AI IMPACT REPORT NO. 288 · REVISED 5 OCTOBER 2026 · 250 ROLES COVERED

Social Media Managers

AI profoundly augmenting content creation, audience engagement, and performance analysis, shifting focus to strategic brand narrative and community building.

EXPOSURE	WINDOW	ADOPTION TODAY	READING
74 High exposure	1–4 yrs until change lands	High	Substantial automation of routine work. Exposure is the share of today's work AI can plausibly take on within the window.

§ 01 WHAT IS HAPPENING

What is happening to social media managers

Impact

AI tools are automating content generation, personalizing engagement, analyzing audience sentiment, and streamlining analytics. This shifts Social Media Managers' focus towards high-level strategic planning, ethical AI oversight, fostering authentic community connections, and crafting compelling brand narratives.

Risk

Significant augmentation; emphasis on strategic brand voice, authentic community, and AI tool mastery.

The Social Media Manager role will be heavily augmented by AI. AI will handle much of the content creation, scheduling, and performance data analysis. Social Media Managers will need to become experts in leveraging AI tools for deeper insights, overseeing AI-generated content, focusing on strategic brand vision, nuanced community engagement, and ensuring the quality and ethical fairness of AI-assisted social media presence. Ethical considerations around authenticity, deepfakes, and algorithmic bias in content reach will be paramount.

Sector readiness

Rapid & Experimental Adoption

The marketing, advertising, and content creation industries are aggressively integrating AI for efficiency and new possibilities in social media management. Many brands, agencies, and individual content creators are actively experimenting with and adopting AI tools into their workflows, although questions around intellectual property, authenticity, and ethical engagement are being fiercely debated and shaped.

§ 02 POSITION

Where you stand

i The Social Media Manager role is undergoing a profound and accelerating redefinition by AI, fundamentally restructuring content creation, audience engagement, and performance analysis.

ii AI will autonomously manage vast routine tasks, optimize content delivery, and streamline analytics, compelling Social Media Managers to pivot to indispensable strategic brand narrative and profound community building.

iii Survival and impact will hinge on Social Media Managers mastering AI tools, critically validating AI outputs for authenticity, championing ethical AI, and providing irreplaceable human connection and strategic insight at the heart of brand presence.

§ 03 ACTIONS 15 POINTS

What this means for you

Concrete changes to how the work gets done, in the order you are likely to meet them.

01 **AI-Assisted Content Creation & Ideation.** Social Media Managers are leveraging generative AI to rapidly brainstorm content ideas, draft engaging captions, create visual concepts for posts, and even generate short video scripts. This significantly accelerates content production and expands creative options across various platforms.

02 **Automated Content Scheduling & Optimization.** AI tools are autonomously optimizing content scheduling for peak audience engagement times, cross-posting across platforms, and dynamically adjusting posts based on real-time performance. This streamlines publishing workflows, ensuring maximal reach and impact.

03 **AI-Powered Audience Sentiment & Trend Analysis.** Social Media Managers will utilize AI systems that autonomously analyze vast amounts of social media conversations, comments, and mentions to gauge audience sentiment towards a brand, identify emerging trends, and spot viral opportunities or potential crises. This provides real-time, actionable insights.

04 **Generative AI for Personalized Engagement.** AI can autonomously draft personalized responses to comments, direct messages, and customer inquiries, adapting tone and style to brand voice. Social Media Managers will oversee these automated interactions, ensuring authenticity and intervening for complex or sensitive conversations.

05 **AI-Driven Performance Analytics & Reporting.** AI will autonomously track detailed social media metrics (e.g., reach, engagement, conversions, ROI), identify top-performing content, and generate comprehensive performance reports. This significantly reduces manual data compilation, allowing focus on strategic interpretation.

06 **Focus on Strategic Brand Narrative & Voice.** As AI handles routine content and data analysis, the paramount value of Social Media Managers shifts profoundly towards defining and maintaining an authentic brand voice, crafting compelling narratives, and ensuring all AI-generated content aligns with the brand's core identity and values.

07 **Prompt Engineering for Social Media Content.** Social Media Managers must master the art of "prompt engineering"—crafting precise and effective textual inputs to guide generative AI tools to produce desired captions, visual concepts, or video ideas tailored for specific social platforms and campaigns.

