

WHITE PAPER · OCTOBER 2026

AI for internal communication

Practical uses, limits and safeguards: how artificial intelligence saves communicators time, and how We Advocacy builds it into every step, from creation to analysis.

Create

newsletters in minutes

Check

understanding with AI-generated
quizzes

Decide

with AI analysis reports



AI doesn't replace the communicator. It gives them time back.

Writing, formatting, sending reminders, compiling statistics: much of an internal communication team's time goes into production. Too little is left for what really matters: listening to teams, going into the field, advising leadership.

Generative AI changes that balance. Used well, it handles repetitive tasks and leaves communicators what no machine can do: choose what deserves to be said, find the right tone, understand what employees are going through.

At We Advocacy, we made a choice: **build AI in where it saves time without taking away control.** AI suggests, the communicator decides. This white paper covers the uses that work, the ones we have built into the platform, and the safeguards to put in place.

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President and Co-founder, We Advocacy

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AI comes to internal communication

Generative AI has been adopted at unprecedented speed. Your employees already use it, often through consumer tools. The question is no longer whether to adopt it, but how to adopt it usefully and with control.

48%

of French people used generative AI in 2025, up from 20% in 2023

Crédoc, 2025

58%

of users rely on it to write or translate text

Crédoc, 2025

52%

remain wary, mainly about answer reliability and data use

Crédoc, 2025

What AI changes for communicators

STEP	WITHOUT AI	WITH AI
Create	Start from a blank page, format by hand	Start from a draft, focus on substance and tone
Check	Write quiz questions yourself, or skip it	Generate a quiz from the content, then adjust it
Analyze	Export, compile and interpret spreadsheets	Read a summary of what worked and what's missing
Act	Follow up by guesswork, when time allows	Follow up precisely with audiences not reached

Our principle: AI suggests, the communicator decides. In We Advocacy, nothing is published without human approval. AI steps in at three key moments of the communication cycle: creation, checking and analysis. The next three chapters cover them in detail.

CREATE

Internal newsletters with AI-assisted creation

CHECK

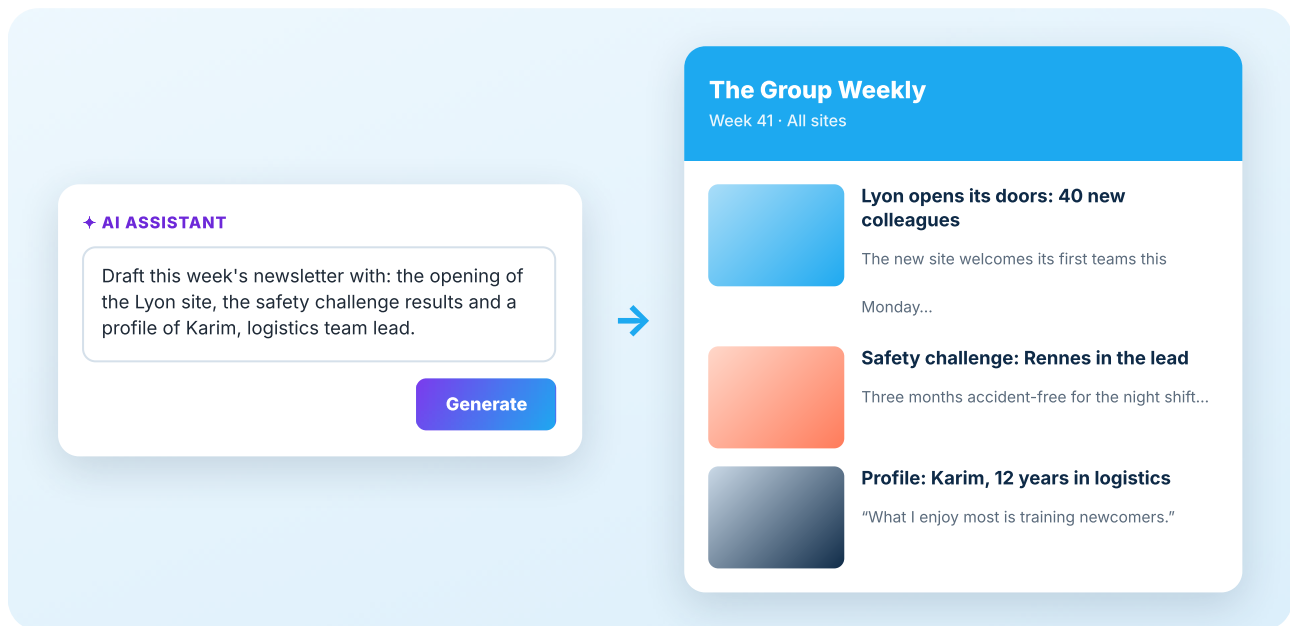
AI-generated quizzes built from your content

DECIDE

AI reports: what worked, who you're missing, what to do next

Create faster: AI-assisted newsletters

The internal newsletter is the regular touchpoint that keeps company culture alive. It is also one of the most time-consuming pieces to produce each week. AI helps you keep the pace without sacrificing quality.



