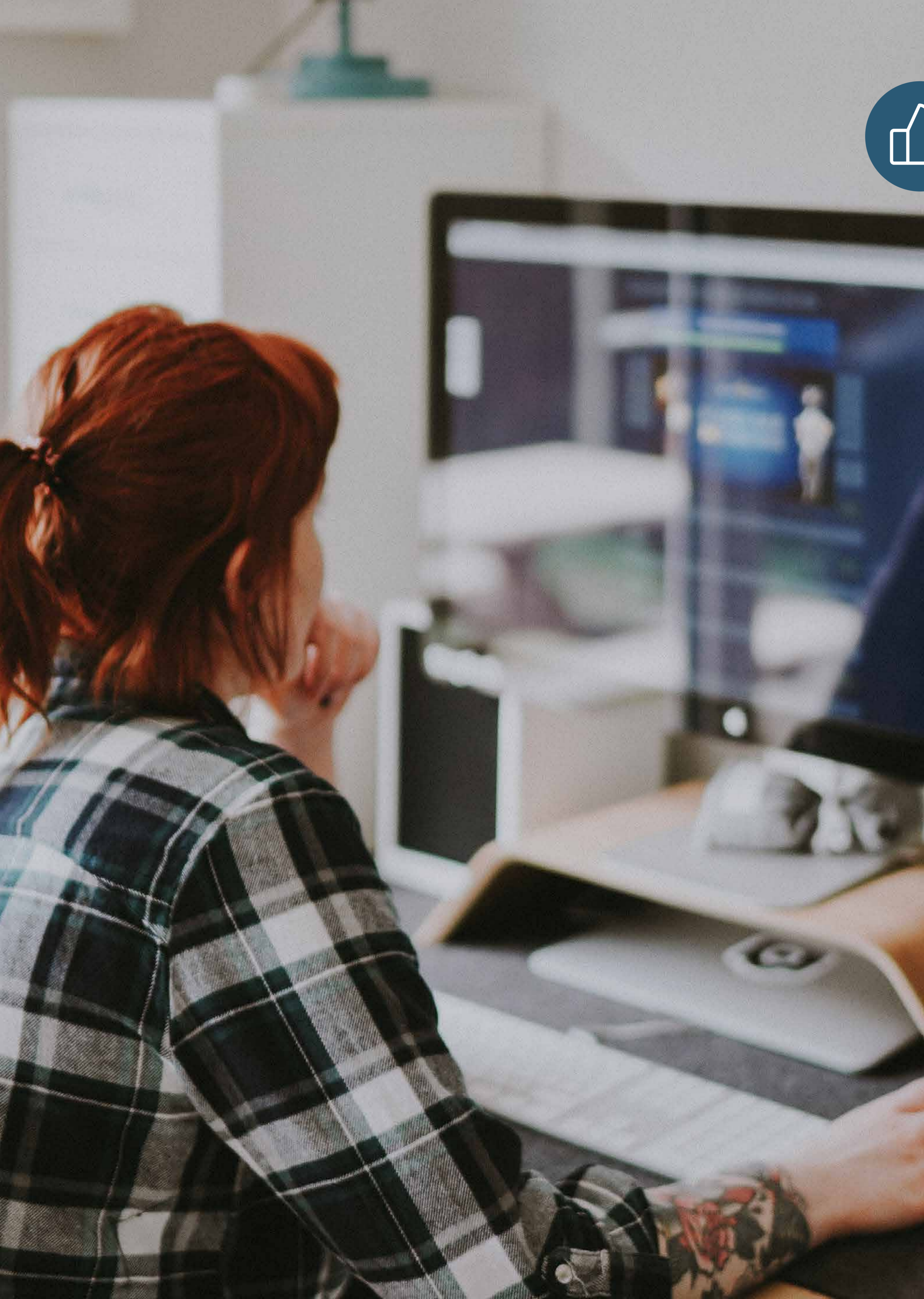


# Company considerations

*"In the content management system space, all of us are embracing AI. Some have decided to embrace AI at the expense of the creators. Our approach puts creators at the center of the product."*

*Ravi Singh, President & Chief Product Officer, Brightspot*





## The pace of AI adoption is truly unparalleled.

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According to [Forrester](#), 62% of global business and technology professionals familiar with their organization's tech strategies and priorities say their organization plans to significantly increase AI investment over the next 12 months. Generative AI (gen AI), which identifies patterns and structures within existing data to generate new content, is especially popular. Indeed, 79% of respondents in a [McKinsey survey](#) said they've had at least some exposure to gen AI, either for work or outside of work, and 22% said they regularly use it in their work.

