

An AI assisted content workflow

Take an approved brief through research, drafting, editing and sign off with AI support. Assign the responsibilities and keep control of the facts and the brand's voice.

A source controlled editorial workflow

Give the model an evidence pack with dated facts, approved terminology and explicit gaps. Require unsupported statements to be flagged rather than completed from memory. Keep a claim register beside the draft so the reviewer can trace every material assertion to its source.

Evidence pack → Outline → Draft → Verification → Approval

Brief

Reader, purpose, format, exclusions and sources

Ask for an outline before a full draft

Claim register

Claim, source location, date and verification status

Distinguish source facts, editorial inference and illustrative examples

Human review

Accuracy, voice, rights and final approval

Measure correction time as part of production cost

Application checklist

- Never let generated citations substitute for opened and checked sources.
- Check quoted text, numerical units and the strength of each claim.
- Archive the published version and its approval record.

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Working checklist

- 1** Choose the output. For example: turn an approved research note into an executive article, a newsletter and three social posts. Define the audience, purpose and action for each format before drafting.

- 2** Prepare the source pack. Include approved facts, source links, dates, product details and permitted quotations. Identify the document owner and version. Remove information the selected tool is not authorised to process.

- 3** Write the brief. Set the central argument, audience knowledge, tone, length and channel. Supply examples of the brand voice and a list of claims or phrases to avoid. Define what the draft must accomplish.

- 4** Ask for a sourced outline first. Instruct the system to use the supplied material, flag gaps and connect factual claims to source references. These instructions guide drafting. They do not replace verification.

- 5** Review the argument. The editor checks relevance, structure and missing context before approving a full draft. Remove unsupported angles early and request any additional information from its owner.

- 6** Draft and verify. Check every name, figure, quotation, date and factual assertion against the original material. A fluent sentence is not evidence. Record unresolved questions instead of filling gaps with plausible detail.

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Notes, owners and next actions.

- 7** Adapt for each audience. Rework the opening, depth and call to action for the channel. For Greek and English, commission a language specific editorial pass and verify that the meaning and facts remain consistent.

- 8** Approve before publishing. Assign final editorial and subject matter review. Add any specialist approval required by the organisation. Keep drafts separate from approved assets and do not let the workflow publish automatically.

- 9** Keep an editorial record. Store the source version, brief, approved output, reviewer and publication date. Capture useful corrections so the next assignment benefits from what the team learned.

- 10** Evaluate the workflow. Compare total production and review time, factual corrections and brand voice consistency with the original process. Review audience response separately. More output alone does not establish marketing value.

Further reading:

[NIST / Generative AI Profile](#)