How it works: AI suggests a first draft, the communicator reviews, adjusts and approves it.

INTERNAL NEWSLETTERS

What you gain

- Polished newsletters in minutes, in your brand colors, no technical skills needed.
- An instant first draft: headlines, hooks, layout. You keep control of every word.
- A steady rhythm, even with a small team or during busy periods.

MULTICHANNEL DISTRIBUTION

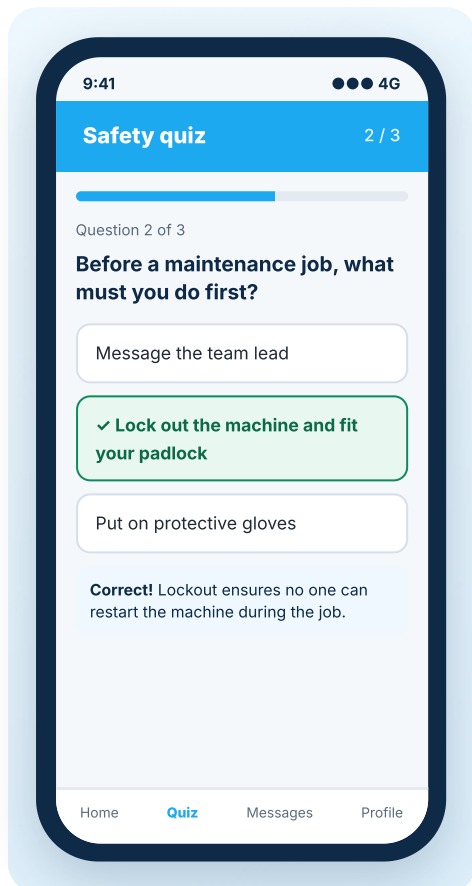
And then?

- Email delivery plus featured placement on the intranet and mobile app.
- Targeting by site, job or entity for local editions.
- Read statistics by audience, to know who actually read it.

Best practice: give AI precise material (facts, figures, real quotes). It formats and structures; it doesn't make up your news.

Check understanding: AI-generated quizzes

An open rate tells you a message was seen. A quiz tells you it was understood. Writing good questions used to take time; with AI, a few clicks are enough.



SURVEYS, QUIZZES AND FORMS

How it works

- 1 **Start from content:** a procedure note, a newsletter article, a project presentation.
- 2 **AI suggests questions,** plausible answers and an explanation for each.
- 3 **You adjust and approve:** rephrase, remove a question, add one.
- 4 **You distribute** on the right channel for each audience, including the mobile app for frontline teams.

Results, in three views

- **Summary:** participation and overall score.
- **Answers by question:** spot the least understood point.
- **Respondents:** follow up with those who didn't take part.

Four high-impact uses

Health and safety

Confirm a rule is known by everyone.

New procedure

Spot what's still unclear before mistakes happen.

Onboarding

Introduce the company in a fun way.

Projects

Make a strategy or transformation tangible.

Analyze and decide: AI reports

Dashboards pile up numbers that few people have time to interpret. AI reports do that work: they tell you what worked, who you're missing, and what to do next.