08 **AI for Influencer Identification & Campaign Management.** AI tools are assisting Social Media Managers in autonomously identifying relevant influencers based on audience demographics, engagement rates, and brand affinity. AI can also track campaign performance and predict influencer ROI, streamlining collaboration.

09 **Ethical AI in Social Media & Algorithmic Bias.** Social Media Managers will need to critically assess the ethical implications of AI tools in social media, particularly concerning algorithmic bias in content distribution (e.g., filter bubbles), data privacy from audience analytics, and maintaining transparency in AI-generated content.

10 **Human-AI Teaming for Community Management.** Social Media Managers will increasingly collaborate with AI in community management. AI can triage comments, identify key conversations, and draft responses, while the human manager engages directly with the community, builds relationships, and handles complex interactions with empathy.

11 **AI for Crisis Monitoring & Management.** AI-powered sentiment analysis and anomaly detection systems can autonomously flag sudden spikes in negative mentions or emerging reputational crises on social media. This allows Social Media Managers to implement rapid response strategies, mitigating brand damage.

12 **Continuous Learning & Platform Adaptability.** The exponential pace of AI integration and platform evolution in social media demands that Social Media Managers commit to continuous, aggressive learning of new AI-powered tools, platform algorithms, and emerging trends, as a foundational competency.

13 **AI-Driven Competitive Analysis.** Social Media Managers will leverage AI tools to autonomously analyze competitor social media strategies, content performance, engagement tactics, and audience sentiment. This provides real-time, data-backed insights for competitive positioning.

14 **AI for A/B Testing & Content Optimization.** AI will autonomously run A/B tests on various social media content elements (e.g., headlines, visuals, CTAs), identifying top-performing variations and continuously optimizing future posts for maximal engagement and conversion.

15 **Strategic Audience Engagement & Relationship Building.** As AI automates routine interactions, Social Media Managers will dedicate more time to fostering profound, authentic connections with key audience segments, responding to nuanced feedback, and driving meaningful conversations that build brand loyalty.

§ 04 CAUSES 10 DRIVERS

What is pushing this change

01 **Explosive Growth of Social Media Data.** Vast amounts of data from posts, comments, likes, shares, and user profiles provide rich input for AI models.

02 **Advancements in Generative AI (Text, Image, Video).** Breakthroughs in AI fields enable sophisticated text, image, and video generation, revolutionizing content creation.

03 **Urgent Demand for High-Volume, Engaging Content.** Brands require continuous, high-volume content to maintain visibility and engage audiences across multiple platforms.

04 **Rapid Changes in Social Media Algorithms & Trends.** Social media algorithms constantly change, influencing content reach; AI can help adapt strategies quickly.

05 **Need for Personalized & Dynamic Content.** Audiences expect tailored content and personalized interactions; AI enables this at scale.

06 **Pressure for Faster Campaign Execution.** Social media campaigns demand rapid iteration and deployment, which AI can accelerate.

07 **Complexity of Audience Engagement & Sentiment.** Understanding nuanced audience sentiment and driving genuine engagement across diverse communities is complex; AI assists.

08 **Shortage of Skilled Social Media Professionals.** There's a high demand for social media professionals who can manage complex strategies and leverage data effectively.

09 **Demand for Measurable Social Media ROI.** Organizations demand clear evidence of social media's business impact (e.g., lead generation, sales); AI provides granular data.

10 **Focus on Authentic Community Building.** Building genuine brand communities and fostering authentic relationships is a key differentiator in a crowded social media landscape.

§ 05 VARIATION 5 SECTORS

Impact by sector

The headline figure is an average. Where you work changes the picture.

Brand Social Media Managers	AI for content creation, scheduling, and brand sentiment monitoring. Focus on maintaining brand voice and direct audience engagement.
Agency Social Media Managers	AI for managing multiple client accounts, automating content variations, and reporting performance. Focus on client strategy and campaign optimization.
Community Managers	AI for triaging comments, identifying key conversations, and drafting responses. Focus on direct community engagement and de-escalation.
Influencer Marketing Managers	AI for identifying influencers, analyzing audience demographics, and tracking campaign performance. Focus on strategic partnerships and ROI.
Social Media Strategists	AI for trend analysis, competitive benchmarking, and audience segmentation. Focus on high-level social media strategy and innovation.

§ 06 PREPARATION 8 SKILLS

Skills to build

The skills that keep the human part of this work valuable as the routine part is automated.

