Start with an approved announcement brief

Use one copy per update. Complete the facts before asking an AI assistant to draft the message.

Update / campaign: Owner / approval date:

Audience / team / location: Channel / planned publication date:

What is happening, and why does it matter to this audience?

Confirmed facts and links to approved source documents:

Required action / deadline / contact for questions:

01 Confirm the brief

- ☐ The source owner has approved the facts; missing details are flagged rather than guessed.
- ☐ The information is permitted in the chosen AI tool and account.

Define the voice employees should hear

Create a short reference your team can reuse. Supply only examples approved for use in the chosen tool.

02 Set the writing rules

- ☐ Use everyday language, explain unfamiliar terms and put the action near the beginning.
- ☐ Match the tone to the situation; urgent or sensitive updates need particular care.

Our voice in three words (for example: clear, welcoming, direct):

Words / phrases to use, and language to avoid:

Approved example sentence or short message:

Sensitive topics that need specialist review / named reviewer:

Quick test before approval

Read the draft aloud. Does it sound like your organisation? Check that edits have not changed duties, deadlines or commitments.

Keep a small library of useful prompts

Replace the bracketed fields with approved information. Review every output against its factual source.

03 Announcement prompt

Using only [approved facts], draft an employee announcement of no more than [word limit] words for [audience]. Use [tone]. Include a headline, what is changing, the effective date and the required action. Do not add facts or promises. List missing information separately.

04 Newsletter prompt

Turn [approved updates] into a newsletter for [audience]. Use descriptive headings and short summaries. Preserve dates, actions and supplied links. Group related items and flag duplication. Do not invent additional news or links.

05 Leadership update prompt

Organise [approved talking points] into a leadership message for [audience], using [approved voice guidance]. Preserve the intended meaning. Do not invent personal experiences, decisions or commitments. Flag unclear or unsupported statements.

Prompt changes that improved accuracy or reduced editing:

Give every visual a clear job

Complete the brief for a banner, event graphic or illustration. Keep essential instructions in the message text.

Visual purpose / intended placement:

Required dimensions: width _____ px x height _____ px File format / size limit:

Brand colours / approved assets / image source and usage permissions:

Image description / proposed alt text:

06 Check the asset before upload

- ☐ Dimensions match the actual publishing layout; desktop and mobile crops have been previewed.
- ☐ Text is readable with sufficient contrast; dates and instructions also appear in the message body.
- ☐ The image is accurate and appropriate; generated details, logos and wording have been checked.
- ☐ Alt text is added where supported; decorative images are treated appropriately.

Review the message before it goes live

Use the table to focus the review, then complete the publishing checks. A named person owns final approval.

Content type	AI can help with	Human review confirms
Company announcement	Structure and concise wording	Facts, audience and required action
Leadership update	Organising approved talking points	Authentic voice and commitments
Policy reminder	Plain-language draft	Consistency with the approved policy
Event promotion	Headlines and short descriptions	Date, time, location and booking link
Employee recognition	Drafting from approved details	Accuracy, consent and appropriate tone

07 Final publishing checks

- ☐ Names, dates, facts, policy conditions and links match approved sources.
- ☐ The action is clear; the owner has approved the final wording and supporting visual.
- ☐ AgilityPortal audience / Space access and linked-document permissions are checked.
- ☐ Mobile formatting is checked; someone is assigned to monitor questions.

Final approver / date: Publisher / publication date:

Measure results and plan the next update

Agree success before publishing. Views indicate visibility; they do not prove understanding or completed action.

08 Record a simple measurement plan

Intended employee outcome (for example: book training by the deadline):

Baseline / target / data source (for example: booking records or task completion):

Available AgilityPortal reporting to review / review owner / review date:

Employee questions or feedback to collect / follow-up channel:

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09 Close the loop

- ☐ Compare the intended outcome with the result; check reporting definitions and limitations.
- ☐ Record other factors that may have influenced results. A correlation does not establish causation.
- ☐ Update the FAQ, brief or prompt based on repeated questions and useful feedback.

Result / lessons learned / next change:

Keep the current kit in an agreed AgilityPortal resource area. Assign an owner and a review date.