This tells us we're at a moment in time where we have to make a conscious decision. Are we going to fight AI, or are we going to embrace it?

Of course, the answer to that question has implications. The companies that remain fearful of AI will lose out to competitors. Those who embrace it and figure out how to make it work to their benefit will win. The people who take AI for granted or resist it might be displaced if they're unwilling to keep up, but those with intentionality around where and how they use it will have true staying power.



# Top 3 traps

The sands are quickly shifting when it comes to AI, and you need to be aware of the risks and potential traps that come with adopting an emerging technology too quickly.

Source: Salesforce



# 79%

79% of senior IT leaders reported concerns that **generative AI technology introduces the potential for security risks**



# 73%

73% of senior IT leaders reported concerns that **generative AI technology could result in biased outcomes**



# 59%

59% of senior IT leaders believe **generative AI outputs are inaccurate**

While some degree of adoption will be critical, we urge your business to set its own pace.

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**1** **Security and compliance:** Organizations that allow teams and individuals to use third-party AI applications on their own terms may be able to move fast, but they likely aren't aware of the AI model's weaknesses and the risks associated with them, such as data leaks, legal risk and compliance risk.

Anyone can access and use generative AI applications like ChatGPT, for example, which skyrocketed in early 2023 and now touts over 100 million users. ChatGPT is a 'natural language processing' (NLP) tool that allows users to have human-like conversations. It can answer questions and assist users with tasks, such as composing emails, articles or social media posts — and with specific prompts (the more specific, the better), it can complete these tasks in seconds.

However, these platforms that have upended the content creation game are still developing, so security and confidentiality risks are still unknown. It'll be essential to balance fast adoption and careful adoption. You should ensure all-encompassing guidelines and permissions are in place (or at least in the works) to ensure using AI technology can't backfire on the business.

**2** **Biased outcomes:** AI models are only as good as the data they're leveraging, but the people who code and tag data are inherently biased.

That's human nature.

For content creation, specifically, where generative AI has already made an impressive splash, writers, editors and managers need steps in place to ensure all content is void of harmful language. That said, AI models can be used in a wide variety of business applications, and it's easier to spot and correct bias or toxicity in a piece of content than a resume-screening system, for example.

If you're using AI in any capacity, you need to have guidelines and guardrails in place to ensure all outputs are safe and fair.

**3** **Brand reputation:** While AI tools are already streamlining content creation processes, it's important to ensure every single piece of content that's published is high-quality, relevant and aligned with brand guidelines. If AI is misused or if teams move too quickly with these new applications, the brand could have reputational consequences.

Plus, as more people adopt AI tools for personal use, they'll soon be able to spot AI-generated content from brands. If they feel inundated by inauthentic, irrelevant and inaccurate content, it's too easy for them to jump ship for a competitor who delivers cohesive, consistent and creative stories. Be careful not to ditch authenticity for efficiency.

# AI adoption checklist



How do you know if your company is ready for AI? Where do you start? What questions should you ask yourself, your content team and your business before you get going?

We recommend asking (or simply being aware of) the following questions to ensure you're as informed as possible about how AI tools work and help align your team and company on how they'll be leveraged within your content operation.



## ***What are the ethical considerations around using AI in my content creation process?***

Everyone will have a different perspective and stance on AI, so it's important to make sure you and all the necessary stakeholders in your organization are aligned on the ethical questions surrounding AI before you start using it in your content programs.

## ***What are some downsides to using AI in my content program?***

If most of your content is generated by AI, consider the potential risks to your company's reputation. Ensure that you use AI for the right purposes, not for everything.

## ***What guidelines or restrictions do we need to be aware of when it comes to using AI?***

Legal, security and confidentiality risks associated with AI tools are not yet fully understood. Stay on top of evolving industry benchmarks and start the conversation now about your company's unique guidelines.

## ***Do we have to disclose that we used AI?***

Disclosing whether content was created by AI is an ongoing ethical question many companies are considering. Will your content still be authentic? It largely depends on how you use these tools.

## ***How do we learn how to use AI tools?***

There are many online guides available that can help new users understand and use conversational and generative AI tools. The more you use it and understand it, the more effective the tool becomes. If your technology partner offers AI-assisted capabilities or tools, they should provide training and support as well.

