

Algorithmic Communication, Governance and Reputation.

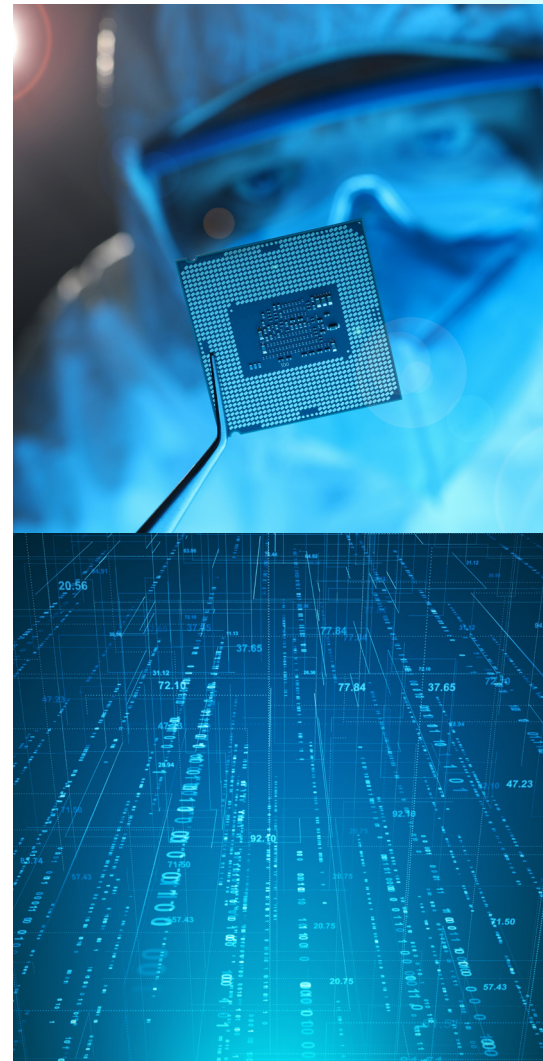
The new frontier of corporate
communication in the era of
artificial intelligence.

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The new frontier of corporate communication in the era of artificial intelligence

This analysis, powered by Tinkle, an H/Advisors Iberia firm integrated within Havas, is based on the premise that reputation is no longer simply what a company communicates, but to a great extent now involves the conclusions drawn about it by AI systems. The challenge is to ensure that the messages conveyed are interpreted coherently and in line with strategic objectives, at all relevant algorithmic intersections. Based on this diagnosis, **H/Advisors structures a working framework with three complementary dimensions: algorithmic communication, governance and reputation.**

«Reputation has ceased to be exclusively what a company communicates and has become, to a large extent, what AI systems conclude about it.».





Algorithmic Communication:

From managing messages to managing interpretation

For decades, corporate reputation was managed through a stable map of intermediaries (journalists, media, analysts and opinion-formers) as the stepping stones between organisations and their audiences. That map has been rewritten. Major generative artificial intelligence models such as ChatGPT, Gemini, Claude and Perplexity, among others, have established themselves as a new intermediary, filtering, summarising and hierarchically layering information before it reaches its ultimate recipient. Millions of daily queries turn these systems into a gateway to knowledge about companies, leaders, brands, products and institutions.

While traditional communication operated according to a logic of attention, the new context is governed by the logic of interpretation: companies are no longer competing for the client's attention, but competing for the interpretation given to them. The perception that citizens, consumers, investors and regulators form about an organisation increasingly involves the representation generated by algorithms. Internal channels and conventional media remain important, of course, but there is now a new player outstripping them: AI engines.

Algorithmic communication is the natural evolution of the qualitative management of stakeholder relations, focused now on strategically influencing the sources, signals and layers of interpretation on which these models feed. The baseline is a technical one, since language models are not deterministic, and do not always offer the same response to the same question. The discipline thus involves **increasing the likelihood that the strategic narrative will emerge in its proper, contextualised and balanced form.** The era of one single, controlled message is no more.



The four capacities of Algorithmic Governance

Algorithmic governance establishes a shared corporate policy, with assigned responsibilities and verifiable criteria. In practical terms, it means ensuring that AI systems have access to rigorous, contextualised and consistent information to generate precise, balanced representations, in line with the reality of each organisation. Companies are thus evolving the traditional management of their editorial strategy and positioning towards strategic management of interpretation.

Work is required on four different fronts to achieve this goal.

