

AI USAGE PRINCIPLES

for Communications & Marketing Staff

PURPOSE

Artificial intelligence (AI) is transforming how we communicate, create and connect. These principles guide the responsible, ethical and effective use of AI tools by marketing and communications staff across the university. The goal is to help employees use AI to enhance creativity and productivity while protecting Tulane's brand, data, and values.

I. CORE PRINCIPLES

1.1 HUMAN OVERSIGHT

- AI can assist, but it cannot replace human judgment.
- All content produced, edited, or influenced by AI must be reviewed, verified, and approved by a human before publication or distribution and should be fact-checked manually against reliable, official sources.
- When collaborating with partners, ask how AI was used in their process to understand its role in the final deliverable.
- Staff are responsible for the final output.

1.2 ACCURACY, INTEGRITY, AND ETHICAL USE

- Do not mimic or impersonate real people, including university leaders or public figures.
- Be mindful that AI outputs may contain bias.

IN DEVELOPING DESIGNS AND MEDIA

- *AI-generated versions of logos or official marks may not be used without explicit approval from University Communications and Marketing (UCM).*
- *Use only copyright-safe tools or those that provide commercial-use rights.*
- *AI generated imagery and video must be labeled as such with a watermark that reads "AI Generated" OR utilizes our AI badge overlay graphic.*

IN WRITING AND EDITING

- *Do not use AI to produce final drafts, direct quotes, or op-eds.*
- *Ensure tone, accuracy, and style align with Tulane's editorial standards.*
- *AI-generated content should never fabricate facts, quotes, or sources.*

WHEN WORKING WITH DATA

Never input confidential, personal, or sensitive university data into public AI tools (like ChatGPT, DALL-E, or Google Gemini), including information protected under FERPA and HIPAA, such as:

- *Student, faculty, or staff names with identifying details or education records*
- *Protected health information or patient-related data*
- *Nonpublic financial, research, or personnel information*
- *Internal strategies, reports, or proprietary materials*

When selecting AI tools, use platforms that meet Tulane's data protection and privacy requirements. For guidance on evaluating tools, visit ai.tulane.edu.

1.3 TRANSPARENCY

If AI tools play a significant role in creating written, visual, or multimedia materials, disclose their use where appropriate, for example in research summaries, automated communications, or clearly labeled conceptual or illustrative visuals.

When AI contributes to major content pieces or campaigns, **make sure to document:**

- *Which tools were used*
- *What parts were AI-assisted*
- *Who reviewed and approved the final version*

Transparency builds trust with our audiences and supports academic integrity.

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2. PRACTICAL APPLICATIONS & BEST PRACTICES

2.1 WRITING AND EDITING

AI can support:

- Brainstorming ideas, headlines, or messaging frameworks
- Outlining articles, social posts, newsletters, or scripts
- Improving clarity, flow, or tone for internal drafts
- Summarizing reports or lengthy content
- Drafting variations for A/B testing
- Creating first-pass email structures or subject line options
- Generating keyword ideas or meta descriptions
- Preparing interview questions or content prompts for stakeholders
- Converting long content into short-form versions (blurbs, captions, talking points)

2.2 DESIGN AND VISUAL CONTENT

AI can support:

- Early-stage creative exploration and mood boards
- Drafts and quick visualizations for concepting
- Expediting the editing process (e.g., background removal, color enhancement)
- Applying brand kits to templates
- Auto-resizing assets for multiple platforms
- Generating placeholder images for wireframes or storyboards
- Creating layout options to guide designers
- Translating sketches into more polished concept drafts
- Turning raw notes into structured creative briefs

2.3 DATA AND ANALYTICS

AI can support:

- Trend analysis and reporting
- Audience segmentation and insights
- Campaign performance summaries
- Quickly summarizing complex or raw datasets
- Identifying patterns in engagement or behavior
- Generating dashboards or visualization drafts
- Forecasting potential performance scenarios
- Turning analytics into narrative insights for leadership summaries

3. RESOURCES & POLICY DEVELOPMENT

3.1 TRAINING AND AWARENESS

- Staff are encouraged to stay informed about evolving AI capabilities and risks.
- Tulane will offer workshops and updates on approved AI tools and ethical use cases.

3.2 CONTINUOUS IMPROVEMENT

- This policy will evolve as technologies and regulations change.
- Feedback from staff and leadership will guide ongoing updates.

3.3 QUICK LINKS

- [Institutional Hub Site for AI](#)
- [Tulane University Information Technology](#)
- [UCM Editorial Style Guide](#)
- [U.S. Department of Education FERPA Overview](#)
- [U.S. Department of Health and Human Services HIPAA for Professionals Overview](#)
- [AI Tools - AI and Academic Research: A Guide - Library Guides at Tulane University](#)