## ***Are developers required for incorporating AI into my content program?***

It depends on the task at hand, but for content programs specifically, most conversational AI tools can be used by content teams without developer support.

## ***Will AI eliminate anyone's role?***

It's more likely that AI applications will disrupt certain roles rather than replace them. While tools like ChatGPT can significantly speed up certain processes, the content itself still needs to be fact-checked, reviewed and approved by people.

## ***How can we ensure accuracy in our content when used in conjunction with AI tools like ChatGPT?***

Incorporating any new tool, including AI applications, into content programs requires content teams to update their processes and best practices and ensure everyone receives appropriate training. The review and approval process for all published content should be especially rigorous to ensure consistent, accurate delivery of content to your key audiences.

*"A prime example lies in content management systems, where AI can be trained to generate essential content, relieving human resources for more creative tasks. This approach enables organizations to maximize their existing resources, especially considering the prevailing budget constraints. Therefore, technology—and particularly AI—plays a pivotal role in helping organizations achieve their goals by understanding and recommending actions based on their content, ultimately allowing teams to curate content more effectively for their users."*

**Ping Pan**, Senior Vice President  
Platform Product, Brightspot



# Creator considerations

Content creators are feeling the gravity of AI advancements more than most because the overarching purpose of AI is to streamline and speed the creation of everything.

Over half of business owners in a [Forbes Advisor survey](#) believe that AI solutions can improve written content and have the potential to enhance text quality, creativity and efficiency in various content creation contexts. Another 64% stated that AI would improve business productivity.

So, how exactly does it work? [Generative AI](#) is defined as ‘a set of technologies and techniques that leverage massive corpuses of data, including large language models, to generate new content (e.g., text, images, video, audio, code).’ By using specific prompts to guide the AI’s output, teams can expedite their brainstorming process; generate draft content for social posts, web copy and blogs; and create eye-catching visuals in graphic or video format.

Prompts are wide-ranging and depend entirely on your desired outcome:

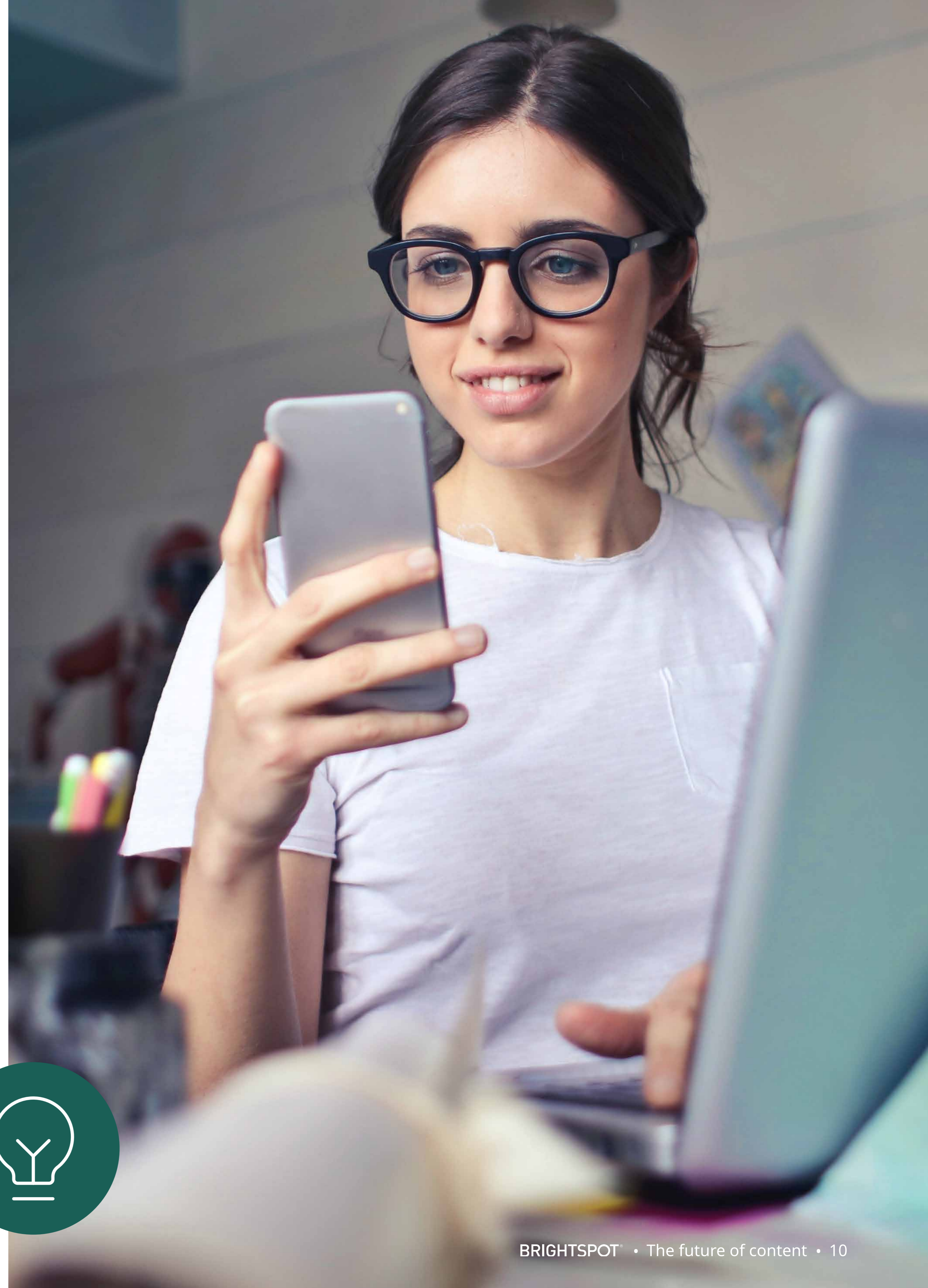
- What are the top 5 challenges content creators are navigating today?
- Make the blog article’s title, [title], more eye-catching and succinct.
- Improve this [text] by proofreading the content to eliminate any typos, grammatical errors or other mistakes.
- Improve [text] to ensure the content is relevant and informative for the [target audience].
- Write 3 social media posts under 25 words using this blog: [link].

