Network Research: Pulse Poll # 2

Insights: At a Glance

COMMUNICATIONS CAPACITY

A culture of communications and the supports and resources required for a strong communications function are less prevalent at nonprofit organizations. This presents an opportunity to continue building a stronger field.

- Communicators at private foundations are more likely than their nonprofit counterparts to *strongly agree* their organizations have a strong culture of communications.

- Foundation communicators are also *more likely* to report being satisfied with the supports to execute their work successfully compared to nonprofit communicators.

PERCEPTIONS AND USE OF GENERATIVE AI IN COMMS FOR GOOD

Communicators across the social good sector have identified tactical and strategic applications of Gen AI. They also express concerns about its use.

- Communicators lean optimistic on Gen AI, but quite a few express concerns about its challenges. Those who are most optimistic about Gen AI tend to be more likely to use it.

- A vanguard group of regular Gen AI users seems to be emerging, with one third of respondents saying they use Gen AI tools at least weekly.

- Tactical uses prove more common right now, but there is clearly experimentation underway with other ways this technology can support the sector.
• Still, few organizations have policies or guidelines in place for Gen AI, and a sizeable number of respondents express concerns about Gen AI including: accuracy and authenticity, ethical considerations, protecting proprietary information and data, and lack of training.

In Practice: Strategic and Planning Considerations

• **What factors are most important in creating a culture of communications at foundations and nonprofit organizations?**
  
  ○ What role do communicators play in advancing this mindset?
  
  ○ How do other colleagues help, as well as how do other colleagues potentially inadvertently create obstacles to doing so?

• **What specific tools, resources, and support do communicators need to feel more adequately equipped to do their jobs effectively?**
  
  ○ What would be especially important for those at nonprofit organizations? How can the larger community play a role here?

• **How do communicators expect both their use of Gen AI and the tools available to them to evolve in the coming 1-2 years?**
  
  ○ Given the speed at which the technology is moving, how should the field think about addressing some of the existing challenges and concerns with Gen AI?
  
  ○ What might lead to having more regular users of the technology?
  
  ○ What can help communicators adopt more strategic applications of it – both within their own work and as part of advancing their organization’s mission more generally?