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Inside Out AI

Mastering Internal AI Policies and External AI Relations

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About Formation PR & Brand

Formation PR & Brand is a strategic communications agency for mission-driven organizations.

We help our clients navigate moments that matter and we do it with sector depth and fluency.

Strategic communications

Branding and creative design

Public relations

Marketing campaigns

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Trust in the AI Era

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Trust in the AI Era

WHAT HAS CHANGED

AI has changed how information travels.

WHAT REMAINS CONSTANT

It has not changed what makes information credible.

THE CORE QUESTION

What happens when the information they find shapes whether they trust you?

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The communications model has changed

TRADITIONAL MODEL

Organization → Website / media / social → Audience

AI-ERA MODEL

Organization → Website + media + partners + public records + third-party sources → Search / AI → Audience

You are no longer the only narrator of your organization.

Communications teams have always managed an information ecosystem, but AI now synthesizes that ecosystem into an answer. People may encounter the synthesized answer before they ever reach your website.

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What AI changes in a crisis

THE FUNDAMENTALS REMAIN

- Verify before communicating
- Separate confirmed information from uncertainty
- Communicate with empathy and clarity
- Coordinate internally
- Maintain message discipline
- Correct inaccurate information

WHAT AI CHANGES

- Old information can resurface immediately
- Conflicting sources become more consequential
- Third-party reporting helps define the narrative
- Audiences may ask AI before they ask you
- Inaccuracies can be synthesized and repeated at scale

BOTTOM LINE

Crisis communication now starts long before the crisis.

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Trust Architecture

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Trust is built before it's tested

Trust Architecture: The systems, relationships, behaviors and communications that establish credibility before an organization faces scrutiny.

Accuracy

Information is factual, verified and reliable.

Consistency

Messages align across channels, partners and spokespeople.

Transparency

People understand what you do, how decisions are made and what remains uncertain.

Credibility

Trusted partners and independent sources reinforce your organization's value.

Accessibility

Accurate, current information is easy for people — and AI systems — to find.

You cannot manufacture trust during a crisis. You have to build it before it's tested.

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Behind the scenes doesn’t mean invisible

People cannot fully recognize or evaluate your organization's value if they don't understand the role you play.

Amplify the success

Share member governments' announcements, achievements and project milestones.

Connect your contribution

Explain how your RDO supported the outcome through grant writing, funding coordination, planning or technical assistance.

Reinforce the partnership

Position the result as a shared success, with clear acknowledgment of each partner's role.

EXAMPLE

Member announcement: “The Town of Exampleville secured $2 million for critical wastewater improvements.”

RDO reshare: “Congratulations to the Town of Exampleville on securing $2 million for critical wastewater improvements. Our regional council was proud to support this effort by preparing the grant application and helping coordinate funding.”

Making your contribution visible isn't taking credit away from your members. It's telling the complete story of regional impact.

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Who needs to understand your value?

Different audiences need different reasons to trust your organization.

Member governments and elected officials

How your work helps them deliver results for their communities.

Funders and government agencies

Your capacity to manage resources, deliver outcomes and support regional priorities.

Regional partners and stakeholders

How you connect organizations, coordinate efforts and advance shared goals.

Media and the broader public

Your role in addressing regional challenges and making community progress possible.

Your members may know your value. Your funders, partners and future stakeholders need to understand it, too.

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Strengthen your credibility in the AI Era

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Strengthen your credibility in the AI Era

Three actions RDOs can take now:

Understand what's already being said about you

- Search your RDO, leadership, programs and major projects using traditional search and AI platforms.
- Look for inaccuracies, outdated information and missing contributions.
- Identify differences between how your organization describes itself and how others describe it.

Strengthen your information ecosystem

- Keep your website, program descriptions and organizational information current.
- Consistently communicate your role in member successes and regional outcomes.
- Build relationships with credible third parties who can independently validate your work.

Communicate with intention and consistency

- Define what each priority audience needs to know about your organization.
- Align your messaging across staff, leadership, partners and communication channels.
- Monitor how your organization is represented and correct inaccuracies at their source when possible.

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Key takeaways

THE LANDSCAPE SHIFT

AI is changing how people encounter your organization.

THE CORE CONSTANT

Trust still determines what they believe about it.

- Visibility makes your contributions understandable to your audiences.
- Credible, consistent communication and demonstrated performance give your audiences reasons to trust you.

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Thank you!

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