Though AI tools are making waves for marketing and communications teams (and most others!), they shouldn’t entirely replace workflows, processes or people just yet.



Based on the capabilities of these solutions today and the quality of their outputs, AI should *assist people, refine workflows and streamline processes.*

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# When to use AI and when to avoid it

Any content team planning to leverage AI in their everyday workflows should be attempting to find the sweet spot where their people are optimized for speed and productivity, but their outputs still resonate on a human level.

Every business and individual creator will benefit from AI in different ways, depending on their current capabilities and skills and where they may be lacking. But generally...



## AI is best used for:

### **Providing a starting point**

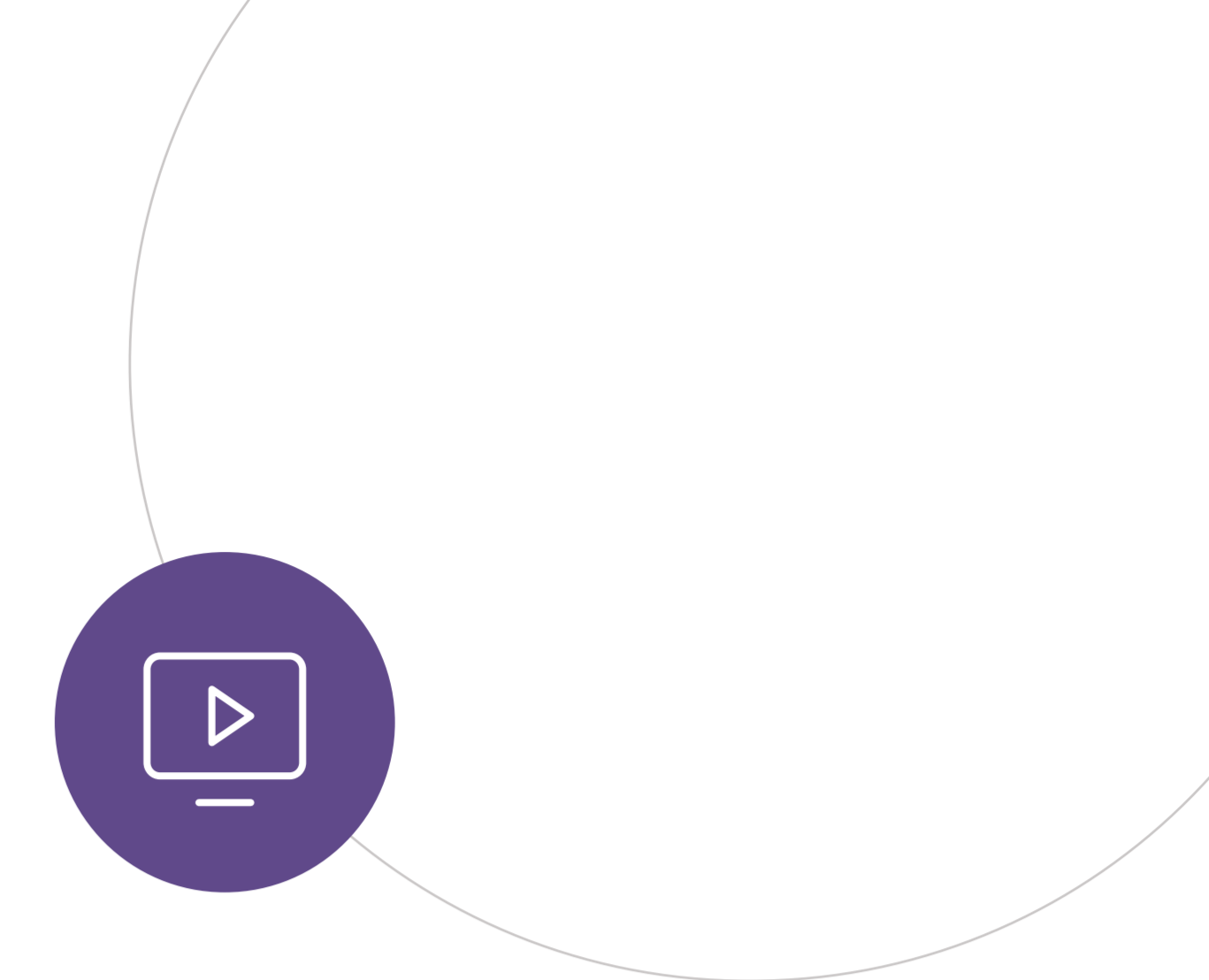
The more specific you are in the prompts that you feed an AI solution, the more specific the output. Continuously refining the prompt you enter can speed the brainstorming process, giving creators fresh ideas on where and how to get to the desired endpoint. Using AI for content with a specific format, such as press releases, is a great place to start.

### **Creating a framework or outline**

Creators can prompt AI tools for a framework or outline for the piece they're working on and receive something to work from within seconds. You can feed the AI your messaging platform as well so it knows the general positioning you want to convey, which will also help improve the quality of the outline. This significantly expedites the content-development process, but remember to revise and refine as needed, as the results won't always be perfect.

