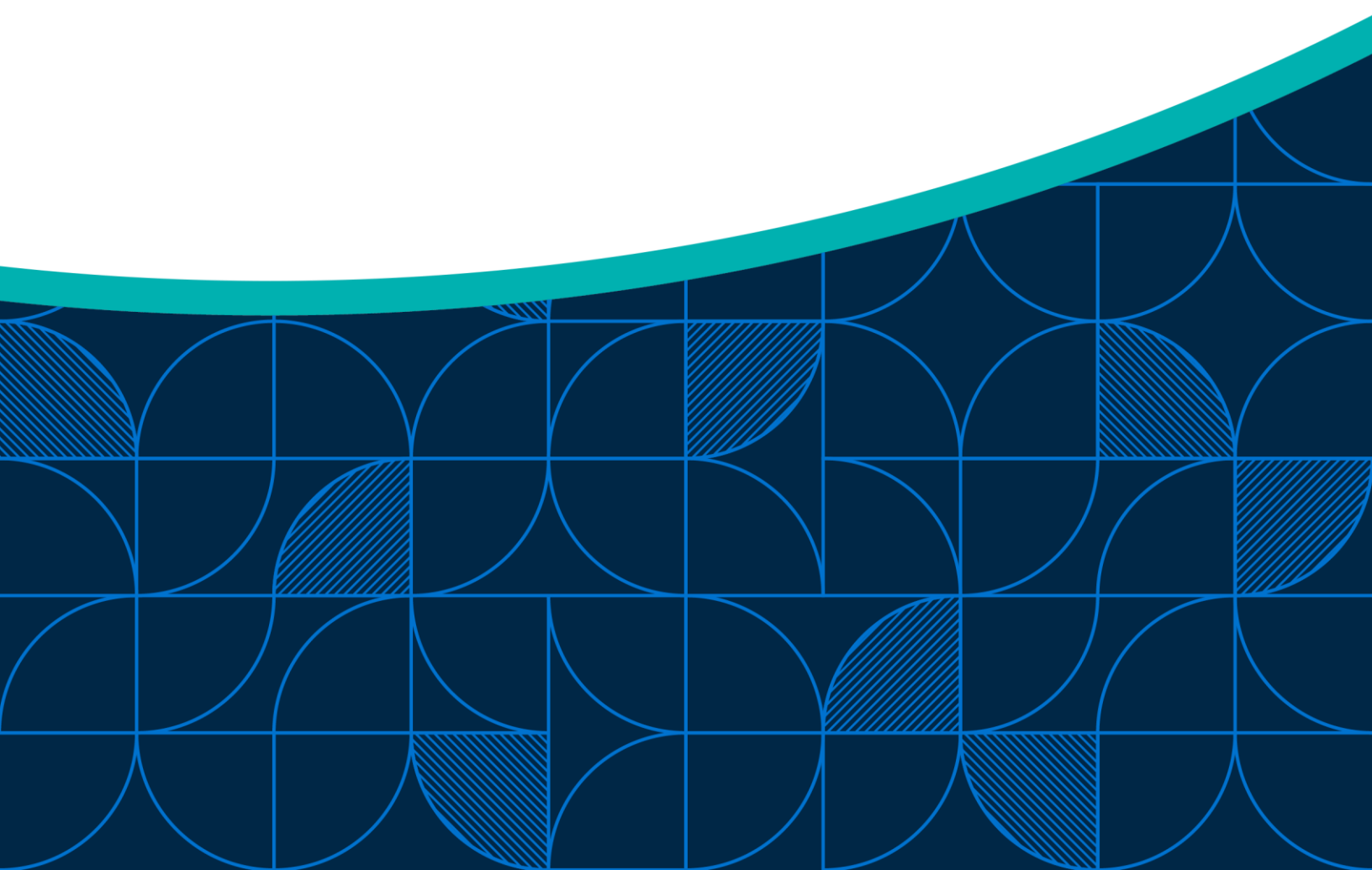




RESPONSIVE RESEARCH

Institutional Policies on the Use of AI in Marketing and Communications

February 2026



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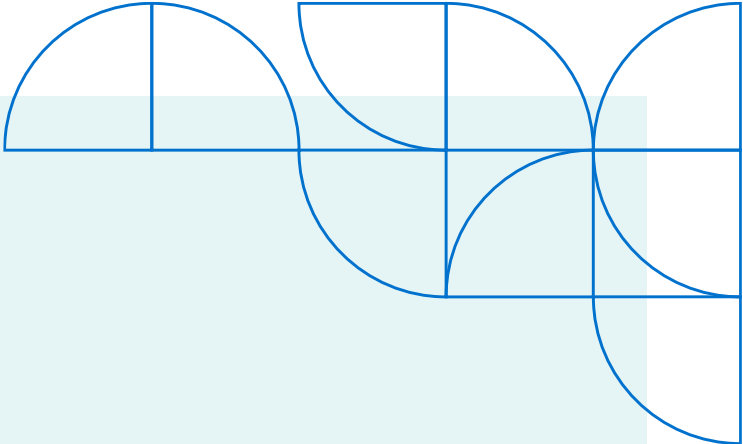


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Executive Overview

Research Approach

EAB conducted a thematic analysis of institution-specific AI use in marketing and communications policies to identify common practices, approval processes, disclosure standards and ethical considerations related to AI-generated content (text, images, audio and multimedia) as available.

See the [Research Methodology](#) section for further details.

A review of Australian universities and government guidance indicates that **most Australian universities have not yet developed marketing-and-communications-specific AI policies**. Instead, governance is typically addressed through whole-of-university AI policies, data governance frameworks, privacy guidance and brand standards. Policies governing the use of AI in institutional marketing and communications are still evolving but are beginning to take shape across universities in the United States. **A small but growing number of American institutions have introduced marketing- or communications-specific guidance that outlines use for AI-generated content, approval processes, disclosure expectations and ethical considerations related to brand integrity.**

Overall, institutions' marketing and communication policies continue to vary by institution but note that AI is a powerful tool that can enhance insights and improve efficiency. Further, consistent themes emerged in AI-specific marketing and communications policies. Below are the identified themes and their common meaning across institutions for Australia's more general policies and the United States' more specific policies:

Theme	Definition
Human Oversight and Accountability	AI must support and enhance human work rather than replace human judgment, with clear human responsibility for reviewing, fact-checking, approving and taking ownership of AI-generated works.
Ethical Use	AI-generated content must be accurate, truthful and not misleading, with particular caution applied to visual and audio outputs.
Transparency	Appropriate disclosure of AI use is encouraged, though formal labelling requirements vary across institutions.
Brand Integrity	AI use must align with institutional values, voice and messaging standards.

