

AI-Driven PR and Ethics

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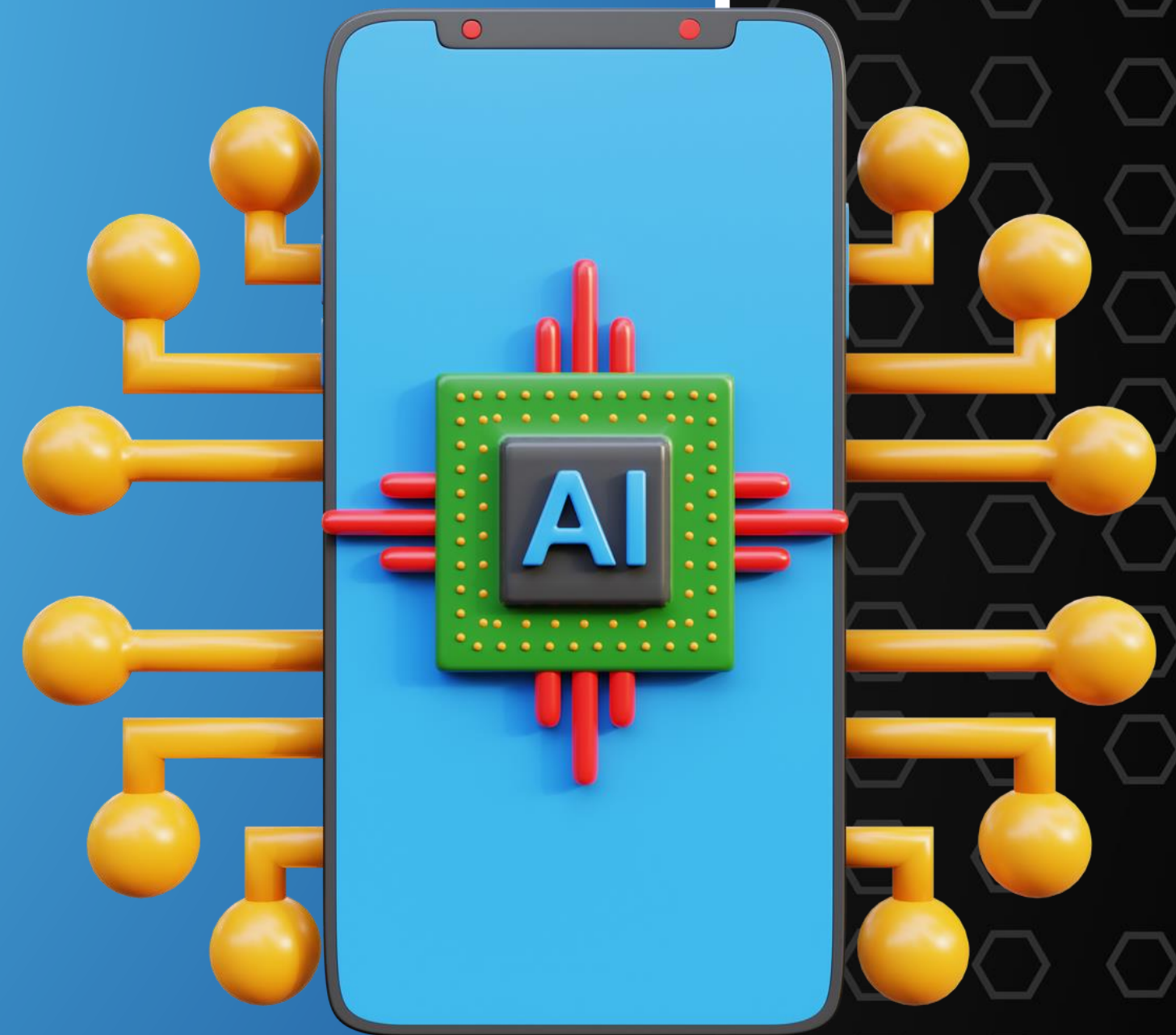
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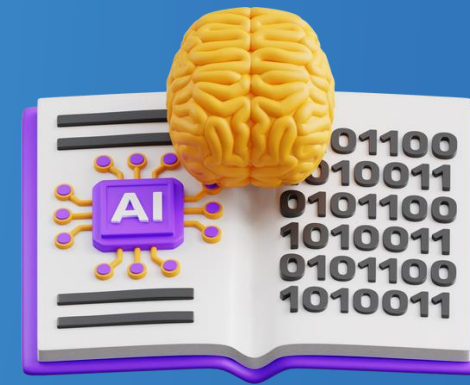
Introduction

- About Morteza
- Purpose of the webinar.