### **Saving you time by getting you to 80%**

AIs should be able to get you 80% of the way there for most content, allowing you to spend the majority of your time refining your work to ensure it feels authentic and human. More on this on the next page!



## AI falls short with:

### **Providing unique perspectives**

AI tools pull existing public information from the internet to inform the responses they feed you. This technology cannot generate unique perspectives or original thinking — always keep this in mind as you incorporate AI into your content-creation process.

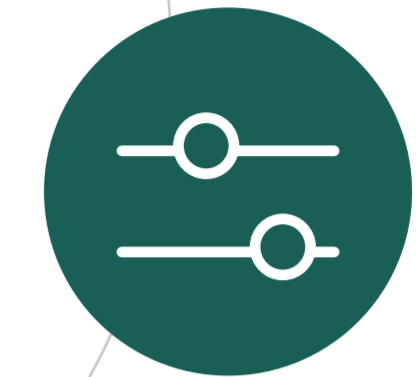
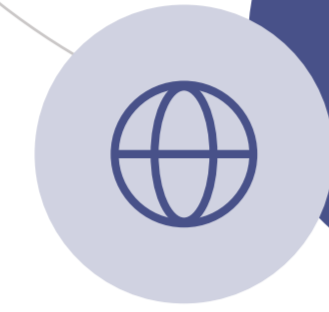
### **Creating trust and believability for your brand**

Most AI tools on the market right now generate similar-sounding and looking content. As these tools become more prevalent in our everyday lives, it will become easier and easier to spot when stories are written by people vs. AI, which may impact trust and believability from your target audience.

### **Creating memorable experiences**

If AI is used for the end-to-end creation process without incorporating a human touch, you'll fall short of creating memorable experiences for your audience that keep them coming back for more.

# The 80/20 rule



The general idea of the 80/20 rule is that AI will be able to get you 80% of the way there, but humans will always be needed to improve, refine and add context for the last 20% of anything you're creating.

