ARTIFICIAL INTELLIGENCE (AI)
USAGE POLICY

The use of AI to support work at our company is encouraged, but it is important to follow these guidelines to maintain data confidentiality and security...

Protect confidential data:

Employees should not upload or share any data that is confidential, proprietary, or protected by regulation without prior approval from the company or client they are supporting. This includes data related to customers, employees, vendors or partners. Do not use AI to analyze or store any confidential company data by including it in any of your prompts.

Identify and mitigate for bias:

Review content, tone, and positioning statements for bias and adjust as needed. Due to inherent biases, we ask that you NOT use AI for decision making.

Question the accuracy:

Be sure to fact-check any information that is generated by the AI.

Personalize:

Personalize any content that is generated by the AI to ensure that it aligns with the company's voice, brand, and values.

Give source credit when applicable:

Review any AI-generated excerpts carefully to ensure that they are properly credited to the appropriate source.

Evaluation and Reputation of AI tools:

Employees must evaluate the security of any AI tool before using it. This includes reviewing the tool's security features, terms of service, and privacy policy. Employees should use only reputable AI tools and avoid using tools developed by individuals or companies without established reputations.

Report security concerns:

Report any suspicious activity or potential security breaches related to the use of AI immediately to your supervisor or the IT department.

Here are some ways we recommend using AI in your work

Content Creation

AI can help with writing tasks such as creating content for a website, drafting emails, blogs or even writing essays. AI can get you started with an outline or a first draft.

Research

AI can help with research tasks such as providing information on a particular topic or compiling data from multiple sources. AI can also give ideas to start with when you're in the brainstorming and planning stages.

Translation

AI can help with translation tasks, such as translating a document or conversation from one language to another.

Data Analysis

AI can help with data analysis tasks, such as creating charts, tables and graphs or identifying patterns in data.

Scheduling

AI can help with scheduling tasks, such as setting up meetings or appointments. One that Reverb is trying out is Clara from claralabs.com.

Improving customer service

Generative AI can create personalized customer experiences by generating draft emails. AI can also be used to help with text, audio, and video content for customers.

Making better use of data

Analyzing large amounts of [non-confidential] data and spotting patterns that would be difficult to see. This information can make better products and services. One example is using AI to create a launch plan or feature sprint for a new product including feedback from a group of beta users.

Improving operation efficiency

Automating tasks such as generating reports or creating marketing materials.

Here are some helpful AI prompts and instructions we've found

ChatGPT Prompt Cheatsheet

By @hasantoxr

1. Explain like I'm a beginner:
Prompt:
"Explain [topic] in simple terms.
Explain to me as if I'm a beginner."

2. Learn & develop any new skill.
Prompt:
"I want to learn / get better at [insert desired skill].
I am a complete beginner.
Create a 30 day learning plan that will help a
beginner like me learn and improve this skill."

3. Let's make easier for ChatGPT to help you:
Prompt:
I am a content creator, and I am new to
using ChatGPT. Can you give me a list of
essential ChatGPT prompts that will help
content creators get more done and save
time.

4. Enhance your problem solving skills.
Prompt:
"Share a step-by-step systematic
approach for solving
[specific problem or challenge]."

5. All in one prompt for you
Train ChatGPT to write its own unlimited
prompts for you.
Prompt:
You are GPT-4, OpenAI's advanced language
model.
Today, your job is to generate prompts for
GPT-4.
Can you generate the best prompts on
ways to ‹what you want›

6. Brainstorm unique content ideas:
Prompt:
"Topic: How to go viral on Instagram
using AI tools. Come up with unique
and innovative content ideas that are
unconventional for the topic above."

7. 80/20 principle to learn faster than ever before via ChatGPT.
You can use this prompt to learn and
enhance your knowledge using the
80/20 principle.
Prompt:
"I want to learn about [insert topic].
Identify and share the most important
20% of learnings from this topic that
will help me understand 80% of it."

8. Consult an expert:
Prompt:
"I will give you a sample of my writing.
I want you to criticize it as if you were
[person]: [your paragraph]"

9. Create a crash courses:
Prompt:
"I have 3 days free in a week and 2
months. Make a crash study plan diving
into English literature and grammar."

