AI Guidelines for University Marketing and Communications

Understanding the Role of AI
Artificial intelligence (AI) refers to systems or tools capable of performing tasks that traditionally require human intelligence, such as recognizing patterns, processing natural language, making decisions, or solving problems. Among these tools, generative AI has emerged as a powerful technology capable of producing text, images, music, videos, and more. While these tools can significantly boost efficiency and creativity, they are not a substitute for human judgment or ethical considerations. At UC Riverside, these guidelines provide a framework for responsibly integrating AI into our communications and marketing efforts.

Our Approach to AI
AI technology at UCR is intended to complement the creativity and expertise of our communications and marketing professionals, not to function independently. Human involvement is essential at every stage of AI use. The integrity of our messaging and the trust of our audience depend on thoughtful, ethical use of these tools.

Humans remain accountable for all content created with the assistance of AI. This means that every piece of AI-generated material must undergo thorough review, editing, and approval by a person before it is shared. Creativity, emotion, and judgment are uniquely human attributes, and AI should be used as a tool to enhance these qualities rather than replace them.

To ensure responsible and effective use of AI tools across UC Riverside, these guidelines have been established to promote a unified and consistent approach in alignment with our institutional values. AI tools are rapidly evolving and offer exciting opportunities in various domains, including marketing and communications. These guidelines provide a framework to navigate these opportunities while upholding ethical considerations, academic integrity, and legal compliance.

Guiding Principles
The following principles should guide the use of AI tools at UC Riverside:
- **Human-Centered Approach:** AI technologies should be treated as assistive tools that empower and augment human capabilities, not as replacements for human judgment, creativity, or accountability.
- **Human Accountability:** Individuals remain accountable for all decisions and actions taken, even when assisted by AI. Human oversight, review, and approval are essential for all AI-generated content.
- **Ethical Use:** AI tools should never be used to deceive, spread misinformation, or violate existing university policies and standards.
  - **Ethical Standards** - UCR upholds strict ethical standards for the use of AI in content creation to ensure transparency, accuracy, and integrity. Content created solely using generative AI must never be presented as original human-created work. Any content optimized or enhanced using generative AI must be reviewed and approved by the appropriate subject matter experts, managers, editors, supervisors, or other leadership before reaching its final audience. This process should focus on preventing false information, misrepresentation, and plagiarism.

- **Disclosure and attribution:** all AI-generated content must include proper attribution. For written copy, the credit should state: "Portions of this story were created using generative AI." For imagery, the attribution should read: "This image was created by image-to-image or text-to-image generative AI." These guidelines ensure transparency and maintain trust with our audience while safeguarding the quality and integrity of UCR's communications.
  Note: If generative AI is used solely for brainstorming or outlining, attribution is not required. However, if any part of a story or article is created using AI, proper acknowledgment must be provided.
- **Transparency:** Openly acknowledge the use of AI tools when required to maintain trust and foster understanding among our stakeholders and audiences.
- **Data Privacy and Security:** Exercise caution and adhere to all relevant privacy laws and university policies when using AI tools, particularly regarding sensitive information. Do not input any data that could compromise individual privacy or institutional confidentiality.
- **Copyright and Intellectual Property:** Respect copyright laws and intellectual property rights when utilizing AI-generated content. Thoroughly review and modify any AI-generated material to avoid plagiarism or infringement.

Acceptable Use of AI

AI tools can be valuable assets in enhancing productivity and streamlining tasks, particularly within marketing and communications. Permitted applications include:

- **Brainstorming and Idea Generation**: Leverage AI for generating new story or creative ideas, exploring different perspectives, and providing feedback on existing concepts.
- **Content Structuring and Organization:** Utilize AI for creating outlines, organizing editorial calendars, and structuring content with headings, subheadings, and website navigation elements.
- **SEO Optimization:** Employ AI tools to assist with keyword research, analyze content readability and keyword usage, and enhance webpage performance.
- **Social Media Assistance:** Generate initial drafts for social media posts, personalize messages for diverse audiences, and potentially drive engagement. **However, exercise extreme caution to avoid posting inaccurate information or inappropriate content.**
- **Research and Information Gathering:** Use AI to gain quick insights into a concept or topic. Always verify the information obtained through AI with reliable sources as AI can generate inaccurate or fabricated information.
- **Editing and Proofreading:** Use AI tools to answer style-related questions (e.g., Chicago style). Remember that AI may not have access to the most recent style guidelines or UCR's specific editorial or brand guidelines.
- **Repurposing Existing Content:** Identify areas for condensing lengthy content by pasting it into an AI tool. Carefully review the suggestions, especially those involving quotes or factual information, as AI may propose inappropriate changes.
- **Image Enhancement:** Use content-aware fill functionalities in photo editing software like Photoshop or Canva to retouch images you own. This can improve visual quality by removing unwanted elements. However, ensure the edits don't alter the image's context or integrity, and strive for an authentic look by using filters and edits sparingly.

Prohibited Use of AI

The following uses of AI are strictly prohibited:

- **Generating Entire Pieces of Written Content:** While AI can assist with various writing tasks, it should not be used to create complete articles, press releases, website content, or other written materials without substantial human input and review.
- **Unverified Fact-Checking:** AI tools can be helpful research assistants, but relying solely on them for fact-checking is forbidden. AI can provide inaccurate or fabricated information, often referred to as "hallucinations." Human verification of all facts, research, and information is mandatory.
- **Creating AI-Generated Images, Music, Audio, or Video for Official Communications:** The legal and ethical implications of using AI-generated art are still under scrutiny. Until further guidance is provided, avoid using these elements in university communications and marketing materials.
- **Sharing Sensitive or Confidential Information:** Do not input proprietary data, information about students, employees, patients, or any information protected by state or federal privacy laws into AI tools. This includes information governed by HIPAA, FERPA, or other university policies.
- **Using AI for Personal Communications or Messages Where Sincerity is Crucial:** Avoid using AI to generate content like eulogies, personal messages, or any communication where genuine human sentiment is essential.

Disclaimer

This document is not an exhaustive list of acceptable and prohibited AI uses. These guidelines are intended to be a living document and will be reviewed and updated as AI technologies, legal standards, and relevant university policies evolve.

Remember: AI tools should always be used responsibly, ethically, and in a manner that upholds the values and integrity of UC Riverside.

Please consult University Relations for any questions or clarification regarding the use of AI tools in university communications and marketing materials.

References

Generative AI at UCR
AI in the Classroom
Guidelines for Use of Generative AI in Instructional Settings

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