



Guidelines for AI Use in Curry Marketing and Communications

Generative AI tools offer powerful ways to create content, and enhance or augment existing content, but it is important for marketing and communications work to adhere to guidelines to ensure accuracy, authenticity, and ethical decision making. Marketing and communications content should always reflect accurate and actual depictions of students, staff, faculty, campus activities, and student life to prospective students and families and the wider Curry community.

These guidelines outline the acceptable uses and expectations for the use of AI. They are intended for all communications and marketing work at the College. This includes the public-facing work of the Marketing and Communications team, Athletics, Admission, Institutional Advancement, Student Affairs, and social media accounts and/or newsletters run by various departments and student organizations across the college. ***Note that these guidelines do not apply to work done in educational or classroom settings.***

There are certainly moments where Generative AI could be used to create something fun to promote or hype up an upcoming event, for example. But careful consideration should go into the work and a credit or disclaimer for AI-manipulated or AI-generated content should appear in a caption or text. Also careful consideration should go into reposting AI content not produced by the College but from outside accounts. Marketing and Communications is always happy to take a look before something is posted.

Examples of **Acceptable Use of AI Tools in Marketing and Communications**

- Using AI tools, especially in software programs such as Adobe Suite, to enhance existing real visual or video assets. However, work must not significantly alter content or generate misleading context or messaging.

- Using AI tools to help draft charts, graphics, and illustrations. But work must be proofread for accuracy and quality.
- Using AI to brainstorm ideas, create outlines, generate task lists.
- Using AI to do initial drafts of emails, social media text, ad copy, video/audio scripts, marketing plans, stories. But work must be proofread for accuracy and quality, and final draft rewritten by a person.
- Using AI to write headlines, meta tags, alt text, photo captions, etc. All work should be proofed by a person.
- Using AI tools--that cite sources--to do research.
- Using AI to generate transcripts for audio and video content if reviewed for accuracy and quality. Because AI notetakers and transcription tools record audio, every participant must be informed and must agree to the recording before it begins.
- Using AI tools such as music or special affects to enhance creative videos when appropriate.

Examples of **Prohibited** Use of AI Tools in Marketing and Communications

- Using AI to create visual assets such as a photo or video to represent Curry students, faculty, staff, or their likenesses as real. Please use real photography and video. MarComm has an extensive database and we are happy to provide photos or video to use. For example, you can submit a request for photos of “students at computers” or “students in nursing simulation labs”
- Similarly, using AI to create visual assets to represent Curry buildings and campus grounds. Use real photography and video.
- Using AI to create content or altering existing content of events that appear to take place at Curry or involving members of Curry, but did not actually occur.
- Using AI to alter the College’s branding including logos, watermark font in any way.
- Using AI to create department, club, or team logos. This work should always be requested from MarComm.
- Uploading personal, student, or College proprietary information into an AI tool. FERPA, HIPPA, and other laws must be followed.
- All AI tool use must adhere to [the College’s IT policies](#)