Overall, emerging best practice indicates that **effective AI governance in marketing and communications requires clear operational guardrails and human oversight that enable innovation while safeguarding institutional credibility, legal compliance and brand integrity.**



Research Findings

-
- Analysis of Institutional AI Policies in Australia
 - Major Themes in AI Marketing and Communications Policies
 - Human Oversight and Accountability
 - Ethical Use
 - Transparency
 - Brand Integrity

Analysis of Institutional AI Policies in Australia

Australian Institutional Landscape

General AI Governance Policies Applicable but Not Specific to Marketing and Communications

Several Australian universities, including Western Sydney University, Swinburne University of Technology and Federation University Australia, have adopted institution-wide AI policies covering teaching, research and administrative functions.

These policies emphasise responsible use, legal compliance, privacy and ethical oversight, positioning AI as a tool to be used in alignment with institutional values. However, they typically do not provide detailed guidance specific to marketing and communications, such as standards for imagery, branding or public disclosure.

For partner institutions, this suggests that marketing AI governance in Australia is currently embedded within broader institutional AI frameworks rather than established as standalone policies.

Theme	Western Sydney University	Swinburne University of Technology	Federation University Australia
Human Oversight and Accountability	Commits to maintaining 'excellence and integrity' as AI applications evolve.	Requires AI use to comply with policies, legislation and risk controls.	Explicit mention of human oversight and risk mitigation.
Ethical Use	Strong focus on responsible and ethical application across all departments.	Establishes 'guardrails for responsible adoption of AI tools' aligned with ethical principles and legal requirements.	Incorporated via risk/ethical principles in guidelines and values.
Transparency	Emphasises responsible and ethical use; transparency not articulated as a standalone principle.	Embedded within governance and compliance expectations; not articulated as a standalone principle.	Explicitly stated as a policy purpose for responsible disclosure.
Brand Integrity	AI use is aligned with academic integrity expectations.	Support via broader integrity policies.	Explicit linkage to academic integrity procedures and AI-related misconduct.

