AI for Content Editing: Guidelines, Workflow, and Prompts

This document outlines the workflow to be used by the editing team when using AI for daily editing tasks.

The workflow contains tried and tested AI **prompts** from the editing team's two rounds of AI experiments. This document maps the **stages of editing** and advises on the optimal AI prompts to utilize at each phase, enabling editors to gain maximum value.

Please note, it is important to conduct manual checks before approving changes suggested by the AI tool.

Editing Prompts

Structure and clarity

Use the Text Rewrite feature for rewriting and enhancing draft content the team receives from writers. This allows the editors to easily improve clarity, word choice, sentence structure, tone, etc.

- **PROMPT:** Review this paragraph and suggest rewrites to make it clearer and more concise. Use a conversational, but professional tone. [INSERT ORIGINAL PARAGRAPH]

- **PROMPT:** Suggest ways to improve the clarit and conciseness of this sentence. [INSERT THE SENTENCE]

- **PROMPT:** Rephrase this complex technical explanation into simple language. [INSERT THE CONTENT]

- **PROMPT:** I am writing an article on [INSERT TOPIC], and I want to portray [GENERIC ARTICLE IDEA] Can you help me transition smoothly from one paragraph to the next? [PASTE TWO PARAGRAPHS]

- **PROMPT:** Offer suggestions to make this introduction more engaging. You may also suggest alternative intro ideas. [INSERT ORIGINAL INTRO]

- **PROMPT:** Keeping in mind global editorial standards, find context gaps in this paragraph and help me make the text more constructive. [INSERT THE CONTENT]

- **PROMPT:** Suggest ways to remove jargon from this highly technical paragraph OR Rephrase this complex technical explanation into simple language. [INSERT PARAGRAPH]

Copy

Use grammar, spelling, and style correction capabilities during line edits. This catches a lot of potential issues upfront.

- **PROMPT:** Check and correct any grammar, spelling, or style issues in the following passage. [INSERT PASSAGE]

- **PROMPT**: Keeping in mind global editorial standards, edit this paragraph and provide grammatical clarity. [INSERT ARTICLE]

- **PROMPT:** Assist me in maintaining a consistent tone throughout this section. [INSERT SECTION/PARAGRAPH]

Context

Use AI tools to find contextual gaps within the article and ask for suggestions to reword certain paragraphs without changing the original meaning of the article.

- **PROMPT:** Read this section of the article on [INSERT TOPIC] and find the contextual gaps. Suggest changes that can be made to this article to make it more sound. [PASTE THE SECTION]

- **PROMPT:** The following article wants to illustrate [INSERT GENERIC IDEA], and I need your help finding areas to improve upon. Do not make changes to the article, only suggest the changes needed in this section [INSERT SECTION]

- **PROMPT:** How can I make this software description more persuasive [INSERT DEFINITION]

- **PROMPT:** I need help expanding on this idea with relevant examples. Can you provide some examples that will provide context and clarity to this idea? [INSERT IDEA/SENTENCE/SECTION]

Paraphrasing awkwardness

Implement AI paraphrasing so editors can rework passages flagged for issues like verbosity, repetitive word use, or awkward phrasing. This smooths out the text.

- **PROMPT:** Paraphrase this sentence to reduce verbosity while retaining its original meaning and tone. [INSERT SENTENCE]

- **PROMPT:** Suggest an alternative paragraph for an article on [INSERT TOPIC]. This is the current version: [INSERT THE CONTENT]

- **PROMPT:** Please catch extreme and absolute words in this article/paragraph. [INSERT ARTICLE/PARAGRAPH]

- **PROMPT:** Give me a better version of this title: [INSERT EXISTING TITLE]. Make sure to use the keyword [INSERT PRIMARY KW]

Comparison and readability improvement checks

Use the Comparative Edit feature to analyze before and after versions of edits made by the team. This checks for inconsistencies or errors introduced accidentally.