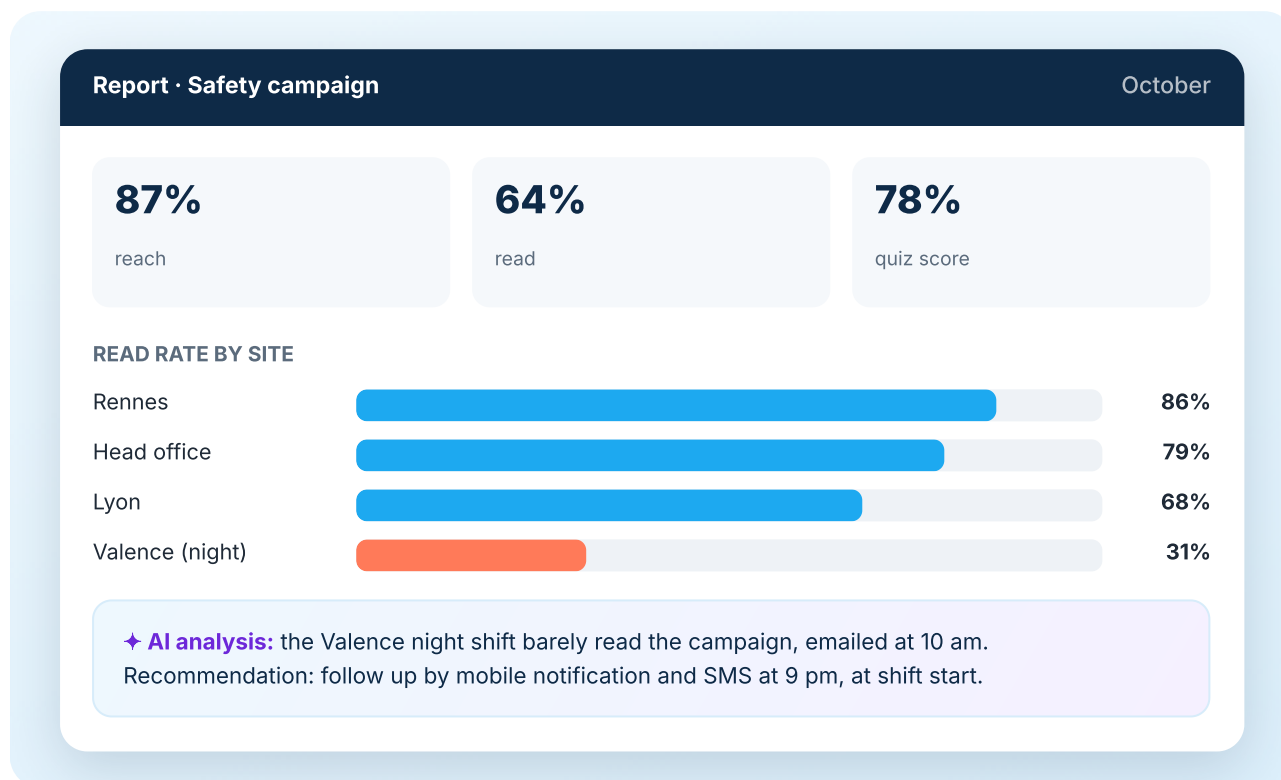


Illustration with fictitious data.

STATISTICS AND AI REPORTS

The platform brings together data from all your channels: reads, clicks, survey and quiz answers, by site, job and channel. AI analyzes it and produces a summary you can read in two minutes. No more hours spent compiling exports.

- **What worked:** the most-read topics, formats and channels.
- **Who you're missing:** sites or jobs falling behind.
- **What to do next:** concrete recommendations, such as reaching an audience on another channel.

And follow-up comes next

1. SEE

Who received, read and replied, employee by employee.

2. TARGET

Automatically select those who haven't read it.

3. FOLLOW UP

On another channel: mobile, Windows pop-up or SMS.

Eight more everyday uses

Beyond the features built into the platform, generative AI helps communicators with many tasks. Here are the most valuable ones, each with its watch-out.

USE	EXAMPLE	WATCH-OUT
Adapt a message	One announcement in versions for executives, frontline and managers	Keep the same substance for all
Simplify a text	Make a legal or technical note readable	Have the expert approve it
Shorten	Turn an article into an SMS or mobile notification	Check no essential nuance is lost
Translate	Share news with foreign subsidiaries	Review by a native speaker
Prepare an FAQ	Anticipate questions before a change	Compare with real questions from the field
Summarize	Condense a report or executive committee meeting	Keep confidential data out of unsecured tools
Analyze open comments	Group free-text survey answers by theme	Read the raw answers too
Prepare a speech	Structure an executive's talk	The voice must stay theirs

Three reusable prompts

ADAPT

"Rewrite this announcement for factory operators, in 80 words, direct tone, with what concretely changes for them from Monday."

SIMPLIFY

"Explain this procedure as you would to a new hire, in five numbered steps, without jargon."

ANTICIPATE

"List the ten questions employees will ask when reading this announcement, with a short answer to each."

With We Advocacy: once the message is ready, a single send delivers it on five channels (email, intranet, mobile app, Windows pop-up, SMS), targeted by site, job or entity.

Limits and safeguards

AI is a powerful tool, not a communicator. Its limits are well known; ignoring them can cost you credibility. Five safeguards are enough to get the best from it safely.

1

Always review

AI can be confidently wrong: an inaccurate figure, a wrong name, a made-up claim. Nothing goes out without human review. In We Advocacy, AI suggests and you approve.

