

AI Content Production Checklist

1. Ownership, Intellectual Property, and Ethical Use

Verify Ownership Rights: Check the terms of the AI platform to understand who owns the generated content. ☐

Consider Legal Advice for High-Impact Content: For critical content, consult legal experts to clarify ownership, especially if using free or low-tier AI tools. ☐

Confirm Ethical AI Use: Avoid AI tools that use unlicensed data or infringe on copyrighted material. ☐

2. Effectiveness and Reliability of AI Tools

Match Tools to Task Complexity: Ensure the AI tool's capabilities align with content needs—e.g., simple text ads vs. complex thought leadership pieces. ☐

Select AI Tools by Content Type: Use specialized AI tools for text, images, video, or audio production to maximize effectiveness. ☐

Verify AI Training Data: Choose tools that have been trained on high-quality, up-to-date datasets relevant to your industry. ☐

3. Supervision, Review, and Brand Safety

Assign Human Editors: AI-generated content should be reviewed by qualified professionals for brand consistency, accuracy, and quality. ☐

Set Content Sensitivity Levels: Define different review processes based on content type (e.g., legal/medical topics require stricter oversight than social media posts). ☐

Ensure Brand Voice Alignment: Use AI tools with built-in style and tone customization to maintain brand authenticity. ☐

4. Scalability, Localization, and Resource Allocation

Determine Scalability Needs: Assess how much content is needed and whether AI can meet the volume without sacrificing quality.

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Allocate Supervision Resources: Ensure human oversight scales alongside AI-driven content production.

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Plan for Localization and Cultural Sensitivity: Verify that AI-generated content is accurate and contextually appropriate for different languages and regions.

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5. Risk of AI Hallucinations, Bias, and Misinformation

Limit AI to Well-Documented Topics: Reduce risk by restricting AI-generated content to areas with clear, verifiable data.

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Test AI with Simple Prompts First: Run basic checks (e.g., factual accuracy, grammar, and tone) before producing high-visibility content.

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Manually Oversee Novel or Niche Topics: Avoid AI-generated inaccuracies by using human expertise for highly specialized content.

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Identify Potential Biases: Regularly assess AI outputs for unintended bias and adjust prompts or training data as needed.

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6. Risk Mitigation and Trust Management

Ensure Legal and Compliance Review: Validate that AI-generated content adheres to industry regulations, especially in highly regulated sectors.

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Monitor Consumer Perception: Be transparent about AI-generated content when necessary to maintain audience trust.

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Implement Continuous AI Performance Reviews: Regularly evaluate AI-generated content for quality and effectiveness, adjusting tools and workflows as needed.

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