



Skagit Trail Builders

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# Acceptable AI Use Policy

## Guiding Principles

- AI is a tool for augmenting human work, not a replacement
- Actively supervise use of AI within the organization
- Embed STB's values into AI prompts
- Be transparent about use of AI – cite & attribute
- Monitor for accuracy and bias
- Protect personal data of the organization\*
- Protect privacy of individuals\*

\*All text entered into large language models like ChatGPT become part of the model. Do not place confidential information into these applications.

## Acceptable Marketing and Communication Outcomes and Uses

- AI tools may be used to assist productivity and enhance creativity within the bounds of intellectual property laws.
- AI outputs should never be used as delivered or replace the role of human creators.
- AI outputs must be reviewed for accuracy, bias, privacy, and confidentiality.

Prepared by Jenny Sandbo, Oct 2024



## Research, Writing and Editing

Examples: ChatGPT, EditGPT, CoPilot, Grammarly, Otter.ai, Claude, Perplexity

### Acceptable use:

- Brainstorm ideas
- Research topics
- Create timeline of events
- Draft an outline
- Summarize interviews or stories
- Check and correct grammar
- Suggest edits to improve quality of writing

### Unacceptable use:

- Presenting AI generated content as original work
- Failing to check outputs for accuracy, bias, or confidentiality
- Violations of brand, ethical, or legal standards
- Failing to cite AI-generated or assisted content

## Audio & Visual Content Creation

Examples: Adobe Creative Suite, Adobe Firefly, Canva Design, Character.ai, Mid-Journey

### Acceptable use:

- Only use images owned by STB. Credit the photographer when possible.
- Editing of original images (color, exposure, etc) as would have been done with previous tools like Photoshop.
- The removal of objects from images so the image meets standard of use.  
For example, erasing a glass of beer from a dinner photo to meet our “no alcohol in photos” policy.
- Creation of images for the purpose of ideation or art direction.

### Unacceptable use:

- Using AI-generated images, videos or audio as externally-shared content.
- Creating images that are not truthful or infringe on copyrights.
- Creating images that are hurtful or reflect damaging bias.
- Changing the physical appearance of a person beyond the removal of blemishes.
- Adding objects or people to images.
- Creating images in the style of a specific artist.

## Social Media & Website Content Creation and Management

Examples: ChatGPT, Claude, Sprout Social AI Assist, Google Ads AI, SEMrush

### Acceptable use:

- Brainstorm ideas for social and digital content
- Analyze social media trends and for social listening.
- Optimize advertising campaigns
- Outline editorial calendar and content plan
- Enhance website content for SEO

### Unacceptable use:

- Using AI-generated images, video, audio, or text for external sharing.
- Presenting AI generated content as original work
- Failing to check outputs for accuracy, bias, or confidentiality
- Violations of brand, ethical, or legal standards
- Failing to identify as AI-generated or assisted content

## Brand and Reputation Management

Examples: ChatGPT, Sprout Social AI Assist, HubSpot AI

### Acceptable use:

- Search large datasets
- Analyze social trends and for social listening reporting
- Brand and market research
- SWOT analysis and competitive analysis
- Researching audience metrics, like sentiment, insights, experience, engagement
- Summarizing news stories, blogs, and other reading material

### Unacceptable use:

- Using AI-generated content in reports, analysis or presentations without citations
- Presenting AI generated content as original work
- Failing to check outputs for accuracy, bias, or confidentiality
- Violations of brand, ethical, or legal standards

#### Resources:

University of Colorado Boulder. Guiding Principles for Generative AI in Support of CU Boulder Marketing and Communications. Approved 2.9.24. Accessed 10.27.24.  
<https://www.colorado.edu/strategicrelations/communication-resources/guiding-principles-generative-ai-support-cu-boulder-marketing-and>

Arizona State University. Enterprise Brand and Marketing Guide. Accessed 10.27.24.  
<https://brandguide.asu.edu/execution-guidelines/ai-guidelines>

Partnership on AI. Local Newsrooms Should Adopt AI Ethics as They Adopt AI: 5 Recommendations. Published 06.16.22. Accessed 10.27.24.  
<https://medium.com/partnership-on-ai/local-newsrooms-should-adopt-ai-ethics-as-they-adopt-ai-5-recommendations-eel496ea211e>