

CAPP 150-34

Use of Artificial Intelligence in Public-facing Content

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CAPP 150-34 Guide: Use of Artificial Intelligence in Public-facing Content

This practical guide focuses on using artificial intelligence in content creation or editing, with a focus on visuals and text used for public-facing Civil Air Patrol communications.

Photos, videos, and posts shared on Civil Air Patrol (CAP) social media channels help tell the story of who we are.

CAP's strength has always been real people doing meaningful work in real communities. Sharing true, everyday moments builds trust with the public, strengthens pride among our members, and helps attract the next generation of volunteers.

As new tools like artificial intelligence (AI) continue to evolve, we encourage thoughtful and responsible use when creating content that represents CAP to the public.



INTEGRITY

Our core value of Integrity demands that we present ourselves accurately.

/// Human First Approach

We are asking for **added care and judgment** when considering AI for public-facing content.

A KEY DEFINITION

Generative AI (GenAI) refers to a type of artificial intelligence that creates or alters content such as photographs, illustrations, video and more.

For CAP social media and other public platforms, our guidance is to:

- ▶ Use AI carefully and intentionally
- ▶ Prioritize real imagery, video, and stories
- ▶ Avoid AI-generated or heavily AI-altered visuals

This approach helps protect our credibility, our people, and the trust placed in our organization.

UP NEXT



The next section will focus on the significant risk GenAI can pose to CAP's public image and reputation.

“Our core value of service requires stewardship of people, data, stories, and reputation. Ethical AI use means protecting cadets, members, and families; safeguarding PII, imagery, and operational details; ensuring CAP stories remain authentic and human-first. Ethical AI use is an act of stewardship.”

JOSEPH HALL, JR., CHIEF INFORMATION OFFICER, CIVIL AIR PATROL

/// Why we are cautious with AI-generated imagery and video

AI can unintentionally misrepresent CAP

Even when AI begins with a real photo or video, it can unexpectedly:

- ▶ Introduce small uniform or insignia errors
- ▶ Change equipment or aircraft details
- ▶ Alter people or settings
- ▶ Create scenes that appear staged or unrealistic

These changes are not intentional, but they can still create confusion or misrepresentation.

AI reduces hands-on control

When prompts are used to generate or transform visuals, creative control shifts away from the content creator. That loss of direct control increases the chance of unexpected results.

Unlike you, AI Hallucinations don't serve their communities with pride and professionalism.

AI can raise privacy and security concerns

It's critical that we stay in alignment with current CAP regulations regarding **cadet protection, operational security, personally identifiable information (PII)**, and existing approval processes.

Uploading imagery to external AI tools may mean:

- ▶ CAP no longer controls how content is stored or reused
- ▶ Images may be analyzed or retained by third parties
- ▶ Volunteers may be exposed in ways they did not anticipate



VOLUNTEER SERVICE

Our core value of Volunteer Service requires credibility. Ethical AI use ensures our content reflects real people, real service, and real impact.



RESPECT

Being mindful about where we upload photos and video is one way we honor our core value of Respect for our fellow volunteers.

★ KEY POINT

The Marketing and Strategic Communication team is always available for help sourcing visuals, creating on-brand graphics, or other guidance for creating content.

/// Helpful practices we encourage

Use real imagery whenever possible

- ▶ Capture authentic moments from your unit or wing
- ▶ Highlight people, missions, and community impact
- ▶ Focus on quality, clarity, and authenticity

Use standard design tools

Common design tools work well for:

- ▶ Cropping and straightening
- ▶ Color correction
- ▶ Background cleanup
- ▶ Layout and text placement
- ▶ Applying approved branding elements

Take advantage of national resources

- ▶ Use approved imagery from Civil Air Patrol National Headquarters to support your message
- ▶ Reach out to the Marketing and Strategic Communication team for help sourcing visuals or creating on-brand graphics

Real stories and real images remain the most effective way to tell CAP's story.

/// Ways AI can be helpful

For content planning

AI does something really well: data. Which makes it pretty good for handling tasks such as:

- ▶ Transcriptions and captions
- ▶ Translation
- ▶ Content scheduling and calendar building
- ▶ Analyzing analytics



EXCELLENCE

Our core value of Excellence means doing the work yourself rather than asking an AI agent to do it for you.

