

## How to Maintain Trust and Authenticity in an AI Enabled World

### Why misinformation spreads so easily

Today, misinformation/disinformation can travel faster than truth. Not because people are careless but because the online world is built in ways that favour emotional, simple, and repeated messages. People believe what feels true. We naturally trust information that aligns with our existing beliefs, reduces uncertainty, fits our worldview and comes from a source that feels familiar.

If something feels emotionally satisfying, it often gets accepted without much scrutiny and repetition creates credibility. The more often people see something, the truer it feels.

- Emotion spreads faster than accuracy.
- Algorithms reward engagement, not truth.
- Social platforms amplify whatever keeps people scrolling.
- Truth is often subtle. Misinformation rarely is.
- AI tools can accelerate not only lies but also truth.

It gives us the same powerful tools to communicate clearly, reach supporters, and build trust. People trust people more than institutions. In a world full of scams, spam, and AI-generated noise, people look for voices that feel human, local, and real. This is where we, especially those of us rooted in their communities, have a powerful advantage.

## What this means for charities

We depend on trust more than almost any other type of organisation. That and authenticity are not optional — they are the foundation of effective communication and will be even more important in an AI enabled world. Here are ways in which you can build and maintain that trust.

**Be clear** - people won't spend time decoding complex messages or jargon. Explaining your purpose in one simple, human sentence immediately feels more trustworthy. Clarity signals honesty.

**Lead with authenticity** - authenticity is the antidote to misinformation. Charities build authenticity when they: speak in a warm, human voice, show real people doing real work, share the imperfect, behind-the-scenes moments, avoid overly polished, corporate messaging and use AI as a tool, not a mask. Authenticity makes people feel safe and safe people listen.

**Tell real human stories** - facts inform but stories persuade. A single story about one person helped, told with respect and consent, is more powerful than a page of statistics. Stories create emotional connection, and emotional connection builds trust. AI can help you to organise stories, draft content and refine messaging but the heart of the story must remain human.

**Show your people, not just your brand** - people trust faces more than logos. Showing your people and your partners creates a sense of closeness and credibility that large institutions often struggle to achieve.

**Be transparent in a way that feels personal** - transparency is one of the strongest trust-building tools a charity has. This means showing where money goes, sharing progress regularly, explaining decisions, acknowledging challenges honestly and being open about how and why you use AI. Transparency doesn't weaken trust — it strengthens it.

**Repeat your core message consistently** - in a world full of noise, people rarely remember something the first time they see it. When a charity repeats its mission, values, and impact consistently, it becomes a stable, reliable voice in a chaotic environment.

**Build community, not just an audience** - trust grows in relationships, not broadcasts. Ideas to do that might include creating spaces for supporters to connect, encouraging conversation, responding personally and celebrating your community. A loyal community will amplify your message more effectively than any algorithm.

### **How to use and respond to AI**

Not everyone in a charity will use AI tools for communication but we are all at risk from the scammers and abusers who are. Remaining ignorant of these risks makes us far more vulnerable. We must ensure that we manage not only our own use of AI but also how we identify and respond to its use by others, not least those who wish harm on us.

**Don't repeat or allow misinformation** – AI has created [AI slop](#) and increased the volume of and sophistication of misinformation/disinformation, scams and deepfakes. We must ensure our people understand these risks and we have processes to [identify and manage misinformation](#) and keep our charity, its reputation and our people [safe from deepfakes](#).

**Use AI responsibly** – honesty and respect for our community is now more important than ever but AI has moved the goal posts. We must revise how we work so our people can respond to it effectively, and those using it do so responsibly. How you use AI imagery or whether you use it at all, depends on what your stakeholders think, and the risk of your use of AI being weaponised by others. If you do use it, you must be transparent and how you use it is also very important. A simple abstract poster for your Christmas Fayre is one thing but people being pictured in emotional and/or potentially contentious images may well be seen very differently by your community and the public. Read our [Imagery Ethics Best Practice Guide](#) for how to do that.

**Use AI to enhance clarity, not replace authenticity** – it can help us to draft and revise content, summarise complex information, or simplify complex issues, offer ideas, analyse supporter feedback and personalise communication. But your next brilliant new idea for a campaign will come from a human, not a machine, and AI should never replace the human voice of your charity. The key is to use AI to support your authenticity, not to try and simulate it; you can't.

### The core message

Misinformation spreads because it is emotional, simple, and repeated and AI can powerfully accelerate that. Charities can cut through the noise by being the opposite of spam: clear, human, transparent, consistent, and deeply authentic. Trust is built by humans, not machines.



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