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The ChatGPT Cheat Sheet

AI AIFIRE.CO

Act as a [ROLE]

1. Analyst
2. Teacher
3. Marketer
4. Advertiser
5. Mindset Coach
6. Therapist
7. Journalist
8. Inventor
9. Lawyer
10. Ghostwriter
11. Website Designer
12. Best Selling Author
13. Chief Financial Officer
14. Expert Copywriter
15. Prompt Engineer
16. Accountant
17. Project Manager
18. Sports Coach
19. Financial Analyst
20. Full Stack Developer
21. Linux Terminal
22. "Position" Interviewer
23. Excel Sheet
24. Plagiarism Checker
25. Relationship Coach
26. Recruiter
27. JavaScript Console

Create a [TASK]

1. Headline
2. Article
3. Essay
4. Book Outline
5. Email Sequence
6. Social Media Post
7. Product Description
8. Cover Letter
9. Blog Post
10. SEO Keywords
11. Summary
12. Video Script
13. Recipe
14. Sales Copy
15. Analysis
16. Ad Copy
17. Web Page

Show as [FORMAT]

1. A Table
2. A List
3. Summary
4. HTML
5. Code
6. Spreadsheet
7. Graphs
8. CSV file
9. Plain Text file
10. JSON
11. Rich Text
12. PDF
13. XML
14. Markdown
15. Gantt Chart
16. Word Cloud
17. Emojis
18. An Analogy
19. Bullet Points

Set restrictions

1. Use poetic language
2. Adopt a formal tone
3. Write short sentences
4. Code only in HTML/CSS
5. Use Shakespearian style
6. Write using basic English
7. Use only scientific sources
8. Add pop culture references

Prompts For Biz Owners

1. Give me a list of inexpensive ideas on how to promote my business better.
2. Acting as a Business Consultant, What is the best way to solve this problem of [Problem]?
3. Create a 30-Day Social Media Content Strategy based on [Topic 1] & [Topic 2].

Prompts for Developers

1. Develop an architecture and code for a <description> website with JavaScript.
2. Help me find mistakes in the following code <paste code below>
3. I want to implement a sticky header on my website. Can you provide an example using CSS and JavaScript?
4. Please continue writing this code for JavaScript <past code below>

Prompts for Marketers

1. Can you provide me with some ideas for blog posts about [topic]?
2. Write a product description for my [product or service or company].
3. Suggest inexpensive ways I can promote my [company] without using social media.
4. How can I obtain high-quality backlinks to improve the SEO of [website name]?

Prompt Priming

1. ZERO - "Write me 5 Headlines about [Topic]"
2. SINGLE - "Write me 5 Headlines about [Topic]. Here is an example of one headline: 5 Ways to Lose Weight"
3. MULTIPLE - "Write me 5 Headlines about [Topic]. Here is an example of some headlines: 5 Ways to Lose Weight, How to Lose More Fat in 4 Weeks, Say Goodbye to Stubborn Fat, Find a faster way to Lose Weight Fast"

Prompts for Designers

1. Generate examples of UI design requirements for a [mobile app].
2. How can I design a [law firm website] in a way that conveys [trust and authority]?
3. What are some micro-interactions to consider when designing a Fintech app?
4. Create a text-based Excel sheet to input your copy suggestions. Assume you have 3 members in your UX writing team.

The ChatGPT Cheat Sheet

C.R.E.A.T.E Formula for Prompt Engineering

1. **C: Character** - Define the AI's role. E.g., "You are a seasoned copywriter with 20 years of experience in successful sales copy."
2. **R: Request** - Be specific with what you need. Instead of "Write a sales email for a sports car," specify, "Write a compelling email for the Cougar Hyper Sport, an electric car with top-tier acceleration."
3. **E: Examples** - Optionally, provide samples for more precise results. Headlines or tone examples can guide the AI's style.
4. **A: Adjustments** - Refine the prompt if it's not perfect. Use instructions like, "Avoid bullet points; use subheads."
5. **T: Type of Output** - Describe the desired format. E.g., "Produce a 500-word article with a title and conclusion."
6. **E: Extras** - Incorporate unique instructions.
- Ex: "Ignore previous conversations."
- Ex: "Ask questions before answering."
- Ex: "Explain your thinking."
- Ex: "Summarize what you know about me in the first person."
- Ex: "Use data up to 2023."
- Ex: "Only use reliable sources and cite them."
- Ex: "Use CAPS LOCK for emphasis."

Using the C.R.E.A.T.E formula ensures better results, although it may require more time for prompt creation.