

# Safeguarding Trust and Dignity in the Age of AI-Generated Media

## Recommendations based on case studies from 18 supporters of PAI's Synthetic Media Framework

These recommendations stem from PAI's analysis of [case studies](#) submitted by 18 organizational supporters of PAI's [Synthetic Media Framework](#). Based on this body of work and observing insight into the Framework's implementation across sectors, we've crystallized key actionable takeaways for specific stakeholders within seven themes.

The themes and recommendations are PAI's own and derive from this limited sample of multistakeholder input.

For descriptions of stakeholders and other terminology, see the [Synthetic Media Framework](#) itself and our [glossary](#) of transparency terms.



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# Recommendations

These recommendations crystallize how the [case study](#) and [Synthetic Media Framework](#) themes can be implemented and achieved in practice.

For descriptions of stakeholders and other terminology, see the [Synthetic Media Framework](#) itself and our [glossary](#) of transparency terms.

1 HIRE STAFF AND CONDUCT RESEARCH TO BUILD RESPONSIVE POLICY FRAMEWORKS	BUILDERS	CREATORS	DISTRIBUTORS	ACADEMIA	CIVIL SOCIETY	PHILANTHROPY	POLICY
Establish quarterly review cycles that incorporate user research, technology assessments, and media literacy trend analysis.	•		•				
Create cross-functional teams that include technical, policy, product, and user experience representatives.	•		•				
Conduct regular user research on synthetic media comprehension and disclosure interpretation across different demographics and regions.	•		•	•	•		
Test user responses to various disclosure mechanisms (labels, watermarks, metadata) and track evolving user transparency expectations.	•		•	•	•		

2 DEPLOY CONTEXTUAL DISCLOSURES (NOT JUST BINARY LABELS)	BUILDERS	CREATORS	DISTRIBUTORS	ACADEMIA	CIVIL SOCIETY	PHILANTHROPY	POLICY
Implement multi-tiered disclosure systems (like <a href="#">Content Credentials</a> ) that provide detailed provenance information.	•	•	•				
Include contextual information such as content creator, source, and generation mode/model (while preserving privacy).	•	•	•				
Standardize disclosure signals across platforms while maintaining design flexibility — e.g. the “learn more” or “three dots” from <a href="#">Google</a> or “Cr” from <a href="#">Adobe</a> , should be consistent, but there should be design flexibility once those signals are clicked.	•	•	•				
Train content moderators and automated moderation/ranking systems to evaluate multiple trust signals, rather than relying solely on AI labels.	•	•	•				
Develop creative disclosure methods that enhance rather than detract from artistic expression (e.g., the halo effect in <i>Welcome to Chechnya</i> described in the <a href="#">WITNESS</a> case).	•	•	•				

### 3 SUPPORT MEDIA LITERACY AND USER EDUCATION THAT PRECEDE AND ACCOMPANY DISCLOSURE

	BUILDERS	CREATORS	DISTRIBUTORS	ACADEMIA	CIVIL SOCIETY	PHILANTHROPY	POLICY
Fund sustained media and AI literacy campaigns teaching interpretation of synthetic media and transparency tools.	•	•	•			•	•
Adapt content to local languages, media patterns, and technological infrastructure through partnerships with regionally immersed civil society.	•	•	•		•	•	•
Target vulnerable populations (elderly and youth) with specialized programs.	•	•	•			•	•
Integrate media literacy into broader digital and AI literacy initiatives.	•	•	•	•		•	•
Fund large-scale research programs on synthetic media harms and literacy effectiveness.				•		•	•

### 4 PRIORITIZE HIGH-RISK CONTENT

	BUILDERS	CREATORS	DISTRIBUTORS	ACADEMIA	CIVIL SOCIETY	PHILANTHROPY	POLICY
Establish dedicated response teams for election and child sexual abuse material (CSAM) content, and other known harms (like gender-based violence), with accelerated review processes.	•	•	•				
Create separate policy documentation and training for high-risk content.	•	•	•				•
Evaluate training data to exclude CSAM and ensure model outputs include disclosure mechanisms.	•	•					
Global policymakers must consider regulating the use of synthetic media in elections, by implementing strict disclosure requirements for election-related synthetic media, including debunking capabilities during silent periods.							•

### 5 DEVELOP, ADHERE TO, AND SHARE YOUR ORGANIZATION'S SYNTHETIC MEDIA POLICY (ESPECIALLY IN MEDIA ORGANIZATIONS)

	BUILDERS	CREATORS	DISTRIBUTORS	ACADEMIA	CIVIL SOCIETY	PHILANTHROPY	POLICY
Media organizations should create and adopt user-facing policies for when synthetic media tools are used (or not used) in their reporting.			•				
Distributors hosting third-party content (like social media platforms) should develop transparent policies for how synthetic media is used and disclosed on their platforms and ensure it is built into public-facing guidance such as community guidelines or standards.			•				
Publicly acknowledge the capabilities and limits of these technologies to build user trust.	•	•	•	•			
Publish detailed AI-use policies with specific examples, regular compliance reports, and clear escalation and appeal procedures.	•	•	•				
Implement internal auditing processes and consider third-party verification for high-stakes applications.	•	•	•	•			

## 6 ENSURE THAT ALL MEDIA INCLUDES CONTEXT ABOUT WHERE IT CAME FROM

	BUILDERS	CREATORS	DISTRIBUTORS	ACADEMIA	CIVIL SOCIETY	PHILANTHROPY	POLICY
Provide provenance context for all content types, including authentic material.	•	•	•				
Use prominent labels for high-risk content and subtle indicators for lower-risk material.		•	•				
Design systems that remain relevant as AI integrates into standard creation tools.	•	•	•	•	•		•
Establish industry-wide thresholds for what counts as a material vs. immaterial edit, and therefore when different levels of disclosure are necessary.	•	•	•	•	•		•

## 7 ATTAIN CONSENT AS A PROACTIVE HARM PREVENTION TOOL (EVEN FOR PUBLICLY AVAILABLE DATA)

	BUILDERS	CREATORS	DISTRIBUTORS	ACADEMIA	CIVIL SOCIETY	PHILANTHROPY	POLICY
Seek consent even for publicly available data, especially involving real people's likenesses.	•	•	•				
Consult next-of-kin, estates, or advocacy organizations when seeking consent involving deceased, missing, or vulnerable individuals.	•	•					
Balance artistic freedom with potential harm through proactive consultation with civil society.	•	•					