COMMUNICATING WITH CONFIDENCE:

USING AI TO SUPPORT CITY MARKETING AND MESSAGING

DO GOOD WORK.

BE GOOD AT TELLING THE WORLD ABOUT IT.

And be good at working smarter along the way.

KG

GOOD CIRCLE MARKETING

AI AS A COMMUNICATIONS PARTNER

DRAFT & CREATE

Generate first drafts of citizen emails, social media posts, press releases, and emergency alerts

SUMMARIZE & SIMPLIFY

Transform lengthy meeting notes or complex policies into concise bullet points and plain language explanations

REWRITE & REFINE

Adjust content for clarity, tone, and audience appropriateness while maintaining your key messages
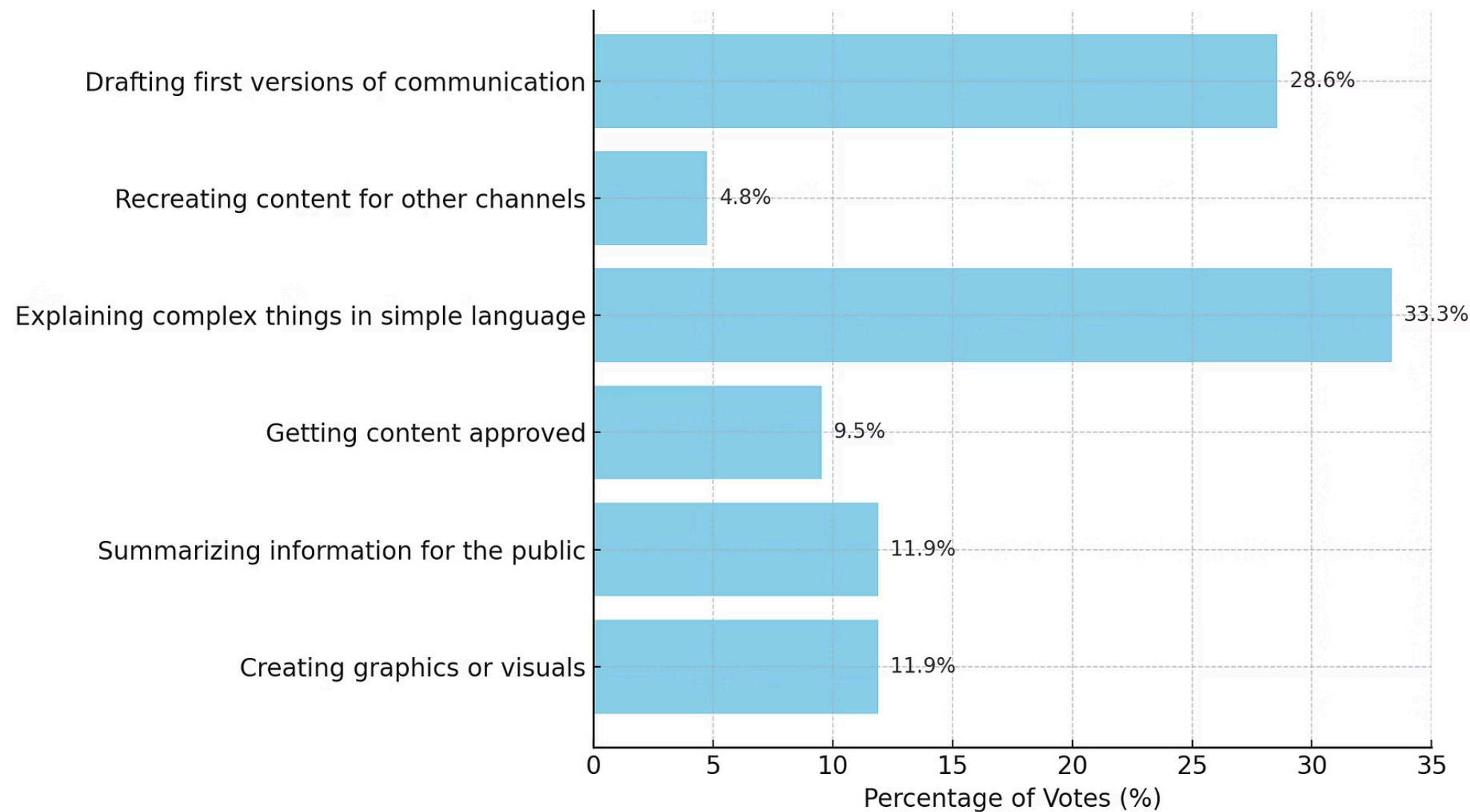
TRANSLATE & LOCALIZE