AI

Creativity in PR



Definition

Creativity is the use of imagination or original ideas to create something; inventiveness.

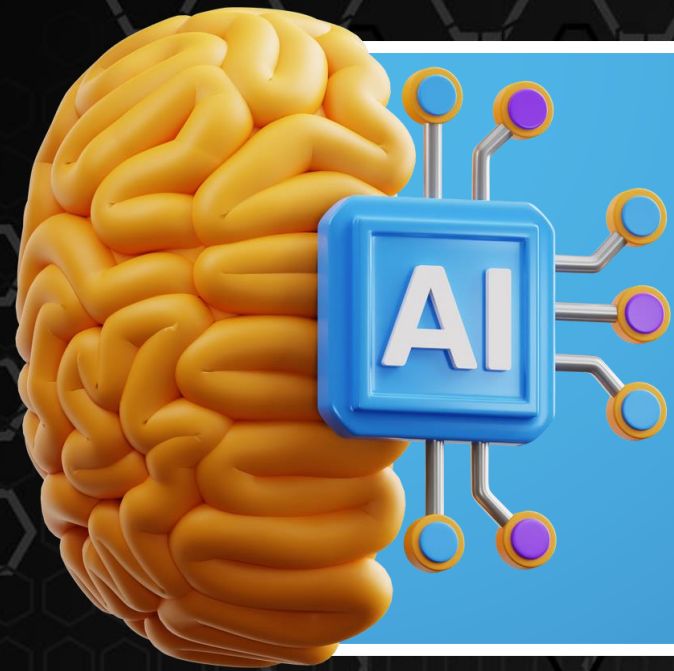
PR Context

Creative ideas inform media relations, social media, content, and broader strategies.

Key Points

Creativity is about unifying themes and impactful messaging.





Leveraging AI for Creativity



01

AI's Role:

AI optimizes content creation, allowing strategic focus

02

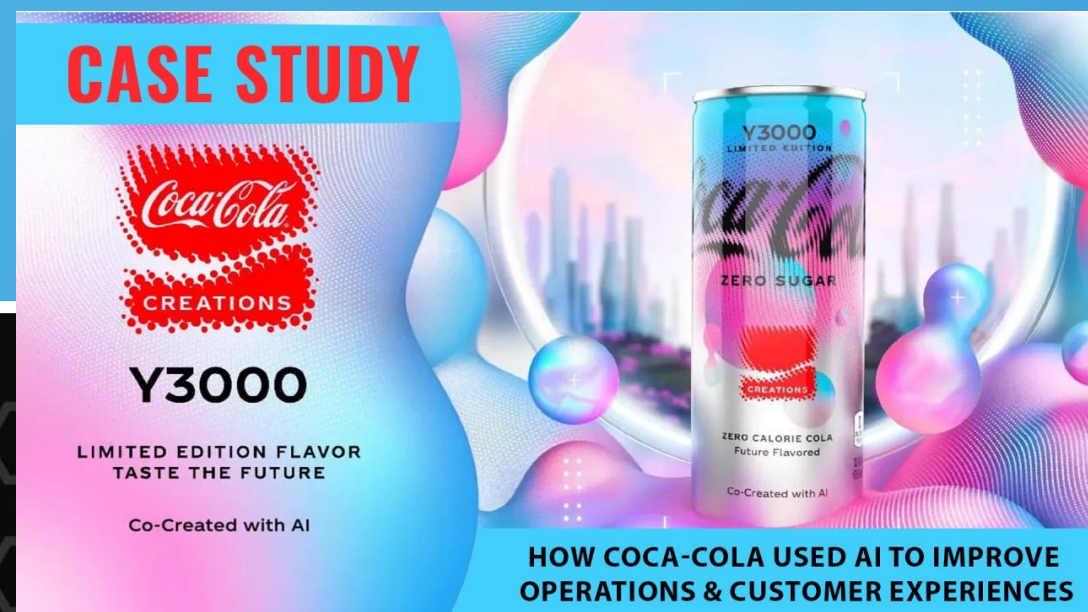
Platform-Specific Optimization:

