

Pre-publish content checklist

From Hype to Habits • Dorien Morin-van Dam • moreinmedia.com

8
QUESTIONS

Run this before every piece of AI-assisted content goes live. Takes 90 seconds.

If any answer is NO — stop and fix it before publishing.

1

Print or open on your phone

Keep it at your desk or bookmark it. Make it the last step before you hit publish.

2

Answer every question honestly

All 8 must be YES. One NO means the content isn't ready. Find the gap and fix it.

3

Add to your workflow

In Week 4 of the Trust Sprint, this becomes a permanent step in your publishing process.

THE 8 CORE QUESTIONS — ALL MUST BE YES BEFORE PUBLISHING

ACCURATE?

Has a human verified that all facts, prices, hours, and policies in this content are currently correct?

AI confidently produces wrong information 3–27% of the time. Dates, prices, policies, and hours change. A human must verify before anything guest-facing goes live.

PRIVATE?

Does this content contain any guest names, personal details, or identifiable information not explicitly given for publication?

Guest PII — names, dates, stay details, complaints — should never enter an AI tool and should never appear in published content without explicit consent.

PERMISSION?

If this content features a real person, a guest story, or user-generated content, has written permission been obtained?

Testimonials, photos of guests, and shared reviews all require explicit permission. "They posted it publicly" is not the same as permission to republish.

UNBIASED?

Does this content reflect the diversity of your actual visitors and community, or does it default to a narrow depiction?

AI generates images and copy that skew toward dominant demographics by default. Check who is shown, who is centered, and whose experience is assumed to be the norm.

ACCESSIBLE?

Does every image have descriptive alt-text? If there is video, are captions included?

AI-generated images rarely include alt-text by default. This is both an accessibility requirement and an SEO factor. Every image needs a human-written description before publishing.

DISCLOSED?

If AI played a significant role in creating this content, is that reflected appropriately in how it is presented?

52% of people are uncomfortable with undisclosed AI content. A simple, honest phrase ("created with AI assistance and reviewed by our team") builds trust rather than eroding it.

NO PROMISES?

Does this content make any commitment about pricing, availability, or policy? If yes, has a human confirmed that commitment is accurate and current?

The Air Canada ruling made this clear: if your AI makes a promise and a guest acts on it, you are liable. Any content that could be read as a commitment must be human-verified.

OUR VOICE?

Does this sound like us — not like a language model? Would a regular guest recognize our voice in this?

AI defaults to a generic, polished tone. Your brand has a specific voice built over years. Edit until it sounds like something your team would actually say to a guest in person.

Destination-specific extensions

Add these to your checklist based on your operation type

CRISIS COMMUNICATIONS

Has this content been reviewed by a decision-maker before publishing? Is the timing appropriate for the situation?

INTERNATIONAL VISITORS

Has content involving translation or accessibility for non-English-speaking guests been verified by a human with relevant language knowledge?

SEASONAL ACCURACY

Is the information accurate for the current season — hours, trail conditions, availability, local events? AI does not know what season it is.

STAFF WELLNESS

Does this content ask staff to represent an experience that matches their actual working reality? AI-generated aspirational content can inadvertently misrepresent your team.