

The background of the slide is an abstract composition of flowing, wavy lines in shades of blue, teal, and purple. These lines create a sense of movement and depth, resembling liquid or energy. A white rectangular box is centered on the slide, containing the text.

# 2025 Responsible AI Transparency Report

# Read me first

**This guide outlines the steps you can take to support the launch of Microsoft's 2025 Responsible AI Transparency Report.** We have prepared resources for you to amplify the campaign locally. Please read the instructions carefully before using them. Thank you for your support.

**Objective:** Microsoft's 2025 Responsible AI Transparency Report reaffirms our commitment to earning trust at the pace of AI innovation. It details how we responsibly build and deploy AI, strengthen risk and incident response, and support customers and global governance efforts.

**Audience:** Employees, policy influencers, and business decision makers (BDMs and ITDMs).

**Questions?** If you need any further information regarding this social media guidance, please contact Rebecca Matulka and Leo Chiquillo.

This file isn't editable. Please download a copy or save it before making any changes.



# Executives and MOI channels to amplify

Brad Smith

[LinkedIn](#) | [X](#)

Teresa Hutson

[LinkedIn](#)

Natasha Crampton

[LinkedIn](#)

Microsoft On the Issues

[LinkedIn](#) | [X](#)

On June 20, Brad Smith, Teresa Hutson, Natasha Crampton, and MOI will publish content about the launch of the 2025 Responsible AI Transparency Report. **We encourage you to engage with the social media posts and share them directly on your accounts.**

In addition to engaging with the channels mentioned from your personal accounts, we encourage you to share this guide with local comms teams if relevant for posting through local Microsoft brand channels. On the following slides, there are suggested posts that you can personalize to your target audience(s) before sharing. You can also download a graphic to use in your post.

# Do's and Don'ts: Responsible AI Transparency Report

## Do

- Engage, reshare, comment on the accounts in the toolkit.
- Create your own social media post. Use this toolkit to make the copy real, authentic for your audiences.

## Don't

- Connect this report to current issues.
- Engage in public banter or negative comments on your post.

Flag media inquiries or issues to [commsfire@microsoft.com](mailto:commsfire@microsoft.com)

# Social assets

## Approved graphics

### Graphic option 1

[\[link to download\]](#)



### Graphic option 2 (no text version)

[\[link to download\]](#)



### Graphic option 3

[\[link to download\]](#)



# Exec/Local amplification guidance

## Approved suggested copy options - long

1

@Microsoft has released the 2025 Responsible AI Transparency Report—our second annual report demonstrating our sustained commitment to earning the trust of our customers and society more broadly at the speed of AI innovation.

This year's report details how we're operationalizing responsible AI across our products and services, supporting customers to innovate responsibly with AI, and working with stakeholders around the world to make progress towards building coherent governance approaches.

We believe transparency is essential to earning trust in AI. That's why we're sharing how we use a multi-layered approach to govern, map, measure, and manage AI risks, and how we're helping our customers do the same.

Read the full report: <https://aka.ms/RAITransparencyReport2025>

2

At @Microsoft, we're committed to building AI technology that people trust.

Our second annual Responsible AI Transparency Report highlights the progress we've made in the past year toward advancing responsible AI: removing barriers to adoption and innovation through good governance and supporting our customers with the tools and resources they need to innovate responsibly.

From how we develop and deploy AI systems to how we collaborate across sectors to maximize benefits and mitigate risks, this report reflects our sustained commitment to responsible innovation.

Read the full report: <https://aka.ms/RAITransparencyReport2025>



# Exec/Local amplification guidance

## Approved suggested copy options - long

3

Trust is foundational to how we build technology, and that's especially true with AI. As we develop AI to help people and organizations innovate, we're committed to doing so responsibly.

I'm excited to share @Microsoft's second annual Responsible AI Transparency Report, which reflects our continued commitment to building AI systems that are both beneficial and reliable. Our report highlights new developments related to how we build and deploy AI systems responsibly, how we support our customers and the broader ecosystem, and how we learn and evolve.