Ensure Alignment with Existing Institutional and Legal Frameworks

Many institutions explicitly state that AI use must align with existing institutional policies, including copyright, intellectual property, data governance, privacy and academic integrity policies. AI marketing and communications guidance should clearly reference and integrate with existing copyright and privacy policies.

Establish Shared Definitions of AI and Generative AI

Some institutions, including [Western Sydney University](#), incorporate clear definitions of 'Artificial Intelligence', 'Generative AI' and 'Algorithms' within their policies. These definitions distinguish between traditional automated systems and generative tools that create new content such as text, images or audio.

In a rapidly evolving landscape, defining key terms establishes a shared institutional language and reduces ambiguity about what tools fall within policy scope. This is particularly relevant in marketing and communications contexts, where a wide range of content-generation tools may be used across teams. For partner institutions, this suggests that including clear definitions at the outset of an AI policy may improve consistency in interpretation and implementation.

Major Themes in AI Marketing and Communications Policies

Human Oversight and Accountability

Policies Establish Human Responsibility for Final Product, with AI for Supporting and Enhancing

For partner institutions, a strong human oversight clause should be treated as foundational, clearly defining who holds responsibility for final approval of AI-assisted published work. Across all institutions examined, human oversight emerges as the most consistent and clearly articulated requirement. Every policy reviewed states that AI must support rather than replace human work. Institutions uniformly prohibit the publication of unreviewed AI-generated content and require staff to review, edit and fact-check content before release. Several institutions go further by explicitly assigning responsibility to the individual communicator and clarifying that accountability cannot be delegated. In some cases, policies include defined approval pathways for higher-risk uses or outline consequences for non-compliance.

Institution	Examples
Harvard Business School	<ul style="list-style-type: none"> • 'Responsible use includes sufficient human oversight of any AI generated content or analysis to ensure accuracy and quality'. • 'Human oversight is the best way to mitigate the risks of using AI in our marketing activities'. • 'Creating drafts of written content for articles, social media, emails, and ads if they are carefully proofread for accuracy and quality by humans'. • 'Generating transcripts for audio and video content if reviewed for accuracy and quality'.
Iowa State University	<ul style="list-style-type: none"> • 'AI should never replace human creativity and judgment'. • 'Marketing and communications materials cannot be created solely by generative AI'. • 'To ensure the authenticity of all Iowa State University communication and marketing content, AI tools should only be used to assist with content generation and editing'. • 'Human review is required for all content produced with AI assistance'. • 'Communication and marketing professionals are responsible for the content they create, including content generated using AI, and should review all content, prior to publishing, to determine if it meets the intended needs and aligns with Iowa State guidance.' • 'Did AI assist rather than create?' • 'Did a human review for accuracy, bias?'
Southern Illinois University	<ul style="list-style-type: none"> • 'All AI-generated content must be rigorously reviewed and fact-checked by a human to ensure accuracy and avoid the dissemination of misinformation'. • 'All AI-generated text must be thoroughly reviewed, edited, and fact-checked by a human before publication'. • 'AI-generated ideas should serve as a starting point for human creativity and strategic thinking'.

Human Oversight and Accountability (cont.)