Convert your communications into multiple languages while preserving meaning and cultural sensitivity

REPURPOSE & ADAPT

Turn one announcement into multiple content pieces optimized for different channels and audiences

COMMON BOTTLENECKS IN MUNICIPAL MESSAGING

TRAINING AI FOR YOUR CITY'S VOICE

USE REAL CONTENT EXAMPLES FROM YOUR CITY (WRITTEN BY A HUMAN)

Feed AI tools a variety of city-written content—like press releases, newsletters, website pages, social media posts, or internal memos. The more real and recent the examples, the more natural and accurate the AI becomes.

LOCK IN YOUR CITY'S VOICE AND TERMS

Set a consistent tone across your AI use—whether that's official, friendly, urgent, or something else. Build a short guide with preferred words, phrases, and tone, and use tools like ChatGPT's custom instructions to apply it in every response.
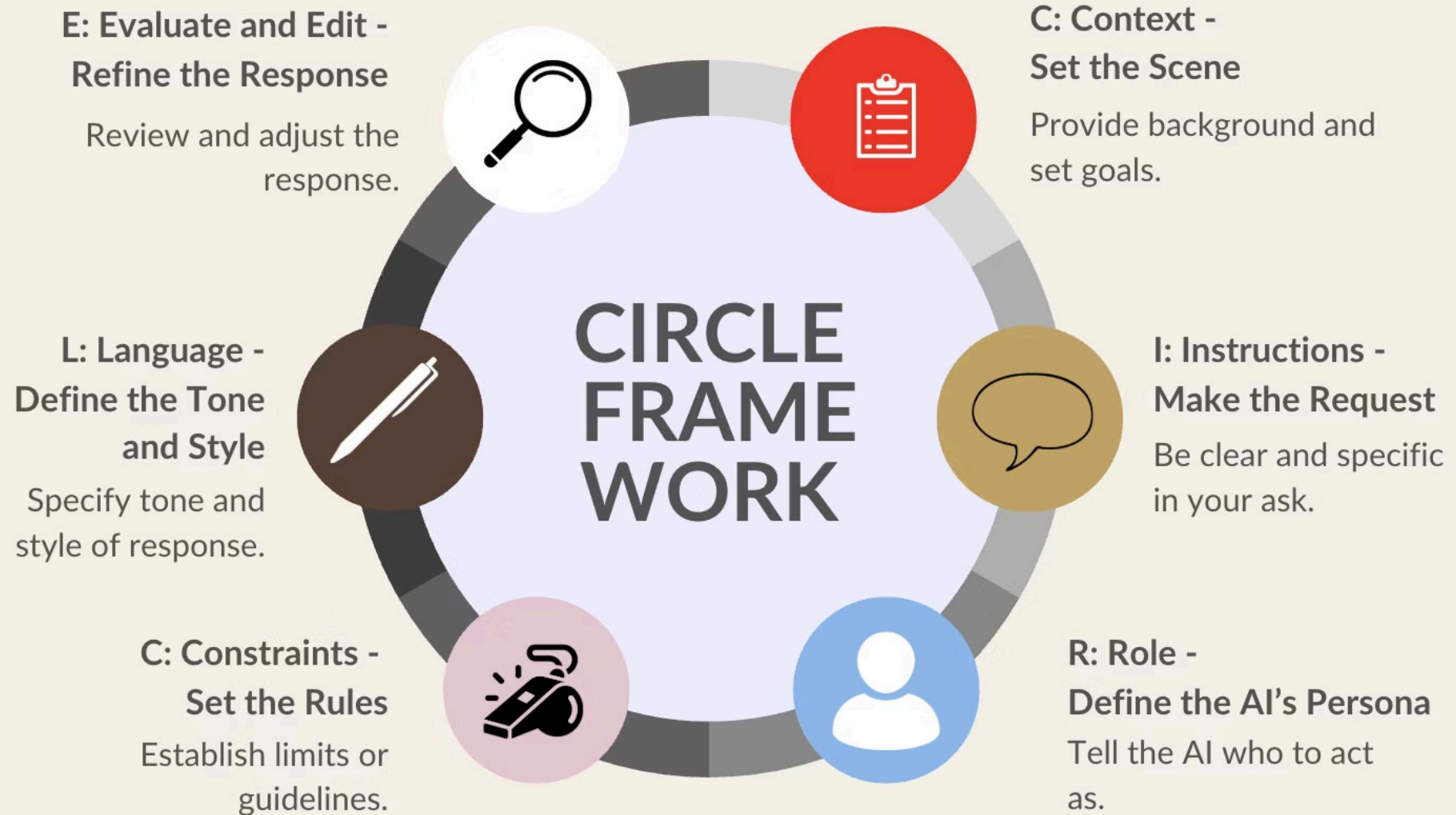
GIVE FEEDBACK OFTEN