Why can't it achieve 100%? Well, robots can't make contextual decisions, and AI applications deliver good, not great, quality. This means humans will always have value. People need to be part of content experiences to make them something special — something your brand is proud to take to market to create a memorable customer experience.

This also means the quality of work content creators deliver needs to be outstanding. "Good not great" will no longer be acceptable. Those tweaking and refining the final 20% will need to be true experts in their craft and ability to create content and leverage emerging AI tools.

While we're just scratching the surface of how AI will reshape the world of content, how quickly you can keep up to date and adjust to the new reality will dictate your success, both individually and as a company.

## ***The 80/20 rule in action***

Say you're the sole content creator for an entire marketing team, and you have a high volume of requests coming your way on a daily basis. You decide to integrate the content system you already use with an AI assistant solution that automates outputs based on the requests you receive — as in, the moment you receive a request, the AI immediately shares an initial draft with you that's 80% of the way there. This allows you to respond to requests quickly and use your valuable time to refine each piece so that everything you create for your colleagues and the brand is consistent and high-quality.

However, getting to the point where AI is delivering at 80% will take a lot of prompt refinement. You'll need to educate and train the AI to accommodate requests in a helpful way.

Remember that AI gets smarter the more you use it.



*"You should never let the AI create content and send it directly to the web. You need human oversight to keep your content trustworthy, authentic and aligned with your brand."*

**Tom Neff**, Principal Product Manager, Brightspot



*"At Brightspot, we think about AI for our employees and for our customers. It's not something we're doing in isolation — we're thinking about AI holistically to improve the mundane, tactical stuff so that we can all work on the more fun and strategic stuff."*

**Ravi Singh**

*President & Chief Product Officer, Brightspot*

# Customer considerations





***Always, always, always*** be mindful of customer perception as you start to layer AI tools into your content programs.

Manipulation will come from AI capabilities that allow companies to be hyper-optimized with their content and targeting based on your data, and the inconveniences will start to creep in as companies increase content volume (across all content types) because it'll be easier to create, forcing all of us to comb through more noise than ever.

The sky-high volume brands will be able to churn out means that capturing eyeballs will be the hardest thing for content teams to navigate moving forward. How can we move faster than our competitors? How can we ensure the right people are visiting our website? How do we get them to engage with our brand? What stories do we need to tell to keep them coming back for more?

These are already top concerns for most content teams today — but it will only become more challenging as more content and more channels become available. To navigate these changes effectively, content teams will need to focus on balancing speed and authenticity and ensure the trust is embedded into everything they create.

People don't mind being sold to—but they do mind being inconvenienced and manipulated.

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# Before you publish

We won't sugarcoat it... there will be a lot of pressure on how you convey trust in the future as AI scales, content volume increases and channels proliferate.