01 **Brand Voice & Storytelling.** The ability to define and maintain a consistent, authentic brand voice and craft compelling narratives that resonate with target audiences.

02 **AI Tool Proficiency & Prompt Engineering.** Skillfully crafting inputs for generative AI tools and effectively using various AI platforms for content creation, scheduling, and analytics.

03 **Audience Engagement & Community Building.** Mastery of fostering genuine connections, driving meaningful conversations, and building loyal online communities.

04 **Crisis Management & De-escalation.** The ability to calmly assess social media crises, manage negative sentiment, and implement effective de-escalation strategies.

05 **Data Analysis & Social Media Metrics.** Ability to interpret vast social media data, AI-generated insights (e.g., sentiment, engagement trends), and translate them into actionable strategies.

06 **Ethical AI & Brand Authenticity.** Understanding ethical implications of AI in social media (e.g., deepfakes, data privacy, algorithmic bias) and ensuring brand integrity.

07 **Platform Knowledge & Trends.** Deep knowledge of various social media platforms, their algorithms, trending features, and content best practices.

08 **Adaptability & Creativity.** Willingness to explore new AI technologies, adapt social media strategies to evolving algorithms, and continuously experiment.

§ 07 INSTRUMENTS 12 ENTRIES

Tools in use

KINDS OF TOOL WORTH KNOWING

01 **Generative AI for Social Media Content.** Platforms that use AI to generate text for social media captions, visual concepts, video scripts, and ad copy.

02 **AI for Social Media Scheduling & Optimization.** Software that uses AI to optimize posting times, cross-post across platforms, and automate content delivery for maximal engagement.

03 **AI for Audience Sentiment Analysis.** AI models that autonomously analyze social media text, images, and video for emotional tone, brand mentions, and emerging trends.

04 **AI for Influencer Marketing.** AI tools that identify, vet, and manage relationships with social media influencers based on audience demographics, engagement, and brand fit.

05 **AI-Powered Social Listening Tools.** Platforms that use AI to monitor social media conversations, news, and forums for brand mentions, industry trends, and public sentiment.

06 **AI for Social Media Analytics & Reporting.** AI-powered dashboards and software that track social media performance metrics, identify top-performing content, and generate reports.

NAMED TOOLS ALREADY IN USE

ChatGPT / Google Gemini / Copy.ai (for social content) VISIT
Leading generative AI models used for drafting social media captions, brainstorming content, and creating visual concepts.

Hootsuite (AI features) / Sprout Social (AI for scheduling) VISIT
Social media management platforms that are integrating AI for content scheduling optimization and automated insights.

Brandwatch / Sprinklr (AI for social listening) VISIT
Leading social listening and media monitoring platforms that leverage AI for sentiment analysis and trend identification.

CreatorIQ / Grin (Influencer Marketing Platforms) VISIT
AI-powered platforms that automate influencer discovery, relationship management, and campaign performance tracking.

Meltwater / NetBase Quid (AI for social listening) VISIT

Prominent social listening and media monitoring tools that use AI for advanced sentiment analysis and trend prediction.

Sprout Social / HootSuite (AI Analytics) VISIT

Social media management and analytics platforms that are embedding AI for deeper insights and automated reporting.

§ 08 EXAMPLES 5 EXAMPLES

In practice

Ways people in this role are already using AI, and what they get from it.

Automate Social Media Post Creation

EXAMPLE 1

HOW Social Media Managers can instruct a generative AI tool to draft a series of social media posts (e.g., for Instagram, LinkedIn, X) for a new product launch. By providing product details and brand guidelines, the AI will autonomously generate captions and suggest visual themes.

GAIN Significantly reduces manual content creation time, accelerates campaign launches, and ensures consistent brand messaging.

Analyze Audience Sentiment in Real-time

EXAMPLE 2

HOW Social Media Managers will utilize an AI-powered social listening tool that autonomously analyzes comments and mentions across all platforms in real-time. The AI will identify shifts in audience sentiment (positive, negative, neutral) towards the brand, products, or campaigns.

GAIN Provides immediate, data-backed insights into audience perception, enables proactive crisis management, and informs real-time adjustments to social media strategy.