AI improves with use. When it gets something wrong—or almost right—correct it. Your edits help it respond better next time, and build a more accurate voice over time.

SET GUARDRAILS FOR WHAT AI *SHOULDN'T* SAY

Just as you train AI on what to say, guide it on what *not* to say. You can note outdated terms, sensitive topics, or local issues to avoid. These limits help protect public trust and prevent missteps.

LEARN HOW TO PROMPT

E: Evaluate and Edit - Refine the Response
Review and adjust the response.

C: Context - Set the Scene
Provide background and set goals.

L: Language - Define the Tone and Style
Specify tone and style of response.

I: Instructions - Make the Request
Be clear and specific in your ask.

C: Constraints - Set the Rules
Establish limits or guidelines.

R: Role - Define the AI's Persona
Tell the AI who to act as.

CIRCLE FRAME WORK

GOVERNMENT PROMPT EXAMPLE

CONTEXT

"I'm the Communications Officer for the City of Springfield. We're launching our annual 'Springfield in Bloom' park cleanup day on April 22nd. Our goal is to get a great turnout of volunteers."

INSTRUCTIONS

"Draft a public-facing social media post for our city's Facebook page that encourages residents to volunteer."

ROLE

CONSTRAINTS

"The post must be under 150 words. It should include the date, time (9 AM - 12 PM), and a call-to-action with a link to our website's volunteer sign-up page."

LANGUAGE

"The tone should be inspiring, friendly, and action-oriented. Focus on the community-building aspect of the event."

EVALUATE

Review and ask for revisions as needed.

FROM BASIC TO BRILLIANT: PROMPT EVOLUTION

BASIC PROMPT

"Write a post about our park cleanup day."

Results in: Generic content that misses key details and lacks the right tone for your community.

CIRCLE FRAMEWORK PROMPT

"I'm the Communications Officer for the City of Springfield. We're launching our annual 'Springfield in Bloom' park cleanup day on April 22nd. Our goal is to get a great turnout of volunteers. Act as an enthusiastic and trusted community organizer. Draft a public-facing social media post for our city's Facebook page that encourages residents to volunteer. The post must be under 150 words. It should include the date, time (9 AM - 12 PM), and a call-to-action with a link to our website's volunteer sign-up page. The tone should be inspiring, friendly, and action-oriented. Focus on the community-building aspect of the event."

Results in: A tailored, community-focused message with all essential details that reflects your city's voice.

COMMUNICATION PROMPT IDEAS

PROMPT IDEA #1: CITIZEN PERSPECTIVE

THE PROMPT

"This process for obtaining a building permit is known to be confusing. Act as a citizen without knowledge of this process and tell me what parts are most confusing and why. [Insert current building permit communication.]"

WHY IT WORKS

This prompt helps you see your communications through the eyes of residents who don't have insider knowledge. It reveals jargon, complex steps, and assumptions that might create barriers to understanding.

PROMPT IDEA #2: MEETING NOTES TRANSFORMATION

THE PROMPT

"Turn these city council meeting notes into a bulleted summary of 3 key decisions made, written for a public newsletter. Use plain language and explain why each decision matters to residents."

WHY IT WORKS

This prompt transforms lengthy, technical meeting documentation into citizen-friendly content that focuses on impact rather than process. It helps bridge the gap between government operations and public understanding.

PROMPT IDEA #3: EMERGENCY ALERT TRANSLATION

THE PROMPT

"Translate this emergency weather alert into Spanish and keep it short enough for a text message. Ensure it maintains the urgency of the original while being culturally appropriate."

WHY IT WORKS

This prompt ensures critical safety information reaches all community members regardless of language preference. It addresses both technical constraints (message length) and cultural considerations that machine translation alone might miss.

PROMPT IDEA #4: PLAIN LANGUAGE EXPLANATIONS

THE PROMPT

"Explain the property tax reassessment process in plain language for residents who might be frustrated or confused. Address common concerns and avoid government jargon."

