

Trust is your currency

Why PR needs to stay human in an
AI-saturated world

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As of April 2025 **47.85 %** of stock images on Adobe Stock were AI generated/assisted

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It has taken AI only **3 years** to almost equal the **20 years** worth of real stock on Adobe Stock

AI-Generated Content Has Surpassed Human Content





🚀 Happy Friday, LinkedIn family! 🚀

Just wanted to take a moment to share some quick thoughts as we wrap up the week and head into the weekend.

This week has really been a reminder that **growth happens outside your comfort zone** 💡 Whether you're building meaningful connections 🤝, driving impact 📈, or simply showing up as your authentic self ✨ — every small step counts.

Let's continue to **leverage synergies, unlock new opportunities,** and **circle back on what truly matters.** The journey is just as important as the destination! 🌍

Wishing everyone a productive finish to the week and a well-deserved time to recharge 🔋

#FridayFeeling #GrowthMindset #Leadership #Innovation #Grateful

Digital PR has a PR problem

1

The scandal:
agencies
fabricating AI-
generated
“experts”

2

Ghostwritten
thought
leadership with
no lived
experience

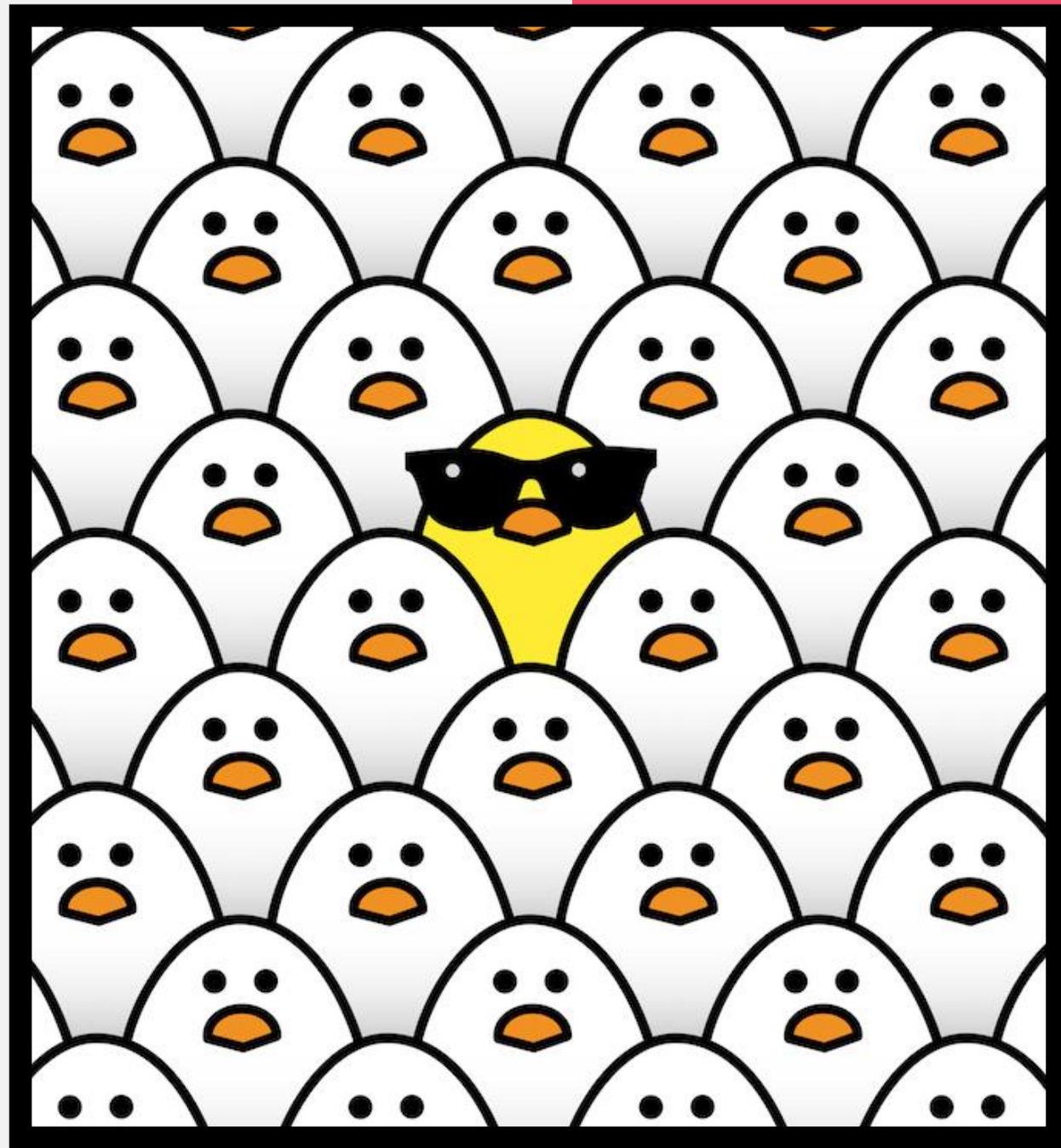
3

AI-written
quotes, content
and press
releases

4

Drop in journalist
trust

If everything
sounds polished,
what stands out?



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Trust isn't logical. It's **psychological**.

Wired to be biased

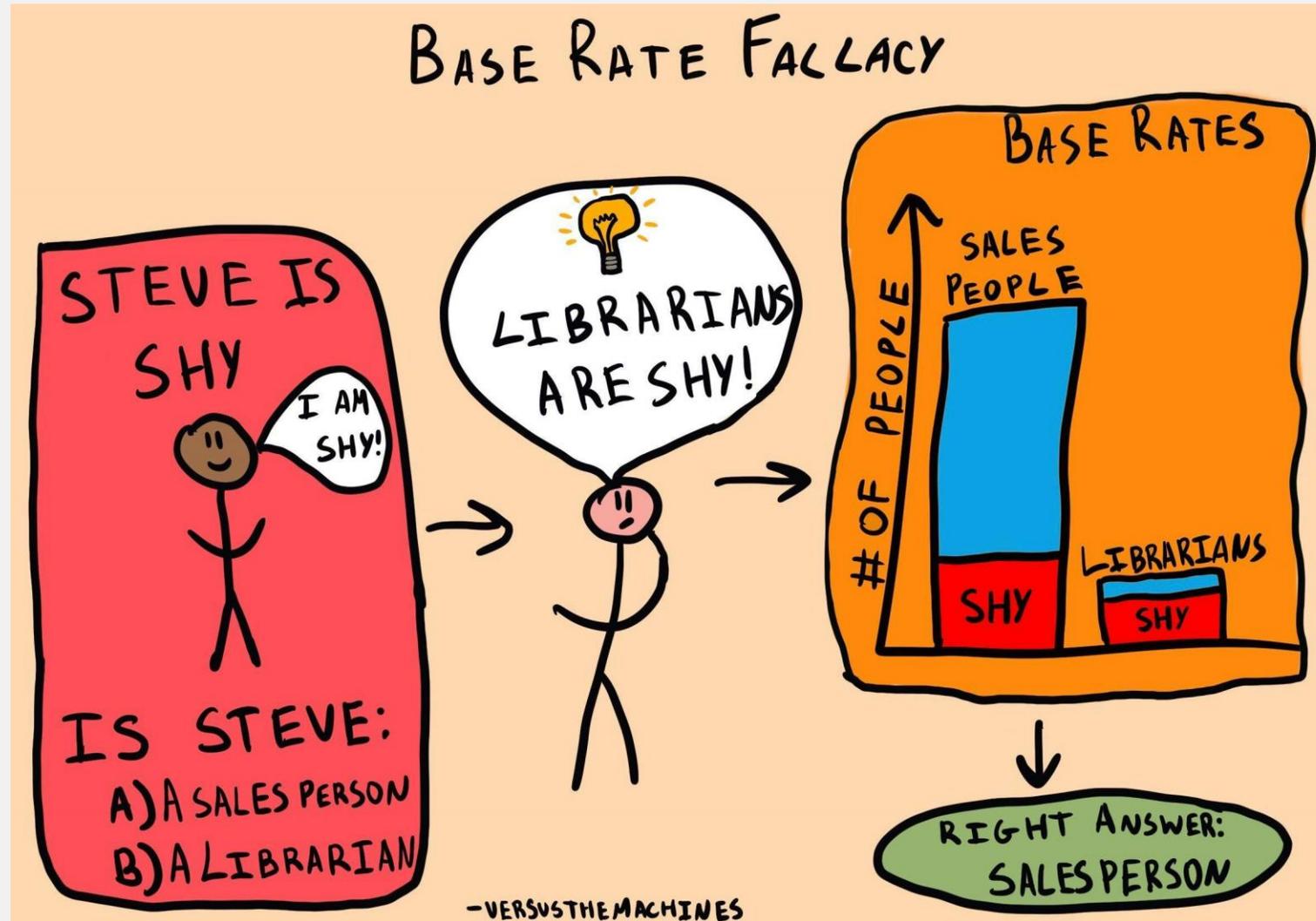
Authority bias

Why do we always trust the doctor, even though they might be wrong?



