



How to use AI for Internal Comms

A practical guide for one-
person HR teams



How to use AI for Internal Comms

A practical guide for one-person HR teams



A simple framework for change messaging (that AI can amplify)

When you're tight on time, anchor every message to four things:

The 4-part change message (steal this)

1. Why are we doing this? (business reason + employee reason)
2. What is changing (and what isn't)? (remove ambiguity)
3. What do I need to do, and by when? (clear action)
4. Where do I go for help? (support + next steps)

If you only do one thing from this guide: repeat these four answers across every channel. Consistency beats creativity.

Add the "human layer" (especially for HR)

- Acknowledge impact: "We know this affects how work gets done day-to-day."
- Name what you've heard (if true): "We've heard the current process is inconsistent."
- Make it safe to ask: "Questions are expected, here's how to raise them."

AI can help you phrase these well, but they must be grounded in reality.

Your lean-team AI workflow (fast, safe, repeatable)

A practical workflow for HR teams of one

Step A | Write a 6-line brief (2 minutes)

Before you open any AI tool, answer:

- Audience: (employees / managers / leadership)
- Change: what's happening?
- Goal: what should people think/feel/do after reading?
- Constraints: what must be included (dates, policy links, approval wording)?
- Tone: professional, calm, direct (or whatever fits)
- Risks: where could this be misunderstood or sensitive?

This brief becomes your "source of truth" and reduces hallucinations.

Step B | Draft with AI (10 minutes)

Ask AI to produce:

- a first draft, plus
- a version for managers,
- a short FAQ,
- subject lines / headlines,
- a 30-second summary leaders can say out loud.

How to use AI for Internal Comms

A practical guide for one-person HR teams



Step C | Run a “risk check” prompt (3 minutes)

Use AI to critique the draft:

- “What could be misunderstood?”
- “What’s missing that employees will ask?”
- “Which lines sound legalistic, cold, or overconfident?”
- “Where might this be non-compliant or too absolute?”

Step D | Human review (non-negotiable)

- You confirm accuracy and intent.
- A relevant stakeholder confirms facts (Finance for pay, IT for security, Legal for policy/compliance, etc.).
- If it impacts terms/conditions or employee relations, slow down and get advice.

Step E | Package and repeat

Most HR comms need at least:

- Launch message
- Manager talking points
- FAQ
- Reminder
- “What we heard / what we’re adjusting” follow-up

AI helps you produce the whole set, so the change actually sticks.

Practical use cases (with prompts you can copy)

Below are tool-agnostic prompts you can use in ChatGPT, Claude, Copilot, etc. Adjust based on your internal style guide.

Prompt 1: Create a change announcement (employee version)

Paste this and fill in brackets:

You are an HR internal communications specialist.

Draft an internal announcement for [employees] about [change].

Include: why we’re doing it (business + employee impact), what’s changing, what’s not changing, actions and deadlines, where to go for help.

Tone: professional, warm, plainspoken, confident-not-smug.

Constraints: keep it under [X] words; avoid jargon; avoid absolute promises; include these facts verbatim: [paste approved facts].

Then provide: (1) a 60-word summary, (2) 5 FAQ questions employees will ask.

How to use AI for Internal Comms

A practical guide for one-person HR teams



Prompt 2: Manager talking points (so managers don't free-style)

Create a manager briefing pack for the same change.

Include: 8 talking points, "if you get pushback, say this" responses, and a short script for a 10-minute team huddle.

Add a section: "What not to say" to prevent misinformation.

Prompt 3: Turn policy notes into employee-first FAQs

Convert these policy notes into an employee FAQ.

Requirements: plain English, no legalese, accurate, and clearly flag where people should seek individual advice.

If any point is ambiguous, list clarifying questions for HR to answer before publishing.

Prompt 4: Hallucination guardrail (accuracy checker)

Act as a sceptical HR reviewer.

Read the draft below and identify:

- any claims that require evidence or a source,
- any implied promises,
- anything that could be interpreted as a policy change,
- anything that could trigger compliance/employee relations risk.
- Suggest safer rewording options.
-

Prompt 5: "Make it land" tone options (without getting cheesy)

Rewrite the message in 3 tonal options:

1. direct and efficient, 2) warm and supportive, 3) calm and reassuring.
2. Keep meaning identical. Remove corporate clichés.