Institution	Examples
Stanford University	<ul style="list-style-type: none"> • 'AI should be used to augment, not replace, human work'. • 'Humans must take responsibility for the AI tools and systems they use at Stanford'. • 'You are responsible for oversight of any content you produce using AI to ensure that content is accurate, in alignment with institutional values, and in compliance with the policies set forth in this document'. • 'You are personally responsible for conforming to this requirement and this responsibility may not be delegated to another employee'. • 'The author(s), and not the AI, are responsible for reviewing and ensuring the accuracy of any images, content, or research in which an AI was utilized'.
Texas State University	<ul style="list-style-type: none"> • 'AI is a tool to augment human creativity, not replace it'. • 'We are accountable for all work created with AI assistance, and we will ensure it meets brand standards and is free from misinformation and bias'. • 'All content created with AI assistance must be thoroughly reviewed for accuracy'. • 'Do not publish AI-generated content without human review and revision'. • 'Final edits should always be performed by a human to ensure accuracy and alignment with the university's brand guidelines and voice'.
The University of Alabama	<ul style="list-style-type: none"> • 'Do not publish unedited AI-generated material as a standalone finished deliverable'. • 'Do not rely exclusively on AI-generated accessibility features without human review'. • 'Always review AI-generated alt-text, captions, and transcriptions to ensure accuracy and appropriateness for all users'. • 'While AI can assist in creating accessible content, human oversight remains necessary'.
The University of Minnesota	<ul style="list-style-type: none"> • 'At the University of Minnesota, it is not a replacement for our marketing and communications staff but augments the work we do'. • 'Review, verify, and modify all Generative AI-produced content'. • 'AI output should never be your final product'. • 'You are responsible for published content that includes AI-generated material'. • 'AI should be used along with human expertise to ensure code reliability, security, and maintainability'.

Ethical Use

AI-Generated Content Required to Be Accurate, Truthful and Not Misleading; Policies Apply Particular Caution to Visual and Audio Outputs

Institutions consistently address copyright, intellectual property, privacy and misinformation risks. Most explicitly prohibit uploading confidential or sensitive institutional data into generative AI tools. Many include language restricting deceptive practices, such as fabricating testimonials, generating fictional students or altering imagery in misleading ways. Several institutions also address bias, discrimination and political neutrality. The majority of institutions provide clear guidelines, while Iowa State University provides questions for staff members to ask themselves to ensure alignment with the policy. Ethical use trends suggest that ethical guidance should move beyond general statements and include explicit prohibited examples, particularly regarding images, likeness and confidential data.

Institution	Examples
Harvard Business School	<ul style="list-style-type: none">• 'Modifying images and video in ways that preserve the original intent of the image. For example, it's okay to remove a wine glass from someone's hand, but not to change the setting in which the photo was taken'.• 'Generating original images such as illustrations, animations, or data visualizations. However, generating photos of composite people to appear as students or participants is never appropriate'.
Iowa State University	<ul style="list-style-type: none">• 'Does the final product respect copyright?'• 'Does it uphold privacy laws, maintain confidentiality?'• 'Confidential data should not be entered into generative AI tools'.
Southern Illinois University	<ul style="list-style-type: none">• 'We are committed to using generative AI in a manner that respects intellectual property, avoids plagiarism, and upholds ethical standards'.• 'Student Privacy and Consent: We will not use generative AI to create or manipulate images or representations of students without explicit and informed consent'.• 'Generating False or Misleading Information:<ul style="list-style-type: none">- Creating AI-generated content that is factually inaccurate or misleading.- Using AI to generate fake testimonials or endorsements.- Modifying images and video in ways that alter the original intent of the image'.• 'Using AI to generate content that infringes on existing copyrights or intellectual property'.• 'Generating content that is racist, sexist, or otherwise discriminatory'.

Ethical Use (cont.)

Institution	Examples
Stanford University	<ul style="list-style-type: none"> • 'Ensure that your usage of AI complies with intellectual property rights and laws such as copyright, trademark, and trade secrecy protections'. • 'You may not provide any confidential or legally privileged information of Stanford or a third party to generative AI tools'. • 'You may not use an AI to advocate on behalf of Stanford for any political position or political party'. • 'Use of third-party copyrighted or trademarked material or use of a person's likeness without permission in interacting with an AI model may be illegal and could expose Stanford to significant financial liability'. • 'All data used to create new AI applications with university resources should be collected in legal and ethical ways and you should document the provenance of any data you use with these tools'.
Texas State University	<ul style="list-style-type: none"> • 'Do not use AI to edit images, video, or audio in a way that could deceive audiences or misrepresent reality'. • 'Ensure content created with the assistance of AI does not violate copyright laws'. • 'Never enter confidential, sensitive, or proprietary data into AI tools'. • 'AI-generated content can include inaccurate, misleading, or fabricated information. All content created with AI tools should be vigorously fact-checked using reliable sources'.
The University of Alabama	<ul style="list-style-type: none"> • 'As a public research institution, it is essential that the communications and media we produce be authentic, truthful, and serve the public interest'. • 'AI tools should never be used to add, remove, or reposition elements in photographs or videos in ways that distort their factual or historical accuracy'. • 'Never use generative AI tools to create misleading, biased, harmful, or discriminatory content'. • 'Do not input confidential, protected, or sensitive UA information into generative AI tools'.
The University of Minnesota	<ul style="list-style-type: none"> • 'Ensure use of AI complies with University data privacy and information security policies'. • 'No University data should be inputted into a Generative AI engine'. • 'Maintain ethical use of AI across your department or team'. • 'Be mindful of bias in image creation with Generative AI'. • 'AI tools can reflect biases present in discriminatory training data'.