AI ensures messages resonate across platforms.

Real-World Examples

Case Studies: A successful PR campaigns using AI-generated content.

Impact: How AI creativity drives engagement and brand awareness.



Hi, Ai

Hello! How can I assist you today?

What a perfect fried chicken suppose to be?

A perfect fried chicken is **crispy on the outside, juicy and tender on the inside, and well-seasoned with a balanced blend of spices.** The coating should be crunchy and not too thick, while the meat should be cooked through evenly.

THE PERFECT
FRIED CHICKEN
BY AI



AI

AI

Ethics in PR

Definition: PR ethics include honesty, openness, loyalty, respect, and integrity.

Role of PR Professionals: Uphold ethical values to build trust with audiences.



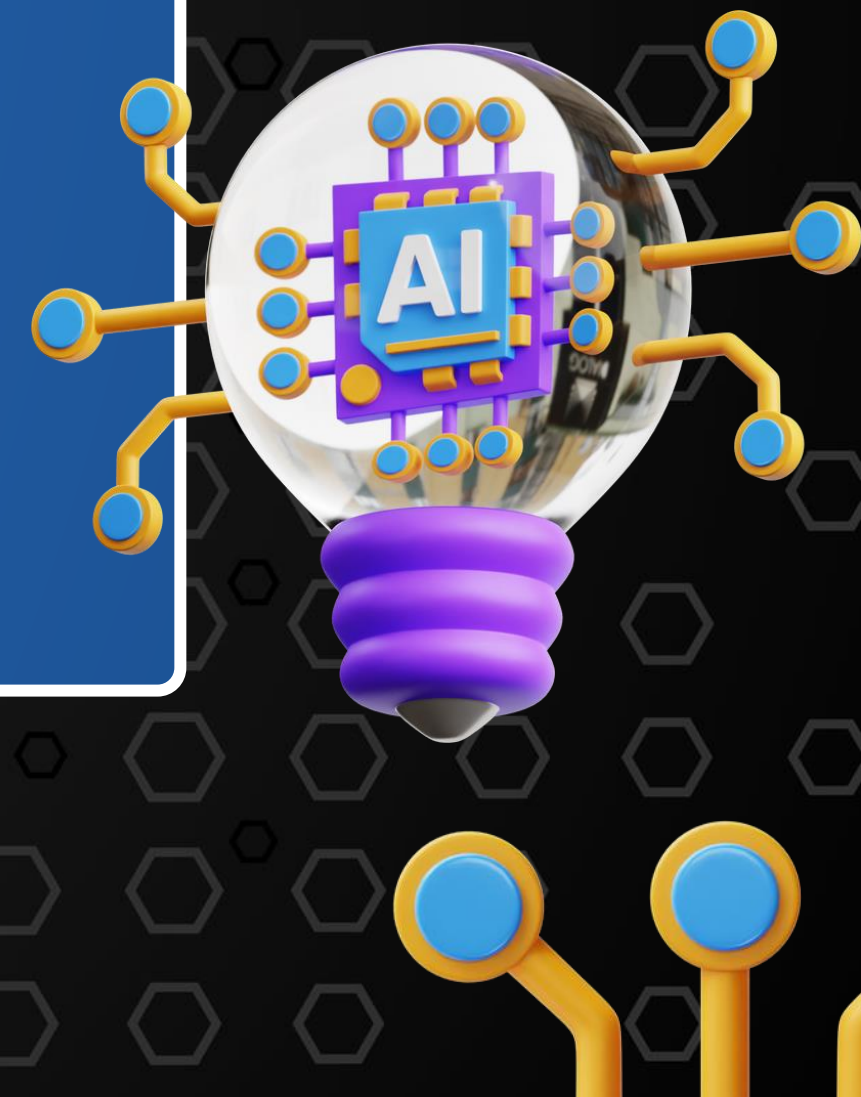
Ethical Considerations in AI-Driven PR

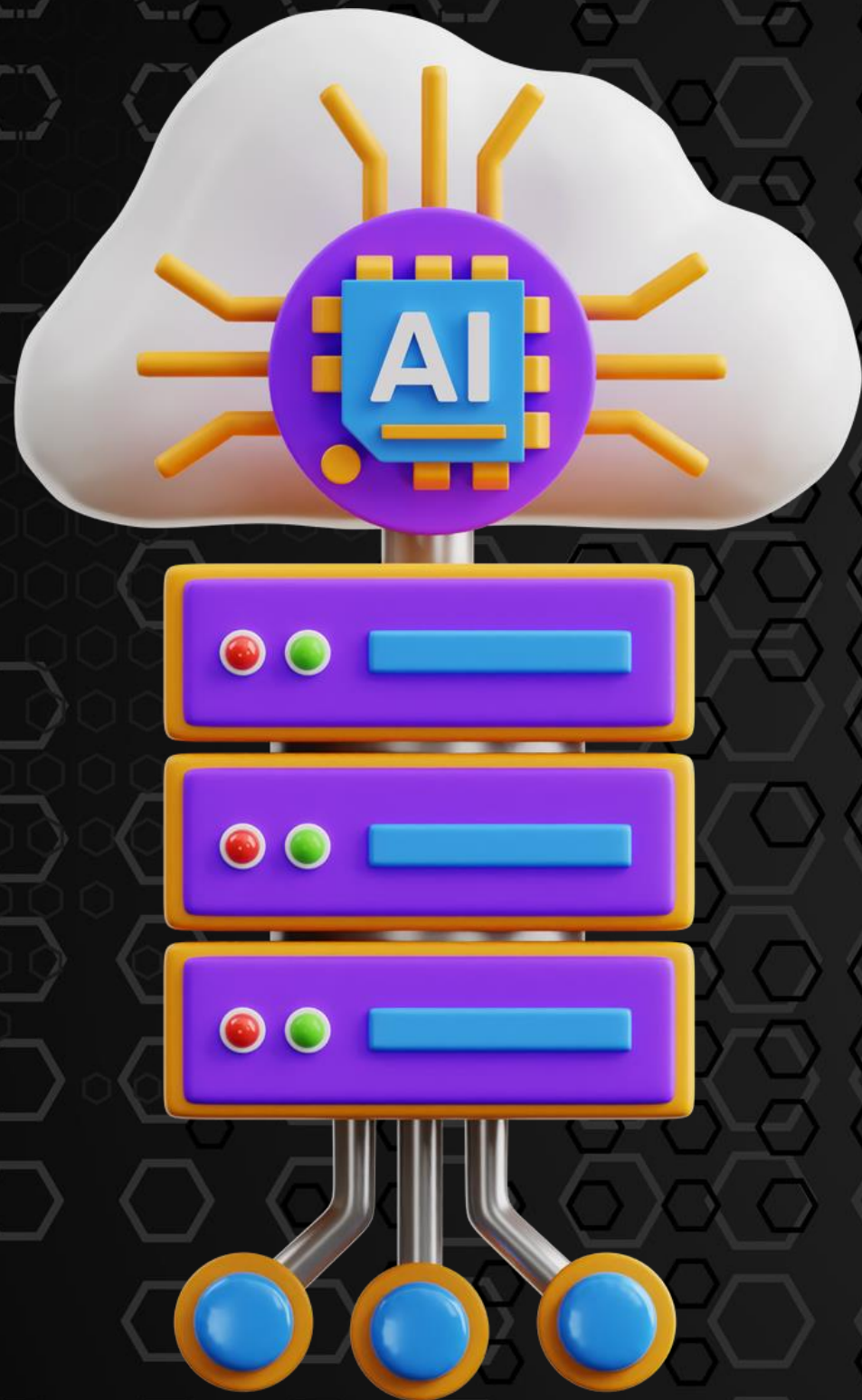
01

Challenges: Address factual errors, misinformation, bias, transparency, and privacy.