01

Information management

Ensuring that all information that a company generates (press releases, website, reports, social media) reaches the AI models in a coordinated manner. If each source says something different, the model builds up a fragmented or contradictory image.

02

Design of meaning

This is the conceptual framework. It establishes the narrative that the company aims to project, so as to be interpreted in a particular way.

03

Ecosystem of sources

Models require external validation. Indirect sources such as the media, publications and verifiable references are essential to confirm the company's narrative. It is not enough to tell your story; others must confirm it.

04

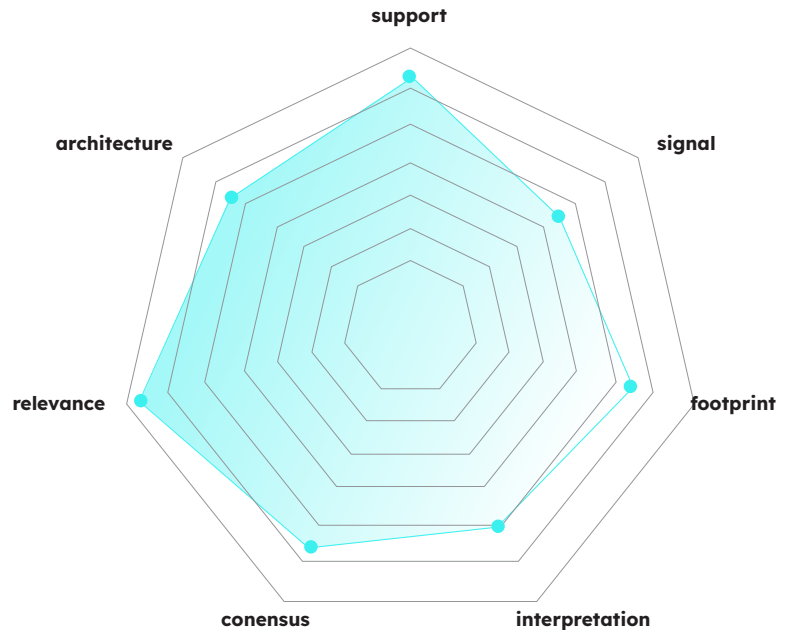
Dynamic management

This involves both monitoring and correcting the algorithmic interpretation practically in real time.

All of which is based on a constant surveillance system focused on detecting and mitigating characteristic risks of the new environment, such as biases, disinformation and distortions in the models, before they become a consolidated reception. This is incorporated as an ongoing practice, since the algorithmic conversation about a brand occurs at all times, with or without the company's involvement.

The 7 keys to Algorithmic Reputation

H/Advisors has developed an eight-point operational framework serving to understand, audit and improve how AI systems represent an organisation. Algorithmic reputation answers the question of **what** is measured and **how** communication is designed and managed.



1. Support

Technical basis on which the models form their image of the company.

2. Signal

Everything that the company conveys and that models can read and interpret.

3. Footprint

The set of verifiable traces a company has left across external sources.

4. Interpretation

How the model summarises all this information, and the conclusion it draws.

5. Consensus

The degree to which different sources converge into one single narrative about the company.

6. Relevance

The weight that the models give to the company in its category.

7. Architecture

How this presence is organised and hierarchically layered within AI systems.

To address the complexity of all these dimensions, Tinkle operates with multidisciplinary teams comprising corporate communication, AI engineering, data science and editorial strategy. Continuous monitoring detects and corrects biases, distortions and hallucinations before they become a consolidated perception.

Strategic implications



Algorithmic models are no more or less neutral than the editors, analysts and opinion-formers that preceded them. Artificial intelligence may thus be seen as a natural evolution of corporate communication, demanding far-reaching structural changes.

Organisations that already have a clear strategy, a robust reputation and consistent communication in place enjoy a head start, because algorithmic systems tend to value the quality, consistency and validation of the signals they receive. Algorithmic governance emerges to transfer to the world of AI those same principles of rigour, transparency and consistency that have historically underpinned reputation. The fact is that credibility and the capacity to generate trust remain the core ingredient.

competitiveness

influence

business leadership

Interpretation management

The challenge over the coming years will therefore not simply be to have a presence within artificial intelligence ecosystems, but **to be properly understood by them**. Interpretation management takes the form of a new vector of competitiveness, influence and corporate leadership, redefining the perimeter of responsibility for communication managers. AI systems do not arrange press conferences or answer phone calls, but they are forming opinions about companies. The new challenge for them is to manage this silent conversation.