CONTENTSTACK

AI governance checklist

Empower your AI strategy with Contentstack's built-in governance tools

As AI becomes a core component of content creation and management, establishing clear governance is essential to ensure its responsible and effective use. From aligning AI with business goals to safeguarding content quality and maintaining brand consistency, Contentstack provides the tools you need to operationalize AI governance seamlessly within your workflows.

Our platform offers robust features—like custom roles, permissions, and Automate flows—that empower teams to control, monitor, and optimize AI usage, all while keeping content aligned with business objectives and regulatory requirements. Explore our AI Governance Checklist to see how Contentstack supports every step of the process.

Assign/Identify AI-related roles, responsibilities and stakeholders

Action: Clarify who is responsible for managing AI tools, overseeing outputs and ensuring compliance, and assign key stakeholders to guide AI usage.

Contentstack supports: While much of this is managed outside the application, Contentstack's custom roles and permissions help operationalize these responsibilities within the platform by controlling access and managing accountability.

Align AI usage with business goals

Action: Define how AI efforts align with your overall business strategy, focusing on specific goals such as content acceleration, personalization, or cost reduction.

Contentstack supports: Although strategy alignment happens with your team, Contentstack enables you to track AI contributions by using Automate to integrate AI efforts into broader workflows and connect key details to business metrics.

Set up content moderation and review workflows

Action: Ensure all AI-generated content is reviewed before publishing to avoid errors, hallucinations or bias.

Contentstack supports: Use Automate to incorporate review steps into an automation flow that routes AI-generated content to a human for approval before publication.

Assign/Limit access to AI usage

Action: Establish who on the team can access, modify and use AI-powered features/capabilities.

Contentstack supports: Leverage advanced controls like role and content permissions to control who can trigger AI-related workflows. Plus, project sharing in Automate allows you to control who can create and manage AI automations.

Keep AI content on-brand and consistent

Action: Ensure AI-generated content is aligned with brand guidelines, product updates, or specific industry or regulatory language to maintain consistency and accuracy.

Contentstack supports: Use Brand Kit to enforce tone and voice rules with accurate brand, product or industry-specific details, ensuring AI outputs are up-to-date and consistent with your brand.

Identifying practical use cases that have impact

Action: Focus on AI applications that drive measurable financial or operational impact, such as streamlining processes or enhancing customer experiences.

Contentstack supports: Contentstack's AI Accelerator program provides access to expert consultants who can help identify, prioritize and implement high-impact AI use cases tailored to your business needs.

Operationalize and standardize AI prompts

Action: Create a system for sharing approved AI prompts so teams can easily access and use them without relying on external documents or manual copy-pasting.

Contentstack supports: Use Custom Actions in the AI Assistant to insert reusable prompts. Leverage on-demand automations through Automate to trigger powerful, pre-configured automations within the entry editor.