For writing and brainstorming

AI can be a valuable writing assistant when it supports your work and keeps you in control. You're the boss! Good uses of AI for your writing and brainstorming include:

- ▶ Brainstorming content ideas
- ▶ Reviewing draft posts for clarity
- ▶ Identifying language that may assume audience knowledge
- ▶ Suggesting tone adjustments for different platforms

★ KEY POINT

AI works best when it refines your work. It should not replace your creative input. Think of it as another tool in your creative toolkit to use when it's appropriate, not to use by default.

For design and imagery

Design software that we use at CAP, including Canva and Adobe Photoshop, have built-in, GenAI-powered features that help automate time-consuming tasks and present new capabilities. These features can help compress production time, and expand what's possible in a 2-dimensional program. Some examples are:

- ✔ Selecting/removing complex objects
- ✔ Cleaning up, extending, or removing backgrounds
- ✔ Retouching and cleanup
- ✔ Colorization and restoration
- ✔ Generative fill (extend scenes, add objects, change environments, etc.)
- ✔ Relighting (simulate new light directions, rebuild shadows/highlights)

Many of these features are powered by AI, even if you never see the word "AI" on the screen. What matters most is how the tool is being used, not the technology underneath it. If your edits help present reality more clearly and accurately, you are on solid ground.

★ KEY POINT

While GenAI is good for some design tasks, it is not a replacement for human design thinking. Here are some examples of design expertise we should not attempt to automate:

- ✘ Creative strategy
- ✘ Conceptual thinking
- ✘ Art direction
- ✘ Brand consistency
- ✘ Typography

This is different from using prompts to generate brand-new images or scenes or to transform real CAP imagery into something new.

A simple way to think about it:

- ▶ AI that supports hands-on editing is generally appropriate
- ▶ AI that creates or recreates the content itself is where we encourage added caution for public-facing use

If you are adjusting, polishing, or organizing real CAP visuals, you are generally aligned with the intent of this guidance.



“Using AI ethically means we still own every word, image, and decision. AI may assist, but responsibility is never delegated.”

MAJOR GENERAL REGENA M AYE, NATIONAL COMMANDER, CEO, CIVIL AIR PATROL

Imagery gut check

When working with images or video, it can help to ask:

“Is this tool helping me present something real more clearly, or is it creating something new that did not actually happen?”

That question alone will guide most decisions in the right direction.

If a tool involves:

- ▶ Generating images or video from prompts
- ▶ Transforming real CAP imagery through automated generation
- ▶ Shifting creative control away from the user

That is generally the point where choosing a different approach is best for public-facing content.

Our shared goal

This guidance is not intended to limit creativity. It is meant to ensure that what we share:

- ▶ Reflects CAP as it truly is
- ▶ Shows real people doing meaningful work
- ▶ Upholds our credibility and values
- ▶ Respects the trust of adult volunteers and cadets

Your creativity plays an essential role in telling CAP’s story. With thoughtful choices and the right tools, we can keep that story authentic, professional, and aligned with who we are.

SAMPLE AI PROMPTS

The following prompts are designed to help improve your work while keeping accuracy, control, and authenticity front and center. You can start using them today!

◆◆ Improve overall clarity

“You are an expert in communicating with external audiences. Review the following Civil Air Patrol social media post and identify where it may be unclear, confusing, or assume prior knowledge. Please do not add new facts or invent information about Civil Air Patrol. [Paste post text]”

◆◆ Improve writing clarity

“You are a copy editor. Review the text below and point out where wording could be clearer, more concise, or more professional. Explain what could be improved and why, rather than rewriting the content. [Paste post text]”

◆◆ Generate authentic content ideas

“You are a social media producer. Generate 10 simple post ideas that highlight real Civil Air Patrol missions, people, or community impact in [state, wing, unit]. Ideas should educate the public and build pride among members. Avoid staged, generated, or fictional scenarios.”

◆◆ Tailor for different platforms

“Here is an approved Civil Air Patrol social media post. Suggest small tone adjustments for Facebook and Instagram to better fit each audience. Please keep all the facts the same and avoid introducing new details. [Paste post text]”