

5 Quick Checks for Safer AI Marketing Content

Because our brand deserves better than “good enough.”

Before you hit publish on anything written by AI, ask yourself:

■ 1. Does this sound like us?

Would our President say this? Would our marketing team approve the tone? Would you be proud to present this to our Board? If it feels generic or stiff, it probably is.

■ 2. Is it on-brand and on-message?

Check our college’s tagline, mission, and values. If anything in your message is contradictory, then it’s critical to revise that portion. Double-check names, acronyms, and program titles. AI tools often get these wrong, or default to generic phrases like “your local community college.” Be specific, be accurate, and always use our official college name.

■ 3. Is everything accurate and up to date?

Most AI tools (like ChatGPT-4) only know information up to **a certain date, their Knowledge Cutoff date**. Their training won’t have included your latest programs, deadlines, leadership changes, or initiatives unless you add that detail yourself. Always double-check names, dates, and facts before sharing.

■ 4. Could this unintentionally reinforce bias or stereotypes?

AI models aren’t built to recognize harmful assumptions. Scan for tone, imagery, and phrasing that may need a human sensitivity revision.

■ 5. Did you humanize the message?

AI tends to default to flat, overly polished language. Did you add a human touch by providing real examples, emotional tone, or authentic student experiences? Think of how you’d explain this to a parent or student in a conversation. If it feels robotic, revise until it feels real.

Pro Tip:

Stuck in AI limbo? Throw us a line.

We’ll help you clean it up, style it up, and send it out with confidence.