Transparency

Appropriate AI Use Disclosure Is Encouraged Internally; Published Work Disclosure Requirements Vary

All institutions' policies reference transparency, but implementation of disclosure of AI use in final publications varies. Some require public disclosure when AI-generated images or substantial AI assistance is used. Others require disclosure only to editors, supervisors or internal teams. A few policies provide standard disclaimer language for external publication. Many institutions distinguish between AI-assisted drafting and fully AI-generated content when determining disclosure expectations. There is no uniform standard across institutions, indicating that transparency remains an evolving area. However, a consistent expectation exists that AI use should not be concealed in contexts where audiences could reasonably assume content is fully human-created. Overall, this suggests the need to clearly define when disclosure is required, to whom it applies and whether requirements differ by medium or level of AI involvement.

Institution	Examples
Harvard Business School	<ul style="list-style-type: none"> 'Original images (e.g. illustrations, data visualizations) generated with AI must be identified as such by placing the following tag in the lower right corner of the image: Created using AI'. 'Images that are modified, edited, or enhanced (e.g. sharpened, color-corrected) do not require a tag'. 'Since drafts of articles, social posts, transcripts, and other written content will be edited and fact-checked by people, they also do not require a tag'.
Iowa State University	<ul style="list-style-type: none"> 'Does the piece attribute original creators, including AI where relevant?' 'Some social media platforms require a label or transparency statement. For META platforms, check the box "Label as Made with AI" before posting. For other platforms, the following statement may be used: "A portion of this work was supported by AI technology tools, with content vetting and refinement from subject-matter experts or editors."'.
Southern Illinois University	<ul style="list-style-type: none"> 'When generative AI is used, it should be done in a way that is clear and transparent to the audience'. 'A written disclaimer identifying the work as generative AI is required where applicable'. 'Original images (e.g., illustrations, data visualizations) generated with AI must be identified as such by placing the following tag in the lower right corner of the image: "Created using AI."'.
Stanford University	<ul style="list-style-type: none"> 'You should credit/indicate the model that created the image in any photo credit line'. Final drafts may not necessarily need to note AI use, however: <ul style="list-style-type: none"> 'You are responsible for...disclosing the presence of an AI in the drafting and/or research process to the relevant editor'. 'The author must disclose the use of an AI to the receiving editors in University Communications'.
Texas State University	<ul style="list-style-type: none"> 'We will be open with co-workers about how and when we use AI tools'.

Transparency (cont.)

Institution	Examples
<p>The University of Alabama</p>	<ul style="list-style-type: none"> • 'Clearly disclose the use of AI-generated content when published. Transparency is required when using AI-generated materials. Any published content generated or substantially influenced by AI should include an explicit disclosure, clearly visible to the audience'. • 'Example Disclaimer: <div data-bbox="761 512 1325 827" data-label="Image"> </div> <ul style="list-style-type: none"> - Disclaimer: Generative AI tools were used to create this image'.
<p>The University of Minnesota</p>	<ul style="list-style-type: none"> • 'Be transparent in your use of AI'. • 'Before using a program that requires recording voices or faces for a meeting or presentation, disclose your intended use to participants so they can make an informed choice about their likeness becoming part of AI data'. • 'Because of the nature of AI, the work must be cited'

Brand Integrity

AI Use Must Align with Institutional Values, Voice and Messaging Standards

AI policies for marketing should explicitly reference brand governance and include clear restrictions on logo re-creation, landmark depiction and institutional identifiers, as brand protection is a dominant concern in marketing-specific AI policies. Institutions consistently require that AI-assisted content align with institutional voice, values and messaging standards. Many explicitly prohibit re-creating logos, mascots or official marks using AI tools. Several institutions also prohibit generating fictional campus imagery, altering landmarks or misrepresenting institutional spaces.