- **PROMPT:** Read and analyze the original and edited versions of this text. Note any inconsistencies or errors accidentally introduced between versions: [INSERT BOTH VERSIONS]

- **PROMPT:** Assign a readability improvement percentage between the two drafts based on the Flesch-Kincaid readability index. [INSERT BOTH VERSIONS]

- **PROMPT:** What is the Flesch Kincaid Grade for readability for this article: [INSERT ARTICLE]

Writer's voice

Employ sentiment analysis to ensure the edited content retains the appropriate tone and emotional impact intended in the original draft. Editors can course-correct if needed.

- **PROMPT:** Please analyze the edited version of this article/post. Does the tone and emotional impact match the original draft? Please highlight any differences. [INSERT BOTH VERSIONS]

- **PROMPT:** This is the original article [INSERT ORGINAL ARTICLE]. This is the edited version [INSERT EDITED ARTICLE]. Does the intention of the first version match with the second? Highlight any discrepancies.

Topic research and general understanding

Summarize long drafts to identify areas that need condensing or reorganization to improve flow and readability. Editors can then prioritize edits accordingly.

- **PROMPT:** Please read this long-form draft content and provide a concise yet comprehensive summary highlighting the key ideas and details. [INSERT LONG DRAFT]

- **PROMPT:** This article is beyond the assigned word limit. Help me shorten these sections without changing the context of the content [INSERT SECTIONS]

Content goals and target demographic understanding

Understand and cross-check if the article written matches the tone required for the target audience and demographic.

- **PROMPT:** Read this article and find the audience persona [INSERT ARTICLE].

- **PROMPT:** Who is the primary and secondary audience of this article? [INSERT ARTICLE].

- **PROMPT:** Read this long-form draft and check if the content is meant for [INSERT TARGET AUDIENCE]. If it does not, suggest changes that can be made to cater to this audience. [INSERT ARTICLE]

Editing Stages

Step 1: Find the audience persona for the article

Suggested Tool: Bard

Use the prompts under **"Content goals and target demographics"** for this stage.

- Bard provides the article's primary and secondary audience, and it further expands on the persona, adding details about what the category encompasses.

- It also gives information on their interests—IT wants to learn about implementation and best practices, while leaders want to know how to choose the right solution.

Step 2: Read the article thoroughly and find contextual gaps using AI

Suggested Tool: Bard

Use the prompts under **"Context"** and **"Topic research and general understanding"** for this stage.

- After finalizing the audience persona, use Bard's help to find contextual gaps in the article (keeping in mind the target audience). Generic recommendations are common, but it still helps to know what to look for.

- It also provides specific instances where there is room for improvement in making the article more accessible.

Step 3: Get the best version of intros with AI

Suggested Tool: ChatGPT

Use the prompts under **"Structure and clarity"** and **"Paraphrasing awkwardness"** for this stage.

- Intros are the first thing readers will see, so making a good first impression is essential. A well-written intro will grab readers' attention and make them want to read more. It's always good to find alternative suggestions to improve the intro of the article.

Step 4: Ensure the copy is perfect

Suggested Tool: Bard/ChatGPT

Use the prompts under **"Structure and clarity"**, **"Copy"**, and **"Paraphrasing awkwardness"**, for this stage.

- The copy must be grammatically and technically sound. Here, multiple rounds of AI help can be used.

- This step is essential for catching any errors in grammar, spelling, punctuation, and formatting. It is also a great opportunity to check for consistency in style and tone.

- The suggestions made by the AI tools can even help improve clarity and conciseness by rephrasing sentences to make them more straightforward to understand.

Step 5: Final review

Suggested Tool: Bard/ChatGPT

Use the prompts under **"Writer's voice"**, **"Comparison and readability improvement checks"**, and **"Topic research and general understanding"** for this stage.

- As a final step, you may cross-check the original article written by the writer with the edited version to ensure the writer's voice is intact and the sentiment behind the article remains.

- You may also ask the tool to summarize the overall article after the edits are done to check if the meaning behind the article has changed over the course of editing.

- Here's a short check-list for you to make sure the edited article is up to standard:

  - Smooth flow

  - Consistent tone

  - Perfect grammar

  - Simple paragraphs for better readability

  - No contextual gaps