

Introduction to GenAI for Election Officials

What is AI?

Artificial intelligence (AI) refers to computer systems designed to perform tasks that typically require human input. AI learns and adapts, whereas traditional software is fixed to a program designed by developers. While AI can feel futuristic, it's already integrated into our daily lives. Website chatbots, fraud detectors, and even autocorrect can be AI-powered.

Common vocabulary

Generative AI (GenAI): Any type of AI that produces original content

Prompt: The request you give AI to get a result

Output: The answer or result AI gives you

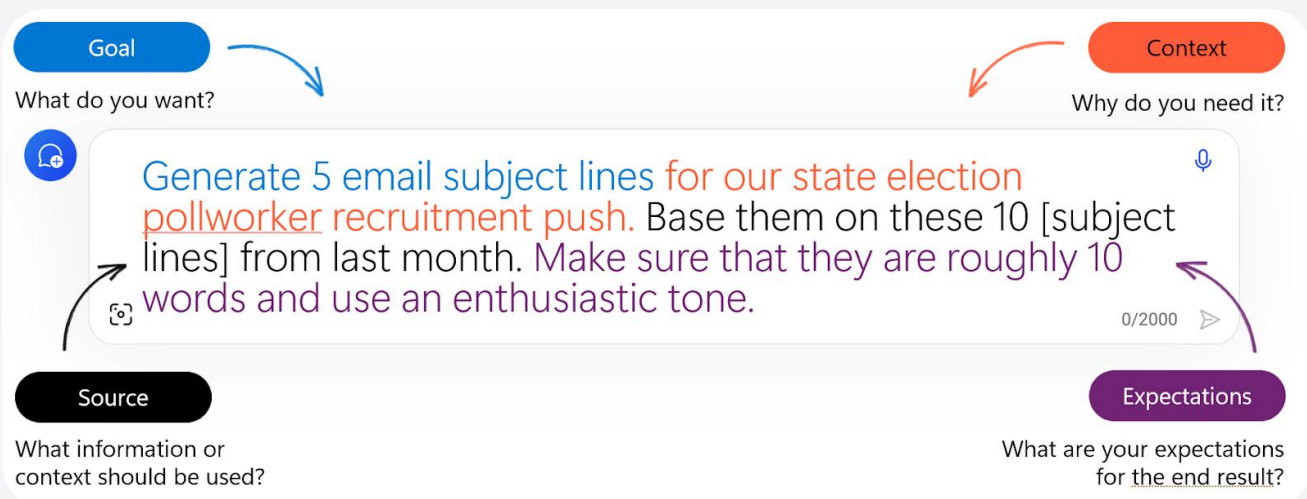
Training data: Information fed into an AI model so it can learn a task

Hallucination: When an AI tool creates a response that is factually incorrect

Prompting basics

With generative AI tools, **the quality of your prompt determines the quality of the output**. A great prompt includes four key pieces:

- **Goal:** What you want the AI tool to produce
- **Context:** Relevant background information
- **Source:** Where the AI tool should look for necessary information (e.g. a document, URL)
- **Expectations:** Specific requirements for the output (e.g. tone, format, length)



The diagram illustrates a prompt structure with four key components, each represented by a colored button and a corresponding question:

- Goal (Blue button):** What do you want?
- Context (Orange button):** Why do you need it?
- Source (Black button):** What information or context should be used?
- Expectations (Purple button):** What are your expectations for the end result?

The prompt text is color-coded to match these components:

- Goal:** Generate 5 email subject lines
- Context:** for our state election pollworker recruitment push.
- Source:** Base them on these 10 [subject lines] from last month.
- Expectations:** Make sure that they are roughly 10 words and use an enthusiastic tone.

Additional details in the diagram include a microphone icon for voice input, a document icon for source input, and a character count (0/2000) with a send button.

Privacy 101

Elections offices sometimes handle confidential & sensitive information, so privacy is an important consideration. Not all tools offer the same level of protection. You'll want to consider questions like:

- Does the tool use your inputs to train its model? Is there an option to opt out?
- Does the tool comply with relevant privacy laws or regulations?
- Does the tool comply with your office's IT guidance and use policies?

The tools below are commonly used GenAI platforms—here's how we rate them for privacy. As always, please consult with your IT security team for specific guidance for your office.

Tool	Free Plan	Paid Plan
Microsoft Copilot Consumer	 Free Version	N/A
Microsoft Copilot at Work (via M365)	N/A	 All Microsoft 365 Plans
ChatGPT Consumer	 Free Account	 "Plus" and "Pro"
ChatGPT Business	N/A	 "Team," "Enterprise," and "Gov"
Google Gemini		 "Enterprise"
Anthropic Claude		 "Team" and "Enterprise"
DeepSeek		

 **Red:** Provides minimal privacy or security guarantees; higher-risk for sensitive data
 **Yellow:** Provides some privacy, but the model may train on your inputs. Likely OK for scenarios without sensitive data or PII
 **Green:** Provides strong privacy, offers enterprise data security options, likely safe for PII/Confidential Data
 Grey: Not available

AI Do's and Don'ts

 Do...	 Don't...
01 Establish clear AI usage policies for your office.	01 Upload personally identifiable information (PII) or other restricted materials without privacy reviews
02 Feel free to explore and "play" with these tools, using non-sensitive data	02 Use generative AI for projects where hallucinations could cause issues
03 Always double check AI's outputs, it can make factual errors	03 Use AI alone to make judgments about voter eligibility

START EXPLORING AI TODAY!

Having good prompts is a great way to start using AI. Use the QR code or visit the link for an elections specific prompt library: <https://aka.ms/ElectionsPromptLibrary>

