



# AI safety & transparency checklist for social teams

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- ☐ Label AI-generated or AI-altered content when it could be mistaken for real.
- ☐ Don't use AI to create fake people, fake reviews, or fabricated events.
- ☐ Avoid AI content on sensitive topics without human review.
- ☐ Verify any factual claims AI produces before publishing.
- ☐ Disclose AI use in ads, sponsored content, or persuasive posts.
- ☐ Don't infer or target users based on sensitive traits.
- ☐ Make sure people can reach a human easily in DMs or comments.
- ☐ Review AI-suggested replies before approving them.
- ☐ Keep track of which posts were created or heavily assisted by AI.
- ☐ Pause or escalate when content feels emotionally charged, risky, or high-impact.