



Assist •

An AI-powered tool built for Government Communicators.

Assist helps government communicators with many tasks, including planning campaigns, drafting content and evaluating impact. It does this in a fraction of the time compared to traditional methods, all while following government guidelines and principles of responsible use.

Key features:

- Document upload: Upload and analyse your campaign materials, policies, and research.
- GOV.UK search: Find the latest government information and guidance.
- Pre-built prompts: Ready-made prompting templates for OASIS planning, COM-B analysis, crisis comms, and more.
- Campaign evaluation: Build theories of change, define Key Performance Indicators, and measure impact.
- Content creation: Draft press releases, social media content, and internal communications.



Things to remember when using Assist:

- Always fact-check outputs against official sources.
- Follow the Government Communications generative AI policy for responsible use.
- Use Assist as a starting point for first drafts, not a final output.
- You can securely input information up to and including official-sensitive.
- Assist is currently unable to view images, videos, or spreadsheets.
- Assist cannot access real-time information or current news.
- Assist doesn't 'remember' content between chats. Each conversation you have with Assist is completely separate.
- Assist cannot replace human judgement on accuracy and appropriateness.

**For further information and support on using Assist,
please contact: ai.gcs@cabinetoffice.gov.uk**



Getting the most out of Assist:

Writing effective prompts

Well-written prompts lead to more accurate, useful, and actionable outputs that save you time and improve your communications work. While Assist's pre-built prompts are designed to save you time, the guidance below will help if you want to create your own prompts.

The structure of a great prompt:

- **Context:** State your role, department, and the situation.
- **Task:** Clearly explain what you want Assist to do.
- **Audience:** Specify who the output is for.
- **Format:** State how you want the output to be structured (for example, bullets, paragraphs, tables).
- **Constraints:** Include word limits, tone preference, or specific requirements relevant to your work.

Top tips for writing prompts:



Provide detailed context: The more context you provide, the more tailored Assist's response will be.



Use examples: Show Assist what good looks like by providing examples. Tell Assist what to include and avoid.



Iterate and refine: Start broad, then narrow down. Use follow-up prompts to respond to Assist's previous output.



Quality control: Before use, always review AI outputs for accuracy, appropriateness and alignment with your objectives.



Advanced techniques: Ask for multiple options to compare, request pros and cons analyses, or ask Assist to critique its own outputs to help you consider different perspectives and make better decisions.