

**AI PLAYBOOK 12**

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# Fact-Checking Protocol for AI

June 2025



**theCMA.ca**

Content partially generated by artificial intelligence, refined by human expertise.

This Playbook is part of the CMA's AI Mastery Series, empowering marketers to Implement AI in ways that earn regulatory confidence, maintain strong brand reputation, and foster consumer trust

# Scalable verification for every content type

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AI hallucinations, plausible but factually incorrect outputs, pose unprecedented risks to brands. A verification failure can trigger regulatory investigations, damage consumer trust, and cost millions in corrective efforts.

This three-step verification protocol provides a risk-based approach that scales efforts according to the importance and sensitivity of the content, while ensuring systematic quality assurance.

Step 1: Rapid 5-10 minute assessment for routine content based on pattern recognition and basic fact-checking.

Step 2: Comprehensive validation for high-stakes content through multi-source fact verification and expert review.

Step 3: Systematic documentation to build accountability through audit trails, performance tracking, and continuous improvement.

# Step 1: Verify routine content in minutes

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Rapid assessment serves as your first line of defense against AI-generated errors through systematic quick-checking techniques that identify obvious issues before publication. This approach can be used for social media posts, blogs or substack content, standard email campaigns and marketing communications.

Detection techniques focus on identifying repetitive phrasing, unnatural formality, generic language, unsourced statistics and contradictory information commonly found in AI-generated content. Essential companion tools include AI writing assistants with built-in checks, plagiarism scanners, and grammar verification systems.

The 5-10 minute verification checklist includes:

- Scan for unnatural language patterns, placeholder text and inconsistencies;
- Fact check statistics and claims;
- Review source citations for legitimacy;
- Confirm brand voice alignment; and
- Final review with escalation decisions if required.

# Step 2: Thorough verification for high-stakes content

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Comprehensive validation provides in-depth verification for high-stakes content through advanced detection techniques and expert review processes. Thorough vetting should be mandatory for high-reach campaigns, regulatory-sensitive content, claims, and crisis communications.

Multi-source fact verification confirms claims against independent, credible sources while source credibility assessment evaluates authority, bias, and currency of cited materials. Advanced techniques include identifying fabricated information, contextual misalignment analysis, and bias detection to ensure inclusive, accurate messaging and information.

Companion tools to leverage include dedicated AI content detectors like Originality.AI and GPTZero, fact-checking platforms such as Factiveverse and ClaimBuster, advanced plagiarism checkers, and bias analyzers. Expert review integration involves human subject matter specialists, brand specialists, legal and compliance officers.


# Step 3: Build accountability and continuous improvement

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Systematic documentation embeds verification into strategic organizational capability through comprehensive tracking, performance measurement, and process refinement.

Core practices include establishing verification audit trails that document content progression, decision rationale, and reviewer attribution while logging verification activities and outcomes for pattern recognition and improvement opportunities.

Performance metrics track error rates, verification times, content rework reduction, and accuracy improvements to demonstrate verification value. The refinement loop uses verification data to update checklists, improve tool usage, and enhance training programs while building team capability through knowledge management and best practice sharing. This framework supports regulatory compliance requirements and provides evidence of due diligence for accountability.



# Fact-checking equals risk mitigation.

# Practical deployment for every organization size

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Successful protocol implementation requires tailored approaches based on organizational size, resources, and risk tolerance while maintaining core verification principles across all deployment scenarios.

Step 1 should be implemented for all content touched by AI along with clear escalation criteria for Step 2 and basic documentation practices. Medium-sized teams could benefit from collaborative review systems, role-based verification assignments, and centralized documentation platforms that leverage diverse expertise while maintaining efficiency.

Large organizations may require enterprise-wide governance frameworks, comprehensive training programs, cross-functional verification teams, and sophisticated technology integration. Change management strategies include demonstrating ROI through prevented errors and improved quality, providing comprehensive training and mentoring support, and fostering verification culture through leadership modeling and recognition programs. Success depends on gradual implementation, continuous refinement, and organizational commitment to accuracy excellence.

# Prove its worth: Measuring verification ROI and impact

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Verification protocol success requires systematic measurement of both quantitative performance indicators and qualitative business outcomes that demonstrate value to organizational stakeholders and support continuous improvement efforts.

Key performance indicators include accuracy rate improvements measuring error reduction from initial AI output to final content, efficiency metrics tracking verification completion times and throughput, and quality indicators monitoring content revision frequency and stakeholder satisfaction.

Cost savings calculations encompass prevented regulatory fines, avoided reputation management expenses, reduced correction and republishing costs, and maintained customer retention value from preserved trust.

Revenue protection and enhancement metrics include improved campaign effectiveness from accurate content, enhanced customer lifetime value through consistent quality, competitive advantage through verified accuracy, and strengthened stakeholder relationships through reliability.

Brand reputation protection indicators track consumer trust surveys, media sentiment analysis, and regulatory incident frequency.



# Recommended reading and references

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- [CMA Guide on AI for Marketers](#)
- [Setting the Stage on Artificial Intelligence: A CMA Primer on AI for Marketers](#)
- [CMA Accountability Checklists for AI In Marketing](#)
- [CMA Mastery Series: AI Playbooks](#)
- IBM: [What are AI hallucinations?](#)
- Willowtree: [AI hallucination detection](#)
- nDash: [Identifying AI in content creation](#)
- Hastewire: [Using AI content validation tools for trustworthy AI](#)
- Design Rush: [AI detection tools](#)
- Sprinklr: [3-Step AI framework for marketing](#)

# The CMA

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As the voice of Canadian marketing, the CMA champions our profession's powerful impact. We are the catalyst to help Canada's marketers thrive today, while building the marketing mindset and environment of tomorrow.

We provide opportunities for our members from coast to coast to develop professionally, to contribute to marketing thought leadership, to build strong networks, and to strengthen the regulatory climate for business success. Our Chartered Marketer (CM) designation signifies that recipients are highly qualified and up to date with best practices, as reflected in the CMA's Canadian Marketing Code of Ethics and Standards.

We represent virtually all of Canada's major business sectors, and all marketing disciplines, channels and technologies. Our Consumer Centre helps Canadians better understand their rights and obligations.

**AI Mastery Series:** This playbook is part of the CMA's comprehensive AI initiative designed to empower Canadian marketers with the knowledge, skills, and ethical frameworks needed to implement AI responsibly and effectively.

For more information, visit [thecma.ca](https://thecma.ca).



Safeguard  
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Fact-check AI.

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