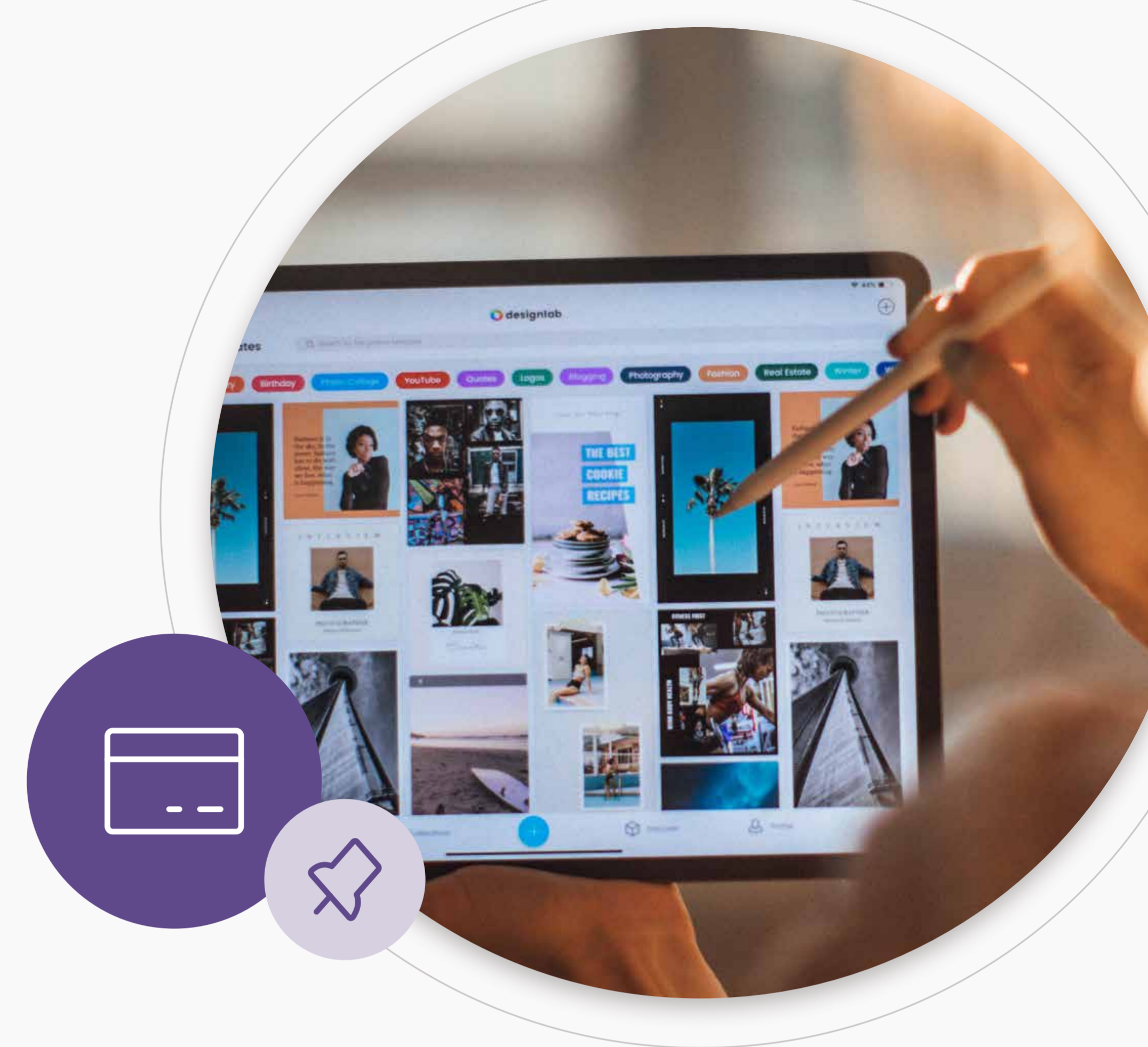
It'll be more important than ever to retroactively look at your brand's story and the guidelines you've created around your brand messaging to ensure trust is top of mind, among other important attributes.

Do you want your customers to feel you're imaginative? Fearless? Sassy? Smart? The AI tools you use need to be aware of your end goal and they must be trained to help get you there. We highly encourage you to come together as a team and document how you speak and the messages you want to convey moving forward, with AI as part of your workflows.

It'll be critical to have a checks-and-balances process in place to ensure your brand voice and positioning come through in every piece you create. Pause and ask yourself the following before you publish anything your customers consume:

1. ***Is this content believable?***
2. ***Does it convey trust?***
3. ***Does it feel human?***
4. ***Does it align with our brand?***
5. ***Is it telling our customers something new?***
6. ***Is it valuable to our customers?***
7. ***Will it stand out?***

Remember that great brand equity moments happen when you get your hooks in people, when they're eager to see the next thing from you and when they can feel there's a human behind what you're sharing. So, to convey trust and get people to pay attention, you'll need to find ways to imbue humanity into everything you do.



Do you think AI alone could write something that's believable and shows the humanity behind your brand? Don't let speed outweigh quality.



# We're here to help

*"We are thrilled to provide our customers with AI-assisted tools that help them create exceptional content faster and engage audiences with personalized messaging. This integration underscores our commitment to innovation and empowering our customers with cutting-edge technology."*