Institution	Examples
Harvard Business School	<ul style="list-style-type: none"> 'These guidelines are intended to set boundaries on the sanctioned uses of AI in our marketing activities'. 'To ensure the authenticity of the content we produce, it is important to be transparent about the use of AI'.
Iowa State University	<ul style="list-style-type: none"> 'Does it align with brand values, ethos and ethical standards?' 'Use of generative AI must align with the university's mission, vision and values and comply with all state and federal laws and institutional regulations and requirements'. 'As Iowa State marketing and communication professionals, we must use these tools responsibly and in compliance with existing university policy and brand marketing guidelines to maintain the trust of our students, faculty, staff, alumni and other stakeholders'. 'Use of generative AI tools must comply with existing Iowa State policies'.
Southern Illinois University	<ul style="list-style-type: none"> 'All marketing materials should accurately reflect the institution's values, culture, and student experience'. 'We prioritize genuine content created by or featuring real members of our community'. 'The final content must align with the institution's brand voice and messaging'.
Stanford University	<ul style="list-style-type: none"> 'AI systems should be built and/or procured to support Stanford's mission and values'.
Texas State University	<ul style="list-style-type: none"> 'Ensure all content created with AI assistance reflects TXST's voice'. 'Do not use AI tools to re-create or modify university logos or marks'. 'AI should never be used to violate existing university policies'.
The University of Alabama	<ul style="list-style-type: none"> 'Use of AI technologies should enhance brand storytelling and visual identity, not alter it'. 'No AI-generated material should be published as representative of a real UA place, person, or thing'. 'Never use AI-generated content in contexts that imply it is an accurate or authoritative representation of specific individuals, buildings, campus landmarks, historical moments, or university-endorsed activities'. 'Never use AI tools to reproduce, alter, or mimic official University logos, wordmarks, identifiers, or mascots'.
The University of Minnesota	<ul style="list-style-type: none"> 'Remember to review the output and edit content to align with the University's editorial style'. 'Generative AI should not be used to produce or modify any University trademarks, mascots, or otherwise without explicit permission from University Marketing Communications'. 'At this time, we advise AI should not be used in the creation of institution-specific content (e.g. leadership messaging)'.



Appendix

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- Research Overview
 - Project Sources
 - Full Policy Examples

Research Methodology

Research Overview

EAB completed a responsive research report to inform the development of a policy for the use of AI in institutional marketing and communications.

This research reviewed AI-specific and broader marketing and communications policies across institutions in Australia and the United States to identify common governance approaches, guidelines, approval processes, disclosure practices and ethical considerations.

Findings were synthesised to surface key themes and policy considerations.

Project Sources

Researchers consulted the following sources for this report:

- Federation University Australia. Artificial Intelligence Guidelines. https://policy.federation.edu.au/corporate_governance/procedures/artificialintelligence/.
- Harvard Business School. Marketing AI Guidelines. <https://www.hbs.edu/about/campus-and-culture/policies/marketing-ai-guidelines>.
- Iowa State University. AI Guidance for Communications and Marketing Professionals. <https://marcom.iastate.edu/ai-guidance-communications-and-marketing-professionals>.
- Southern Illinois University. AI Policy. <https://ucomm.siu.edu/marketing-support/ai-policy.php>.
- Stanford University. AI Guidelines for Marketing and Communications. <https://ucomm.stanford.edu/policies-and-guidance/ai-guidelines-marketing-and-communications>.
- Swinburne University of Technology. Artificial Intelligence Guidelines. <https://www.swinburne.edu.au/about/policies-regulations/artificial-intelligence-guidelines/>.
- Texas State University. AI Guidelines. <https://brand.txst.edu/resources/ai-guidelines>.
- University of Alabama, The. AI Guidelines. <https://stratcomm.ua.edu/ai-guidelines>.
- University of Minnesota, The. Guidance on the Use of Generative Artificial Intelligence (AI). <https://umarcomm.umn.edu/resources/guidance-use-generative-artificial-intelligence-ai>.
- Western Sydney University. Use of Artificial Intelligence Policy. <https://policies.westernsydney.edu.au/document/view.current.php?id=386>.