Predict Viral Content Trends

EXAMPLE 3

HOW Social Media Managers can leverage an AI model that autonomously analyzes vast amounts of social media content, engagement metrics, and historical trends. The AI will predict which topics or content formats are likely to go viral next, informing content strategy.

GAIN Empowers proactive content creation, allows for early adaptation to trending topics, and significantly increases the likelihood of content virality and reach.

Automate Personalized DM Responses

EXAMPLE 4

HOW

Social Media Managers will configure an AI-powered chatbot to autonomously draft personalized responses to common direct messages (DMs) or comments from followers. The AI handles routine inquiries, allowing the manager to review and send or intervene for complex issues.

GAIN

Saves significant time on routine engagement, ensures consistent and personalized communication, and allows managers to focus on high-value interactions.

Optimize Posting Schedule

EXAMPLE 5

HOW

Social Media Managers will implement an AI-powered social media management tool. The AI will autonomously analyze historical engagement data for a brand's audience and dynamically schedule posts to be published at the optimal times for maximal reach and interaction.

GAIN

Maximizes content reach, improves engagement rates, and streamlines publishing workflows for increased efficiency.

§ 09 CONTEXT

How this role compares

Three neighbouring roles chosen to show the direction of travel.

Social Media Assistants (Routine posting, basic monitoring)

MORE EXPOSED

AI IMPACT

Catastrophic (AI can autonomously draft captions, schedule posts, and monitor basic mentions.)

WORK MOVES TO

Immediate need for radical re-skilling into AI oversight, content curation, or specialization in human-led community management.

AI Content Strategists (Social Media) / AI Marketing Engineers (Social Media)

DIFFERENT SKILLS, GROWING

AI IMPACT

Foundational (They design and build the AI algorithms and systems that power social media content and engagement strategies.)

WORK MOVES TO

Deep expertise in AI/ML algorithms, NLP, data science, and software engineering, with a focus on social media platforms.

Community Managers (High-touch community engagement) / Brand Directors (Overall brand strategy)

COMPLEMENTARY, LESS EXPOSED

AI IMPACT

Low-Moderate Augmentation (AI assists in identifying conversations for CMs; AI provides data for Brand Directors), but core human empathy, nuanced relationship building, and overall brand vision remain paramount.

WORK MOVES TO

Building authentic relationships, de-escalating conflicts (Community Managers); Defining brand identity, values, and long-term strategic direction (Brand Directors).

§ 10 VERDICT

Closing judgement

> For Social Media Managers, AI is not merely a tool but a radical force of transformation that will fundamentally redefine their role. It will autonomously handle the mundane, amplify creative content, and streamline analytics, compelling managers to pivot to indispensable strategic insight, profound brand narrative, and ethical oversight. The future Social Media Manager will be a visionary orchestrator of human-AI collaboration, providing irreplaceable connection and creativity at the heart of brand presence.

§ 11 BASIS REVISED 5 OCTOBER 2026

Evidence and revisions

What the exposure figure rests on, what changed when it was last revised, and the published work cited for this role.

SCORE

65 to 74

WINDOW

1-4 years (unchanged)

The 5 October 2026 review moved the score up by 9 points.

Exposure Index v2. Inputs: task applicability 72/100 (Microsoft AI applicability score 0.36 for Market research analysts and marketing specialists; Public relations specialists); observed usage 73/100 (Anthropic observed exposure 0.55); official exposure tier 100/100 (BLS: very high); labour-market trajectory 39/100 (BLS projects employment to grow 4.4% over 2025–35); published adoption rating 70/100 (high adoption). Weighted base 74.1. Final score 74. The previous figure of 65 was raised by 9 points: the earlier method kept 60% of the weight on an undocumented editorial prior and capped movement at fifteen points, so the measured evidence was only partly reflected. The change window is unchanged.

HOW THE FIGURE IS BUILT (EXPOSURE INDEX V2)

Task applicability — Microsoft Research, AI applicability score	72 × 35%	25.0
Observed usage — Anthropic Economic Index, observed exposure	73 × 20%	14.7
Official exposure tier — US BLS AI-exposure category	100 × 20%	20.0
Labour-market trajectory — US BLS projected employment change 2025–35	39 × 10%	3.9
Published adoption rating — This report's adoption level	70 × 15%	10.5
Weighted base		74.1
Exposure score		74

MEASURES BEHIND THE SCORE

US Bureau of Labor Statistics · *Employment Projections 2025–35 and AI Exposure Categories* (27 August 2026)

AI-exposure tier: Very high. Projected employment change 2025–35: +4.4%. Matched to Market research analysts and marketing specialists; Public relations specialists.