WHY IT WORKS

This prompt transforms complex bureaucratic processes into accessible explanations. It acknowledges emotional responses (frustration, confusion) and focuses on clarity rather than technical completeness.

PROMPT IDEA #5: TONE ADJUSTMENT

THE PROMPT

"Rewrite this roadwork update to sound friendlier and more reassuring, without losing any important information. Acknowledge the inconvenience while emphasizing the community benefits."

WHY IT WORKS

This prompt maintains factual accuracy while improving emotional resonance. It transforms potentially negative news (road closures, construction noise) into a message that builds community support for infrastructure improvements.

PROMPT IDEA #6: MULTI-CHANNEL CONTENT CREATION

THE PROMPT

"Take this event description and turn it into: 1) a 2-sentence blurb for Facebook, 2) a subject line for email, and 3) a callout for a printed flyer. Maintain consistent messaging while optimizing for each format."

WHY IT WORKS

This prompt creates channel-appropriate variations of the same core message, saving significant time while ensuring consistency across all your communication touchpoints.

PROMPT IDEA #7: SOCIAL MEDIA ENGAGEMENT

THE PROMPT

"Brainstorm 5 engaging social media post ideas for our upcoming 'Community Safety Day' event. Include a question to ask the audience in each post to boost engagement. Vary the focus to highlight different aspects of the event."

WHY IT WORKS

This prompt helps create a social media strategy rather than just individual posts. It specifically addresses engagement through questions and provides content variety to maintain audience interest over a campaign period.

PROMPT IDEA #8: BUSINESS OWNER COMMUNICATIONS

THE PROMPT

"Explain the city's new zoning bylaw to a small business owner in a clear, concise paragraph, focusing on how it might affect their commercial property. Avoid legal jargon and highlight both responsibilities and opportunities."

WHY IT WORKS

This prompt creates stakeholder-specific messaging that addresses direct impacts rather than general policy. It balances regulatory information with a solutions-oriented approach that builds business community relationships.

PROMPT IDEA #9: FAQ GENERATION

THE PROMPT

"Based on this public notice about a street closure, generate 5 potential questions residents might ask. Then, provide a simple, direct answer for each that addresses concerns while maintaining a helpful tone."

WHY IT WORKS

This prompt helps you anticipate public response and prepare answers before questions arise. It transforms reactive communication into proactive engagement, demonstrating responsiveness and thoroughness.

PROMPT IDEA #10: CRISIS COMMUNICATIONS

THE PROMPT

"Rewrite this urgent public alert about a water main break to be more empathetic and reassuring, while still conveying the necessary urgency. Include clear next steps for affected residents."

WHY IT WORKS

This prompt balances factual emergency information with emotional intelligence. It ensures communications during stressful situations build trust rather than amplify anxiety, while still motivating appropriate action.

PROMPT IDEA #11: HR AND RECRUITMENT

THE PROMPT

"Write a 250-word job description for a seasonal Parks and Recreation Summer Camp Coordinator for a community of 10,000 people. The tone should be enthusiastic but professional, and highlight both responsibilities and the impact on community youth."

WHY IT WORKS

This prompt creates compelling recruitment materials that attract qualified candidates while conveying your city's values. It balances practical job information with meaningful purpose, addressing both rational and emotional factors in job seeking.

PROMPT IDEA #12: PUBLIC ENGAGEMENT TOOLS

THE PROMPT

"Create 5 multiple-choice questions for a public survey about how to improve the city's downtown parking situation. The tone should be neutral and concise, and the options should cover a reasonable range of perspectives."

WHY IT WORKS

This prompt helps develop effective engagement instruments that gather actionable feedback. It ensures survey questions are balanced, comprehensive, and designed to produce meaningful data for decision-making.

PROMPT IDEA #13: POLICY DEVELOPMENT

THE PROMPT

"Write a draft of a new city policy on the use of generative AI by municipal staff. Include sections on data privacy, human oversight, and appropriate use cases. The tone should be clear but not overly restrictive."

WHY IT WORKS

This prompt helps create the framework for internal governance documents that provide clear guidance while encouraging innovation. It addresses key considerations specific to emerging technologies in a government context.