We're sharing this work because we believe transparency is key to progress. Learn more 🖱️ <https://aka.ms/RAITransparencyReport2025>

4

As AI continues to evolve, so must our AI governance practices to ensure they are effective. @Microsoft's 2025 Responsible AI Transparency Report highlights our learnings since the publication of our inaugural report, demonstrating how we're updating our practices to reflect advances in the state-of-the-art, and ensuring we are responsive to feedback from stakeholders.

As our governance practices continue to evolve, we remain committed to proactively sharing our learnings openly and earn, build, and keep trust in AI technology to help people around the world benefit from its profound potential. Explore the full report: <https://aka.ms/RAITransparencyReport2025>

# Exec/Local amplification guidance

## Approved suggested copy options - short

5

■ Just published: @Microsoft's 2025 Responsible AI Transparency Report provides a look at how we're building AI that's both beneficial and reliable. Read more: <https://aka.ms/RAITransparencyReport2025>

6

We're committed to building AI that people trust. @Microsoft's 2025 Transparency Report shows how we're advancing responsible AI to drive innovation and support our customers. Read the report: <https://aka.ms/RAITransparencyReport2025>

7

Excited to share @Microsoft's 2025 Responsible AI Transparency Report, which demonstrates how we're earning trust at a pace that matches AI innovation.

Read more: <https://aka.ms/RAITransparencyReport2025>

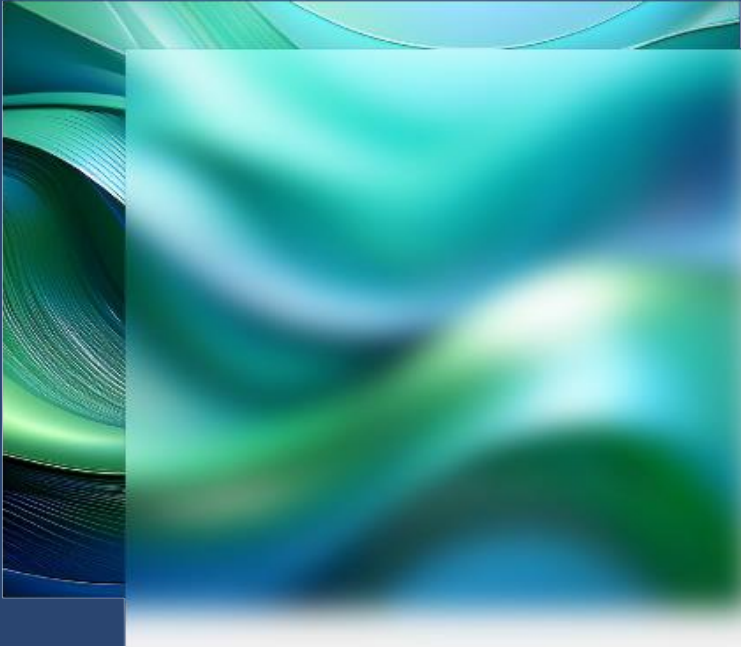
8

The 2025 Responsible AI Transparency Report shares how @Microsoft is putting responsible AI into practice, highlighting new developments related to how we build and deploy AI systems responsibly, how we support our customers and the broader ecosystem, and how we learn and evolve.

Explore the report 🖱️ <https://aka.ms/RAITransparencyReport2025>



## Additional resources



- Microsoft On the Issues  
[https://aka.ms/2025RAIReport\\_blog](https://aka.ms/2025RAIReport_blog)
- Report landing page:  
<https://aka.ms/RAITransparencyReport2025>
- Report PDF: <https://aka.ms/Responsible-AI-Transparency-Report-2025>
- Employee guide:  
[https://aka.ms/RAITransparencyReport\\_EmployeeGuide](https://aka.ms/RAITransparencyReport_EmployeeGuide)

### **Primary contacts**

- CELA Public Affairs: Lili Rymarz
- ORA: Hiwot Tesfaye



The background features a complex, abstract pattern of swirling, concentric lines in shades of deep purple, magenta, and gold. The lines have a metallic, reflective quality, with some areas appearing more saturated and others more translucent, creating a sense of depth and movement. The overall effect is reminiscent of a stylized, futuristic tunnel or a dynamic, high-energy environment.

Thank You!