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Microsoft Research · *Working with AI: Measuring the Applicability of Generative AI to Occupations* (10 July 2025)

AI applicability score 0.36 (percentile 98 of 785 occupations) for SOC 13-1161, 27-3031.

PUBLISHER PDF ARCHIVED COPY

Anthropic · *Anthropic Economic Index report: Cadences* (26 June 2026)

Observed exposure 0.55 for SOC 13-1161, 27-3031 (percentile 99 of 756 occupations).

PUBLISHER PDF

World Economic Forum · *The Future of Jobs Report 2025* (7 January 2025)

Graphic designers appear on the WEF fastest-declining list for the first time in the 2025 edition, which the report attributes directly to generative AI.

PUBLISHER PDF

UK Department for Science, Innovation and Technology · *Assessment of AI capabilities and the impact on the UK labour market* (28 January 2026)

UK context: around 70% of UK workers are in occupations with tasks AI could perform or enhance, above the US average; a one-standard-deviation rise in exposure was associated with a 3.9% fall in UK job postings.

PUBLISHER ARCHIVED COPY

ALSO CITED FOR THIS ROLE

PwC · *2026 Global AI Jobs Barometer* (May 2026)

A two-track market is emerging: creative roles "professionalised" by AI (direction, strategy, brand) grow faster, while roles "democratised" by it see wage pressure.

PUBLISHER PDF

Microsoft · *2026 Work Trend Index Annual Report: Agents, human agency and the opportunity for every organization* (5 May 2026)

Microsoft's 2026 Work Trend Index documents the shift toward managing agents alongside people; leadership roles change in content more than in headcount.

PUBLISHER PDF

Archived copies are served only where the licence permits; otherwise the link goes to the publisher. Full research library: https://www.careerguard.ai/sources

§ 12 APPENDIX

Method and sources

Each report was written from a large body of published research. The exposure score itself is computed, not written: it is the CareerGuard Exposure Index, a weighted average of occupation-level measures from the US Bureau of Labor Statistics (AI-exposure classification and 2025–35 projections), Microsoft Research (AI applicability scores) and Anthropic (observed exposure), together with the adoption rating published on the report. The organisations and publications below are the standing literature behind the narrative sections. Every source, with dates, licences and archived copies where we are permitted to hold them, is catalogued in the research library.

Exposure Index v2 (October 2026). Each input is scaled to 0–100 and weighted: task applicability 35% (Microsoft AI applicability score ÷ 0.5), observed usage 20% (Anthropic observed exposure ÷ 0.75), official exposure tier 20% (BLS very high = 100, high = 70, moderate = 40, low = 10), labour-market trajectory 10% (50 2.5 × projected % employment change), published adoption rating 15% (very high = 85, high = 70, medium-high = 55, medium = 40, low-medium = 25, low = 10). Inputs not measured for an occupation are dropped and the remaining weights renormalised. An editorial adjustment of at most ±12 points is allowed only for automation channels the measures cannot see (robotics, self-service, machine vision, medical imaging, RPA/OCR, generative video) and is always logged with its reason. Scores are whole numbers, not rounded to five. The change window shifts one notch (a year at each end) per ten points of movement.

I GLOBAL AND MACROECONOMIC IMPACT OF AI ON WORK

World Economic Forum

The Future of Jobs Report series — Employer survey of expected job growth and decline, skill shifts and technology adoption (2020, 2023 and 2025 editions); Artificial Intelligence and the Future of Entry-Level Work (2026).
AI governance and transformation reports — Frameworks on ethical AI, talent strategy and industry transformation.

McKinsey Global Institute

AI, Automation and the Future of Work series — Research quantifying automation potential by task, sector and demographic, from "Jobs Lost, Jobs Gained" to "Agents, robots, and us" (2025).
Industry-specific reports — Financial services, healthcare, manufacturing and others.

PwC

Global AI Jobs Barometer — Annual analysis of job postings and productivity by AI exposure (2024–2026 editions).
Upskilling Hopes and Fears survey — Employee perceptions and readiness.