The big three risks (and how to manage them like a pro)

Risk 1: Data privacy (confidentiality breaches)

The risk: pasting personal data, sensitive ER details, salaries, health info, or identifiable employee situations into an AI tool (especially if you don't control retention/training settings).

Practical guardrails for HR teams of one

- Never paste: names, performance notes, grievances, medical info, disciplinary details, salary/comp specifics, or anything you wouldn't share widely.
- Use redaction: "[employee]", "[team]", "[location]", "£X", "Date Y".
- Use internal-approved sources only: your policy, your timeline, your approved facts.
- Set a rule: AI drafts comms from sanitised briefs; humans add specifics later.



Play with Thesmia for Free

How to use AI for Internal Comms

A practical guide for one-person HR teams



Simple classification check (30 seconds)

- Would this be damaging if forwarded to the whole company?
- Would this identify a person?
- Is this regulated/sensitive (health, ER, pay, protected characteristics)?
- If yes: don't paste it.

Risk 2: Misinformation + hallucinations (confident but wrong)

The risk: AI fills gaps, invents details, or implies certainty where you actually have dependencies ("We will..." when it's "We aim to...").

Guardrails that work

- Provide approved facts and instruct: "Do not add new facts."
- Ask it to list assumptions it made.
- Run the "sceptical reviewer" prompt (above).
- Keep "unknowns" visible: "We're confirming X by [date]."
- Add a consistent line: "If anything in this message conflicts with policy, the policy applies."

Risk 3: Compliance-sensitive comms (legal/ER exposure)

The risk: a well-intended message accidentally creates a commitment, changes terms, prejudices outcomes, or mishandles regulated processes.

Safer language patterns

- Prefer: "We're introducing...", "We're updating...", "Our approach is..."
- Avoid: "We guarantee...", "This will never...", "Everyone must..." (unless it's truly mandatory and already approved)
- For sensitive topics: explicitly signpost boundaries:
- "This message is general information, not individual advice. If you have specific circumstances, please speak to HR."

When to slow down If the comms touches any of these, get a human specialist review:

- redundancy/restructure consultation
- disciplinary/investigation outcomes
- pay changes, bonus eligibility specifics
- immigration/right-to-work, medical adjustments
- union/works council matters
- changes to contractual terms

AI can help you write clearly, but it cannot be your risk owner.

How to use AI for Internal Comms

A practical guide for one-person HR teams



Where Thesmia differs from generic AI tools (and why HR teams should care)

Generic AI tools can be great at producing text. The problem is: internal comms success isn't judged on the prose, it's judged on adoption, trust, and fewer issues escalating to HR.

Generic AI (helpful, but limited)

Typically optimises for:

- generating plausible wording,
- quick rewrites,
- tone variation,
- generic templates.

But it won't reliably:

- build a coherent change narrative across a rollout,
- anticipate HR-specific risks and stakeholder dynamics,
- package manager enablement that prevents message drift,
- keep you anchored to what drives behaviour change.

Thesmia is designed to help HR teams of one:

- Start with strategy, not sentences (goal, audience, risks, channel plan)
- Produce comms packs, not one-off messages (employee note + manager brief + FAQ + reminders)
- Apply a change lens (what people need to hear to understand, believe, and act)
- Keep comms employee-first without being fluffy
- Build confidence and consistency across leaders/managers so the organisation hears "one story"

In short: generic AI helps you write. Thesmia helps you land the change.



Play with Thesmia for Free

How to use AI for Internal Comms

A practical guide for one-person HR teams



A one-page “AI Comms Checklist” (print this)

Before you hit send:

Clarity

- Why / What / Do / Help is clearly answered
- Dates, actions, and owners are explicit
- What's not changing is stated (if relevant)

Trust

- No exaggerated promises
- Tone matches the moment (serious when it's serious)
- Acknowledges impact and invites questions

Risk

- No personal/confidential info used in drafting
- Facts verified by the right owner
- Compliance-sensitive wording reviewed where needed
- FAQ included (or a clear link to it)

Enablement

- Managers have talking points and escalation routes
- Follow-up rhythm is planned (not “one email and hope”)

Optional: “Professional yet fun” without losing credibility

A good rule: be lightly human, never gimmicky.

- Use short sentences.
- Name the awkward bit (“Yes, this is another change.”).
- Be honest about what's still being confirmed.
- Keep humour subtle and never at employees' expense.



Play with Thesmia for Free