

ETHICAL AI USE ON LINKEDIN

Setting the Scene

What Are AI Characters?

Why It Matters on LinkedIn

Where's the Ethical Line?

How to Stay Authentic

Link•Ability

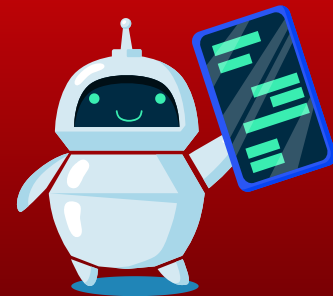
KEY TAKEAWAYS FOR ATTENDEES

**AI CHARACTERS ARE
COMING TO LINKEDIN –
BE AWARE.**



**TRUST AND AUTHENTICITY
ARE LINKEDIN'S
FOUNDATION –
LET'S PROTECT IT.**

**USE AI AS A TOOL, NOT A
REPLACEMENT FOR YOUR
UNIQUE VOICE.**



**SHOW UP AS YOUR
AUTHENTIC SELF –
CONSISTENTLY.**