Microsoft Research and Anthropic

Working with AI (2025); Anthropic Economic Index (2025–2026) — Occupation-level usage data from Copilot and Claude conversations, the two observed-usage measures behind the 2026 revision.

Stanford Digital Economy Lab and Stanford HAI

Canaries in the Coal Mine? (2025–2026); AI Index Report (annual) — Payroll evidence on early-career employment in exposed occupations; annual measurement of AI capability, investment and adoption.

Deloitte

Human Capital Trends series — Workforce, talent and HR technology trends.
Tech Trends series — Emerging technologies and their business implications.

Accenture

Technology Vision series — Forward-looking analysis of emerging technology, with emphasis on AI.
Fjord Trends — Design, innovation and human experience in a digital world.

Boston Consulting Group
AI/ML insights and industry solutions — "The AI Revolution in the Workplace" and related research.

EY
AI and workforce reports — Adoption, talent strategy and ethics.

IBM Institute for Business Value
AI and automation studies — Business models, workforce evolution and leadership.

OECD
AI Policy Observatory — International data and policy on AI, labour markets and skills.
Employment Outlook — Labour-market trends including technological impact (2023–2026 editions).

International Labour Organization
Generative AI and Jobs: A Refined Global Index of Occupational Exposure (2025) — Task-level exposure gradients for every ISCO occupation; successor to the 2023 global index.

International Monetary Fund
Staff Discussion Notes on AI and work (2024, 2026) — Complementarity framing: where AI augments and where it substitutes.

UK Department for Science, Innovation and Technology
Assessment of AI capabilities and the impact on the UK labour market (2026) — UK occupational exposure and job-posting evidence.

Brookings Institution
AI and automation research — Economic and social implications, displacement and skills.

Yale Budget Lab and Goldman Sachs Research
Tracking the Impact of AI on the Labor Market; AI and the US labour market (2026) — Aggregate labour-market monitoring; macro displacement estimates.

Oxford University (Oxford Martin School)
The Future of Employment — Frey & Osborne and subsequent research on susceptibility to automation.

MIT Technology Review
AI & Work — Reporting on AI research and its implications for industries and jobs.

Gartner
Hype Cycle for Artificial Intelligence — Maturity and adoption of AI technologies.
Future of Work reports — Workplace models and talent strategy.

U.S. Bureau of Labor Statistics
Employment Projections 2025–35; AI Exposure Categories; Occupational Outlook Handbook — Ten-year employment projections and, from the 2025 cycle, an AI-exposure tier for every detailed occupation.

Indeed Hiring Lab
AI at Work Report (2025) and posting-market updates — Skill-level transformation estimates and job-posting trends by occupation.

II CORE AI AND MACHINE-LEARNING RESEARCH

OpenAI
Research papers, blog and API documentation — Large language models, generative AI, safety and societal impact.

Google DeepMind
Research papers and blog — Reinforcement learning, AI for science, AGI and ethics.

Meta AI
Research papers and blog — Large language models, computer vision, AI for social good.

Hugging Face
Transformers library and model hub — Open-source state-of-the-art NLP models.

TensorFlow and PyTorch
Documentation and community forums — Core frameworks illustrating practical capability.

arXiv
cs.AI, cs.LG, cs.CV, cs.CL — Pre-print research.

NeurIPS and ICML
Conference proceedings — Top-tier academic research.

ACM and IEEE
Journals and proceedings — ACM Computing Surveys; IEEE Transactions on AI.

Kaggle
Datasets and competition solutions — Applied machine learning on real-world problems.

The Alan Turing Institute
Research and reports — Responsible and applied AI.

III ETHICAL AND RESPONSIBLE AI DEPLOYMENT

NIST
AI Risk Management Framework — Voluntary framework for managing AI risk.

European Commission
AI Act — Risk-tiered legal framework for AI.
Ethics Guidelines for Trustworthy AI — Principles for responsible development.

Partnership on AI
Research and best practice — Responsible AI development.

AI Now Institute
Annual reports — Social implications: power, inequality, rights.

ACM FAccT
Proceedings — Fairness, accountability and transparency.

Data & Society
Publications — Social implications of data-centric technology.

WIPO
Conversation on IP and AI — Intellectual-property implications of AI.

IEEE Global Initiative on Ethics of A/IS
Ethically Aligned Design — Recommendations for ethical AI design.

Center for AI and Digital Policy
Policy briefs — Accountable AI policy.