02

Trust Erosion: Ethical lapses erode trust between organizations and audiences





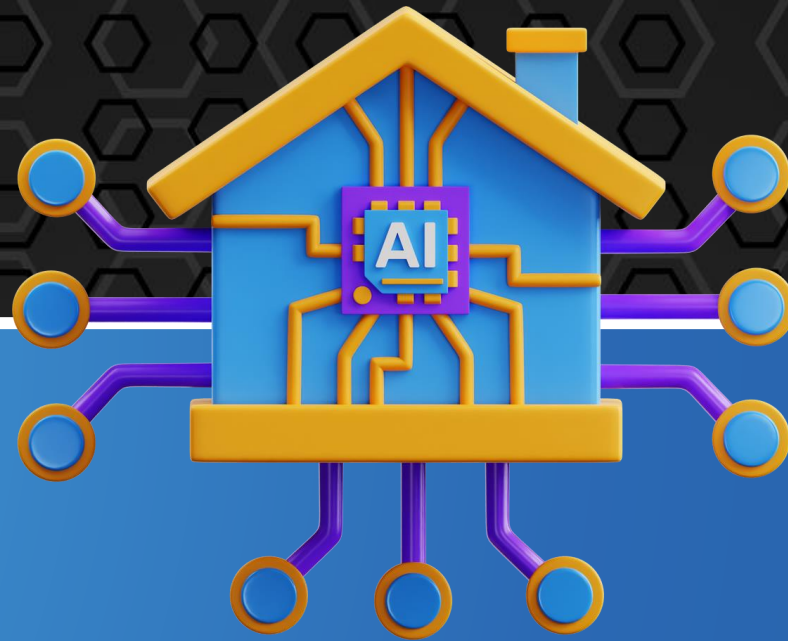
Best Practices for Maintaining Integrity

Honesty Always

Context Matters

Consult Leaders

Evaluate Tools



Conclusion

Recap: key points on creativity, ethics, and AI in PR.

Empowerment: Use AI to empower efficiency while maintaining integrity.