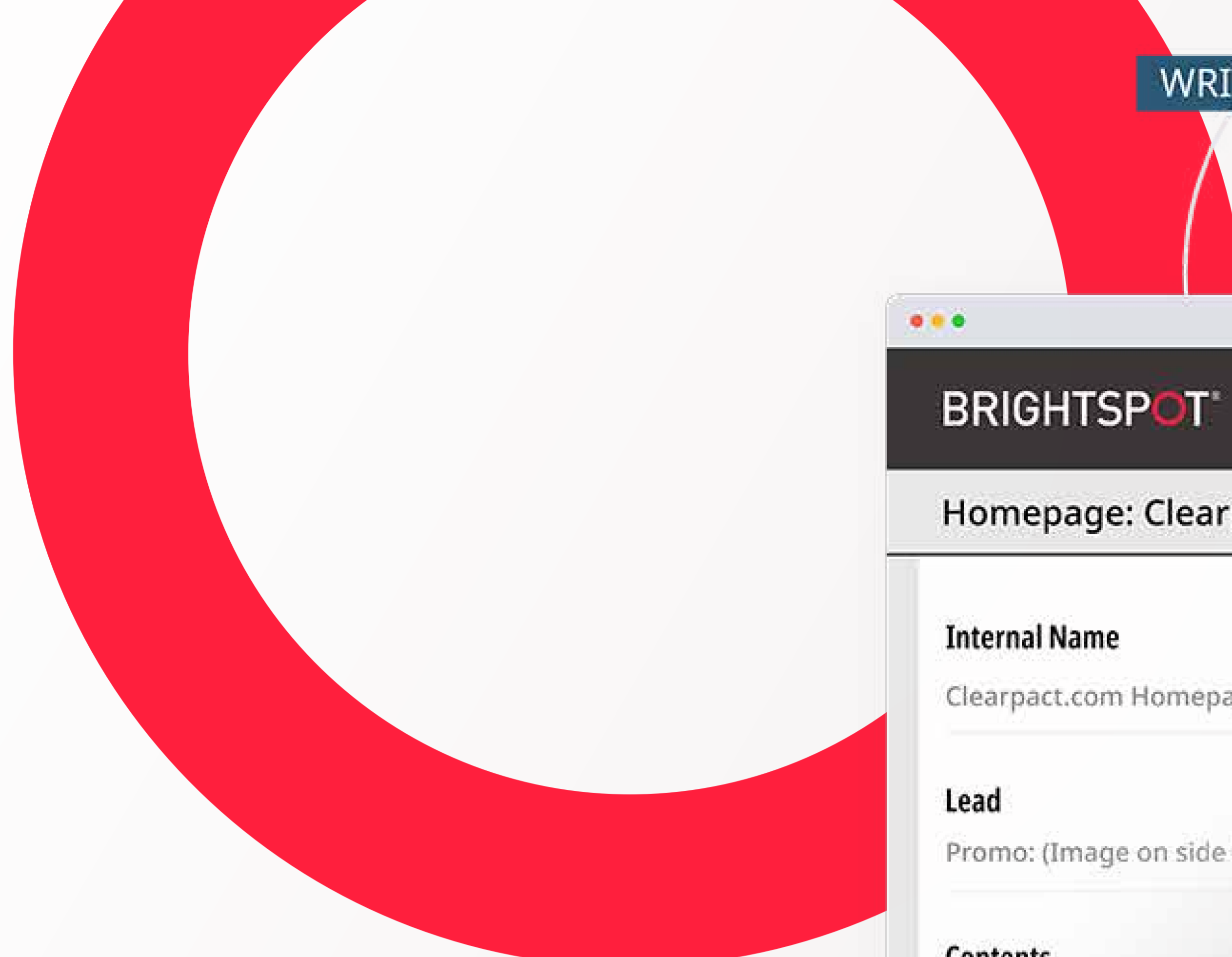
**Raleigh McClayton**, Chief Executive Officer, Brightspot

Like you, we've had to pause and reflect on our approach to AI at Brightspot. We're a team of creators and developers dedicated to designing and delivering a content management system for customers that makes them move smarter, faster and more easily — but we also create and deliver content for our own brand.

Based on our experiences, we encourage you and your teams to come together to discuss the implications AI has (or will have) on your content program — and, really, your future. AI is here and will continue to be implemented into our daily lives, making the way we work today a thing of the past.

When we embrace change and take the time to understand what's coming our way and how emerging technologies can improve our quality of work everyone wins. You win, your company wins and your customers win.

As you navigate the newness ahead, we're here to help.



WRITER

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Homepage: Clearpact

Desktop — Sm

Clearpact

Internal Name  
Clearpact.com Homepage

Lead  
Promo: (Image on side 50/50)

Contents  
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H2  
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Brightspot has served as the gold standard of content management systems since 2008. Their highly customizable, easy-to-use technology — coupled with their extensive expert support and bustling partner ecosystem — has empowered industry-leading brands to quickly and reliably create and share their content. In Brightspot, customers find not just a platform, but a partner who walks alongside them in their digital content journey. Find out more at [Brightspot.com](https://Brightspot.com).

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