2

Protect data

Never paste confidential or personal information into a consumer tool. Favor integrated tools, hosted in Europe, with clear commitments on data use.

3

Keep your voice

Overly smooth text rings false. Leadership messages, difficult announcements and tributes should be written, or deeply reworked, by humans.

4

Stay transparent

Tell your teams how AI is used in internal communication. The EU AI Act also strengthens transparency requirements for generated content.

5

Don't delegate judgment

Choosing what deserves to be said, to whom and when, remains the heart of the job. AI informs the decision; it doesn't make it.

✓

Write a usage policy

One page is enough: approved tools, prohibited data, content never to generate, review rule.

Sample AI usage policy for the communication team

- Approved tools: those built into our platforms and approved by the IT department.
- Prohibited: personal data, unpublished financial information, ongoing labor relations issues.
- All output is reviewed by a team member before distribution.
- Leadership messages and sensitive announcements are written by humans.
- Figures and names cited are checked at the source.
- Employees are informed of how we use AI.

WITH WE ADVOCACY**AI built into a controlled environment.**

Hosted in Europe on Google Cloud, data encrypted in transit and at rest.

Your data is never used for any purpose other than the service provided to your organization.

Human approval before any publication, with publishing rights defined by scope.

A week with AI in We Advocacy

A concrete scenario showing how the features fit together. An internal communication manager at a 2,000-person industrial group, 1,400 of them in production, rolls out a new safety rule.

Mon NEWSLETTERS · AI

Prepare the content

From the health and safety team's note, AI suggests a clear article and a short version. She reviews it, adjusts the tone and adds a team lead's testimonial.

Tue MESSAGES AND ALERTS · TARGETING

Reach everyone, on the right channel

A single send targeted at production sites: mobile app for operators, Windows pop-up for offices, SMS for those without the app.

Wed QUIZ · AI

Check understanding

A three-question quiz, generated from the note and adjusted in five minutes, goes to the same teams.

Thu STATISTICS

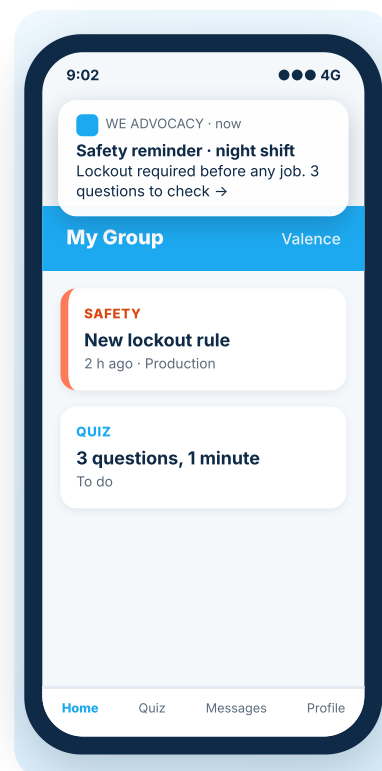
Spot the gaps

87% reach, but one night shift lags far behind. One quiz question is missed everywhere.

Fri AI REPORTS · FOLLOW-UP

Act and report back

The AI report recommends a mobile follow-up at night-shift start and a reminder on the misunderstood point. The review goes to the health and safety director the same day.



Friday night's follow-up, on a night operator's phone.

The week's results: a rule shared across all of production, understanding checked, gaps identified and addressed, a report ready for leadership. All in a few hours of work, instead of several days.

The multichannel internal communication platform. Designed in France, hosted in Europe.

200+

client companies since 2018

100,000

users every day

5 channels

from a single send

- ◉ **Integrated with your environment:** Google Workspace, Microsoft 365, SSO, directory sync from Entra ID, Okta, Google Workspace or SAP SuccessFactors.
- ◉ **Modular:** start with the modules you need today, add others with no migration.
- ◉ **Secure and GDPR-compliant:** Hosted in Europe on Google Cloud, data encrypted in transit and at rest.
- ◉ **Supported:** guided rollout, France-based support, unlimited number of communicators.

"We Advocacy has helped us unify our communications for several years. We particularly appreciate their responsiveness and efficiency."

Mary Pifer, VP Marketing, 3SI

See what the platform can do for you.

In 30 minutes, we start from your audiences and tools to show you the modules that matter, and only those.

[Book a demo →](#)

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Sources

Crédoc, 2025 digital barometer (generative AI usage in France) · We Advocacy, platform feature descriptions. Screen mockups are illustrations; the data shown is fictitious.