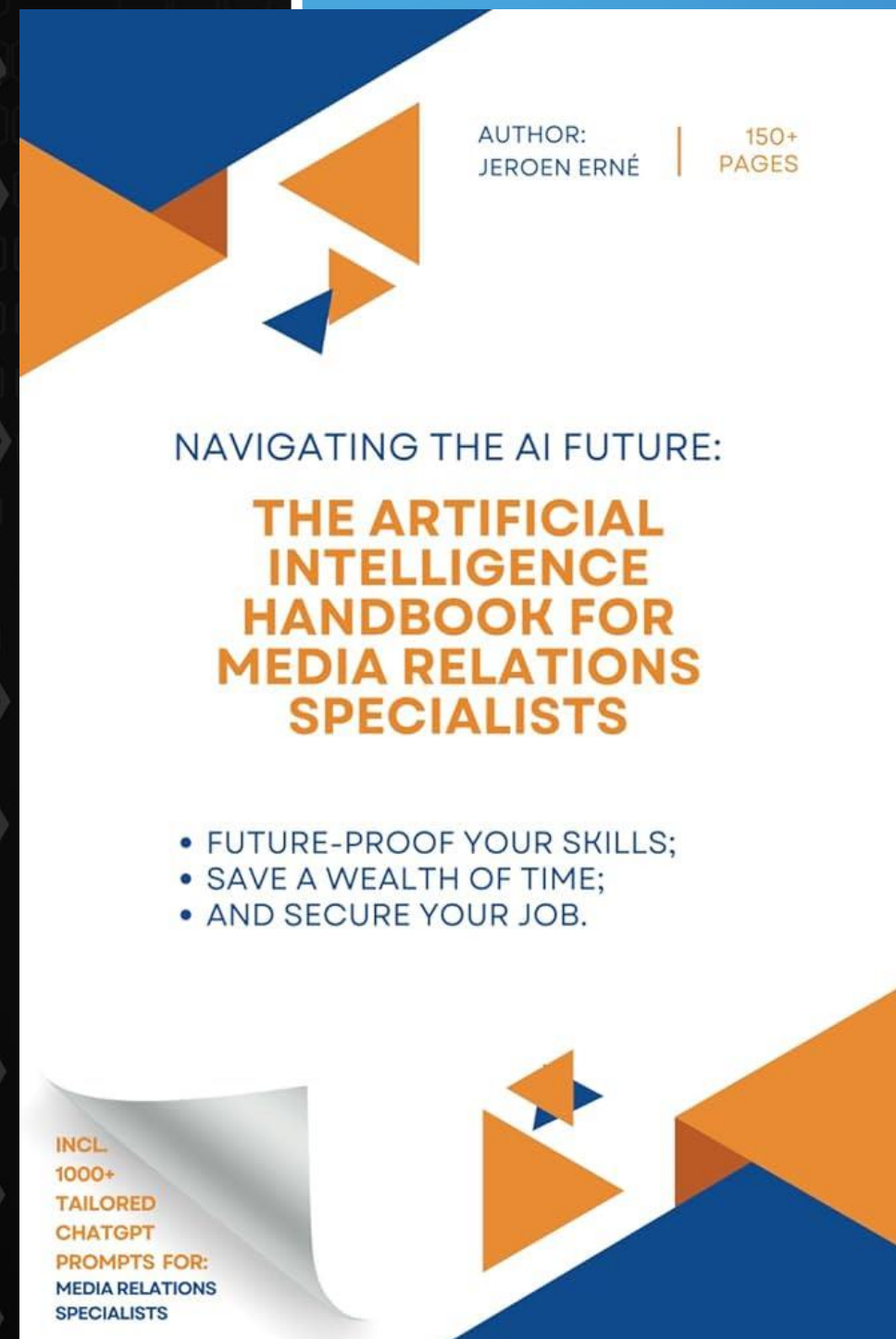
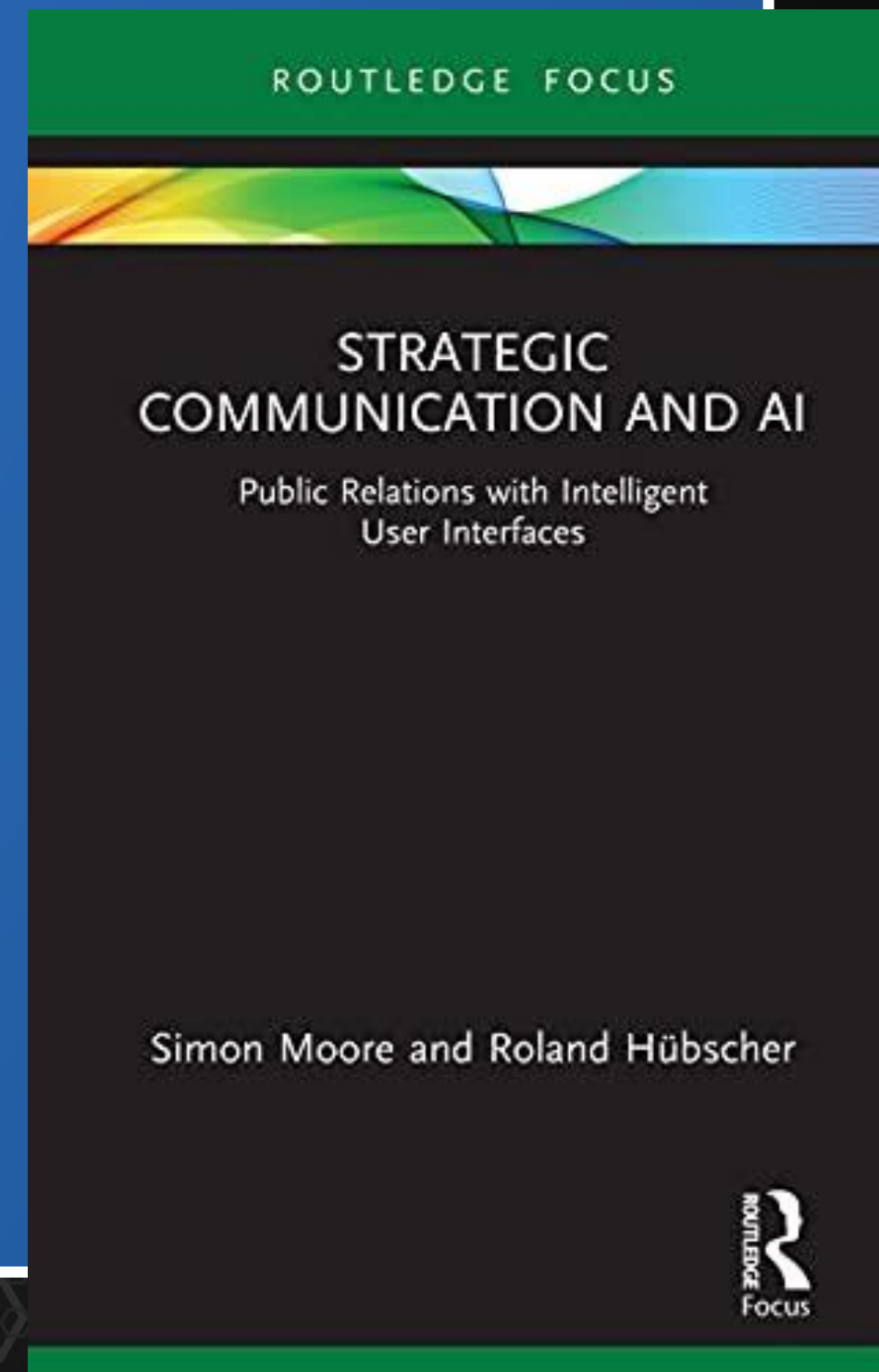
Suggestion For Further Research

