

# AI's risks and opportunities: How creatives should/shouldn't use it in their work

AI is a powerful tool that can help everyone work smarter, more creatively, and more efficiently. It also creates significant risk if you don't handle it with care. It should boost your thinking, not replace it!

Here are some dos and don'ts for using AI:

## Do:



Use AI prompts to spark brainstorming



Kick off research of a topic with AI but double check the facts/sources and include sourcing/links in any final product



Be transparent/open about how/when you're using AI internally (to colleagues and/or clients) and externally (for example, AI-created images in designs)



Consider the role AI can play for rote tasks so you can focus on the things that require your human insights



Check AI-created copy to detect plagiarism



Remain alert to how AI may promote negative stereotypes and confront those; this could include AI-created imagery or language that is stigmatizing, biased, or discriminatory



Use AI-powered tools like Grammarly and Microsoft Editor to make suggestions to improve your writing



Be clear on *why* you're using AI



Stay constantly alert to advancements in AI to identify new risks and opportunities



Beware of hallucinations and assertions appearing as facts; verify statements and claims suggested by AI and validate the source



Review the Terms of Use for any AI engine to understand what you can and can't do with the AI and who controls the rights



Use AI to turbocharge your human creativity, not replace it

## Don't:



Use AI to cut and paste any copy/content (like social content, a memo, ad copy, a wholesale rewrite of copy, or a news release)



Use AI to replace the human effort required for design, illustration, content creation, copywriting or strategic insights



Put proprietary client info into an AI prompt/platform



Claim credit for AI-created work or avoid disclosures of the role of AI in creating the work



Use AI research or conclusions without double checking everything



Assume you understand AI and don't need to keep learning about its risks and opportunities



Trust AI to know it all or do it all



Rely on AI as a shortcut for doing the real work or getting the real expertise you need



Use AI-generated content that is similar to, or may be infringing on, a copyrighted work like writing or an image



Eric Anderson co-founded [SE2](#), an integrated marketing and communications agency focused on public issues and behavior change.



Dave Ratner, JD, founded the [Creative Law Network](#), which helps creative individuals and businesses navigate the complex world of contracts, negotiations, and business law.