FROM ONE MESSAGE TO MANY

STARTING POINT: WATER LINE REPAIR NOTICE

ⓘ "The Public Works Department will be repairing a water line on Oak Street between Main and Elm on Tuesday, October 17, from 8:00 AM to 4:00 PM. Residents in the affected area may experience low water pressure or temporary service interruptions. For questions, contact Public Works at 555-123-4567."

AI-GENERATED COMMUNICATION OPTIONS

FACEBOOK POST

🚧 WATER LINE REPAIRS: Oak Street (Main to Elm) - Tuesday, Oct 17, 8AM-4PM. Expect possible low pressure or brief service interruptions. Questions? Call 555-123-4567. Please share with neighbors! #CityUpdates

FORMAL EMAIL

Subject: Important Notice: Water Service Interruption - Oak Street

Dear Resident,

We're writing to inform you about scheduled water line repairs that may affect your service on Tuesday, October 17. Our Public Works team will be working on Oak Street between Main and Elm from 8:00 AM to 4:00 PM.

During this time, you may experience low water pressure or temporary service interruptions as we improve our infrastructure.

For any questions or concerns, please contact Public Works at 555-123-4567.

Thank you for your patience and understanding.

AI-GENERATED COMMUNICATION OPTIONS (CONTINUED)

SMS ALERT

CITY ALERT: Water repairs on Oak St (Main-Elm) Tue 10/17, 8AM-4PM. Expect brief service disruptions. Questions: 555-123-4567

SPANISH TRANSLATION

ALERTA: Reparaciones de la línea de agua en la Calle Oak entre Main y Elm el martes 17 de octubre, 8AM-4PM. Residentes pueden experimentar baja presión o interrupciones temporales del servicio. Preguntas: 555-123-4567

USE AI WELL. AVOID THESE MISTAKES.

NEVER SKIP FACT-CHECKING

AI can generate convincing but incorrect information with confidence. Always verify facts, figures, dates, and legal information before publishing.

PROTECT SENSITIVE INFORMATION

Don't share confidential resident data, internal deliberations, or security-related information with AI tools. What you input may be stored or used for training.

MAINTAIN HUMAN OVERSIGHT

AI is an assistant, not a replacement for human judgment. Every AI-generated communication should be reviewed by a qualified staff member before distribution.

BE CAUTIOUS WITH VISUAL CONTENT

Avoid using AI-generated images or videos for official government communications. The potential for misinformation or manipulation is too high.

PRESERVE THE CITY'S VOICE

While AI can draft content, always ensure the final message reflects the authentic tone, style, and established brand voice of your municipality. AI should assist, not replace, your unique identity.

COMMUNICATIONS IMPLEMENTATION ROADMAP

BEGIN WITH LOW-RISK CONTENT

Start with internal communications or routine announcements where errors would have minimal impact. Build confidence before tackling more sensitive content.

DEVELOP A REVIEW PROCESS

Establish clear workflows for reviewing and approving AI-generated content. Create checklists for fact-checking and quality control.

DOCUMENT SUCCESSFUL PROMPTS

Build a prompt library of effective requests that generate high-quality results for your specific communication needs.

TRAIN YOUR TEAM

Ensure all communications staff understand both the capabilities and limitations of AI tools. Develop shared guidelines for responsible use.

TOP 10 FAVORITE AI TOOLS

1 **General**
ChatGPT, Gemini, Claude

2 **Data Analysis**
Claude 3.5/3.7 Sonnet

3 **Images**
ChatGPT, Ideogram

4 **Video Editing**
Descript

5 **Search**
Perplexity

6 **SOPs**
Loom + ChatGPT

7 **Summaries & Learning**
Notebook LM

8 **Audio**
ElevenLabs

9 **Meeting Recording**
Fireflies.ai or Otter

10 **Presentations**
Gamma.app

WRAP-UP & TAKEAWAYS

FIRST DRAFTS, NOT FINAL VERSIONS

Use AI to create initial content that you then review, edit, and enhance with your local knowledge and professional judgment.

FOCUS ON REPETITIVE TASKS

Identify the communications you create most frequently and develop prompts that consistently generate high-quality drafts for these needs.

ALWAYS REVIEW BEFORE PUBLISHING

Maintain a human-in-the-loop approach where all AI-generated content is verified for accuracy, appropriateness, and alignment with your city's voice.

MEASURE YOUR RESULTS

Track time savings, consistency improvements, and citizen engagement metrics to demonstrate the value of your AI implementation.

JOIN OUR NEWSLETTER

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Now offering a AI Jumpstart for team training, consulting and custom AI development.