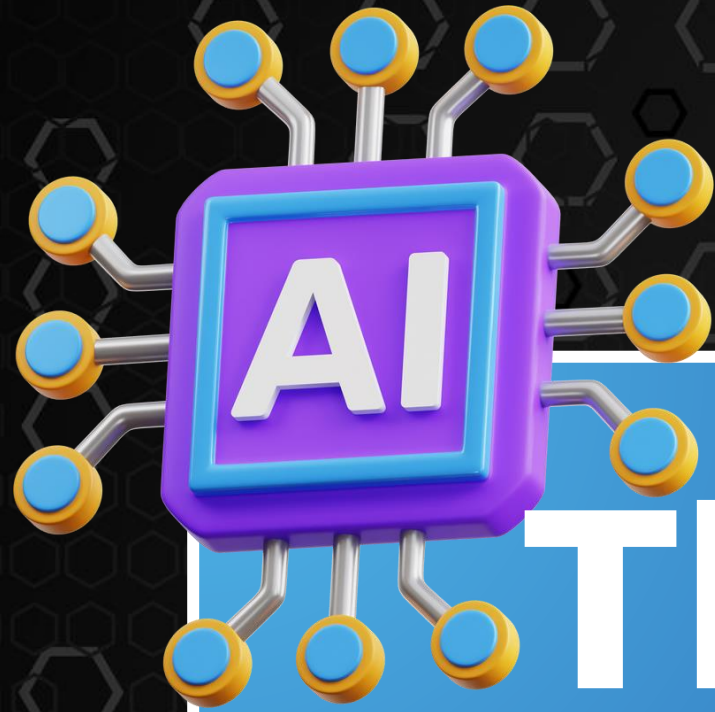
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Thank You!

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