Base rate fallacy

Why do we rely on specific information over statistics?



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Messenger effect

Why do we find some people more credible than others?



Quote 1

“Consumers increasingly prioritise self-care in urban environments.”

Quote 2

“After my third burnout, I realised the only quiet place near my flat was a cemetery, so I started to get out of the city on my weekends.”

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AI doesn't understand reality.
It predicts what *should* sound right.

Hot take

AI learns behaviour the way psychopaths do

Psychology research shows psychopaths often **learn socially acceptable behaviour by observing others** rather than feeling empathy.

They mimic.

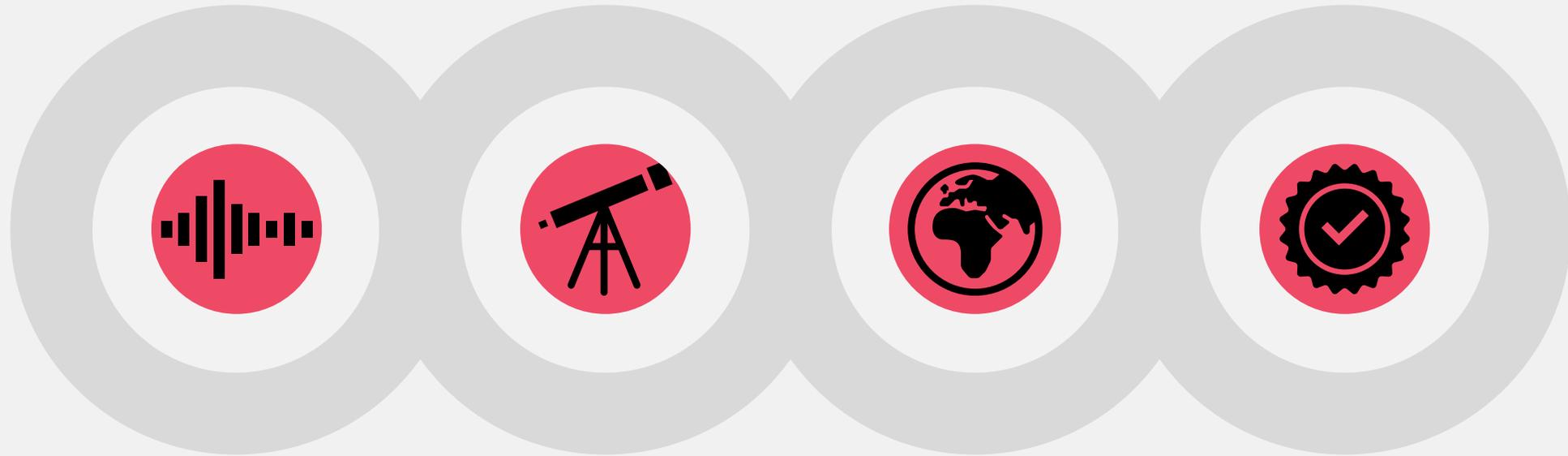
AI works similarly:

- it observes patterns
- predicts appropriate responses
- but doesn't *feel or experience* context.



Branding

If your content could belong to any brand,
it belongs to none.



Voice

Perspective

Cultural
Nuance

Credibility



Okay, but what now?

Use AI for

- research
- ideation
- data analysis
- structuring information

but not for

- lived insight
- emotional truth
- cultural nuance
- fake expertise

How to

Stay real and authentic

Lived experience

Use real stories from experts and communities.

Cultural context

Add cultural context through language (dialects), humour and nuance.

Human narratives

Not everything needs to sound polished. Imperfect, authentic story telling makes your message more believable.

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When content becomes unlimited,
trust & authenticity
become the premium.