

#paid: Generative AI Principles and Values Framework

Influencer and Creator Principles for Generative AI
Guidelines for Effective and Ethical AI Use by Creators

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Introduction: AI = Authentic Intelligence

Generative AI is a creative boon, allowing unique and interesting content, hyper personalised to each Creators' story and audience. Helping creators continue to thrive is a key need to meet. In creating a set of principles to guide the use and output of AI, both creatively and behind the scenes, we meet this need not only for the now, but for the future of this quickly evolving space.

The application of AI to leverage creator authenticity is a North Star that allows our principles to have purpose for each creator and their story. There is no magic one-stop tool, instead thriving in a space of ever evolving tools, techniques and methods.

That authenticity comes from being grounded in a set of values and principles. From there, amazing things can be built, such as helping creators find more time to create and build out stories, fans, get closer to their favourite creators, and enabling creators to create content that they may not have otherwise been able to create by weaving AI into their workflows.

Because we know that the pace of Gen AI development is on an exponential rise, use cases for creators will also continue to evolve, which also highlights the need for principles grounded in magnifying every creator's individuality and story rather than focus on the new capability just released. Instead of blindly adopting AI, let's evaluate the tools and how we integrate them.

Done right, the possibilities are so exciting! AI can help get the boring work done, with the rest being the magic that counts—truly authentic, sticky content that audiences love. We encourage all who are building for creators to follow our principles of help—not do, keeping full control, staying ethical, being transparent, fostering community, being adaptable, being responsible, and raising the bar.

Ultimately—building with these principles will allow creators to be who they are more of the time. Let's go!

Problem and Purpose

The AI landscape is vast and complex, making it challenging for creators to navigate and integrate into their workflows. We aim to establish guiding principles that enable creators at all levels to leverage Gen AI effectively, enhancing their output while maintaining authenticity.

Definitions

- Principles: Fundamental truths guiding behaviour and decision-making.
- Values: Standards of behaviour reflecting important beliefs.

Values are personally unique and change across creator and brands. Our principles are an overarching framework to intentionally express your creativity and values in line with the future we want to create, locally and globally.

Welcome to #paid's AI Principles for Creators

This set of principles have been created to empower creators to harness the potential of AI in their creative workflows in a way that not only better enables them to connect and entertain their fans, it also allows them to navigate future developments in technology and platform.

With a guiding set of principles, creators will be able to best step into a future where they have a team of AI helping them, in the way they need, to achieve their goals, connect with fans and share their story, across all platforms.

Creators have the wonderful ability to adapt AI faster than most other forms of creative communication, and with that first mover advantage...

Principle 1: Help—not do!

Harness AI to supercharge your unique voice! Let your authenticity and personality and values and vision shine bright by offloading routine tasks and focusing on what makes you, YOU! Your authenticity is your superpower—AI is just the amplifier. Use it to turn up the volume on your true self!

Example: Using AI to generate initial drafts of articles or social media posts, which the creator then personalises and iterates on, ensuring the final output resonates with their unique tone and perspective.

Principle 2: Control your data

Take charge of your creations, content and connections! Understand your rights and use AI to build your brand with solid foundations, while keeping full control of your amazing content and valuable data. Remember, your content is your digital domain – AI is your advisor and sounding board.

Example: Establishing explicit terms in user agreements that ensure creators retain ownership of their content generated with the aid of AI tools.

Principle 3: Always Ethical!

We believe that ethical use of AI magnifies your authenticity by adhering to your ethical values! Values are your connection to your audience. Any AI automation doesn't pressure fans to buy, Privacy is preserved, including your data and that of fans. With great AI power comes great responsibility—use it to uplift, inspire, and connect with your audience.

Example: Use AI to create content that is yours, be ethical in your use so your fans aren't surprised. Don't use unlicensed deep fakes (face or voice) for commercial gain. Using AI is your responsibility, be wise.

Principle 4: Embrace AI openly!

Being transparent of how you're innovating with AI and where will not only allow you to be authentic with your audience but also find new and surprising ways to incorporate it into your workflow. Your transparency will inspire trust and spark curiosity in your audience about this exciting tech and how it can be used! By being open about your AI use, you're not just a creator – you're an early adopter leading the way into the future!

Example: “I used AI to give me feedback on my profile grid and generate ideas for hooks, here’s what it told me!”

Principle 5: Build Community!

Transform your audience into a vibrant, connected community! Let AI handle the heavy lifting so you can forge genuine, lasting relationships with your fans and fellow creators. From the first DM to community management, AI can assist you at every part of your community connection. Hyper personal content and connection will ensure that you're not just building a fanbase—you're cultivating a movement, with AI as your community-building assistant.

Example: Using AI platforms to connect 1:1 with fans, automated audience ‘customer service’ that enable creators to share more on projects, events and other content for fans and super fans alike, enhancing creative connection.

Principle 6: Stay ahead of the curve!

Stay ahead of the curve and keep at the cutting-edge by learning and experimenting with the best AI tools. You don’t need to adopt, though keep up to date in case new technologies allow you to better express yourself or adhere to any of these principles. Adaptability is your secret weapon in this fast-paced digital world! Every new AI tool you master is another brush in your creative palette—paint the future with your innovations!

Example: Regularly joining in training sessions and workshops on new AI tools and best practices, ensuring a continuous upgrade of skills and/or change of tools.

Principle 7: Use AI responsibly!

Pioneer the future, responsibly! Your creativity will inspire others and shape the future we live in, make sure you are living in the world you intentionally want to create, including for your community online. You're not just riding the wave of progress—you're steering it—steer it towards a brighter, more ethical horizon for all creators! Inspire others to harness AI with their values at the heart of it, too.

Example: Don't replace your human self in your content, people fell in love with your human story, not the technology used to make it! Authenticity isn't about being on autopilot, people connect with people so keeping your essence in all your content is crucial. An AI is always available to amplify your story.

Principle 8: Quality is your superpower!

Use AI to elevate your content to new heights! Focus on creating more jaw-dropping, meaningful work that leaves a lasting impression with your audiences and opens conversations with collaborators. Remember, one good piece of content outshines a bunch of regular ones! Let AI handle the polish while you focus on the brilliance—your ideas are the real reason that audiences will continue to gravitate towards you.

Example: Using AI for advanced content editing and optimization, ensuring that every piece of content meets high standards of quality and relevance.