AI-assisted content reviewed and finalised by EAB researchers.

Policy Examples

Iowa State University

[*AI Guidance for Communications and Marketing Professionals*](#)

AI Checklist

If you can answer YES to all of these questions, you successfully followed AI guidelines:

- Did AI assist rather than create?
- Did a human review for accuracy, bias?
- Does the final product respect copyright?
- Does the piece attribute original creators, including AI where relevant?
- Does it align with brand values, ethos and ethical standards?
- Does it uphold privacy laws, maintain confidentiality?
- Does it uphold campus and university policy and guidance?

Generative artificial intelligence (AI) is an integral part of the present and future at Iowa State University. While there are several tools that can assist with daily tasks and improve efficiency, AI should never replace human creativity and judgment.

As Iowa State marketing and communication professionals, we must use these tools responsibly and in compliance with existing university policy and brand marketing guidelines to maintain the trust of our students, faculty, staff, alumni and other stakeholders.

This document is intended to provide guidance for those who choose to use AI tools to assist with written content, video, audio, graphic design and social media. The guidance also includes an AI checklist and examples of acceptable and unacceptable uses.

Please note: This is a living document and will be updated as the world of AI evolves.

Key points for all AI use

- Marketing and communications materials cannot be created solely by generative AI
- Use of generative AI tools must comply with existing Iowa State policies (links below)
- Human review is required for all content produced with AI assistance
- Confidential data should not be entered into generative AI tools

Copyright considerations

Before using AI to assist with Iowa State communication and marketing materials, it is important to consider how the use of AI may impact copyright protection and ownership. Copyright law and its application to AI-generated content is still developing. The **U.S. Copyright Office has published reports < <https://www.copyright.gov/ai/>>** to address copyright issue for work incorporating AI-generated material.

Communication and marketing professionals are responsible for the content they create, including content generated using AI, and should review all content, prior to publishing, to determine if it meets the intended needs and aligns with Iowa State guidance. To ensure the authenticity of all Iowa State University communication and marketing content, AI tools should only be used to assist with content generation and editing.

Use of generative AI must align with the university's mission, vision and values and comply with all state and federal laws and institutional regulations and requirements, including Iowa State's **acceptable use of information technology resources < <https://www.policy.iastate.edu/ITacceptableuse/>**, **IT security < <https://www.policy.iastate.edu/policy/it/security/>**, **data classification < <https://www.policy.iastate.edu/policy/dataclassification/>** and **research data policies < <https://www.policy.iastate.edu/policy/researchdata/>**.

Transparency

Iowa State marketing and communications content created solely using generative AI is unacceptable. If you feel a transparency statement is needed for content generated with AI assistance, please email [**commscabinet@iastate.edu**](mailto:commscabinet@iastate.edu).

Some social media platforms require a label or transparency statement. For META platforms, check the box “Label as Made with AI” before posting. For other platforms, the following statement may be used:

A portion of this work was supported by AI technology tools, with content vetting and refinement from subject-matter experts or editors.

Generative AI tools

A list of ISU-supported AI products is available on the [**Generative Artificial Intelligence website < https://www.it.iastate.edu/projects/generative-artificial-intelligence >**](https://www.it.iastate.edu/projects/generative-artificial-intelligence). The list includes tools currently available at the enterprise level for ISU faculty, staff and students. Each tool offers functionalities to support creativity, productivity and collaboration across various platforms, and ensures integration with ISU systems and compliance with privacy and accessibility standards.

If you have questions about other AI tools, email [**aifeedback@iastate.edu**](mailto:aifeedback@iastate.edu).

Communication and marketing tools enhanced by AI

Artificial intelligence is integrated into many of the tools we use in our daily work. For example, University Marketing and Communications uses Cision for media tracking and build reporter lists for media pitching. Cision recently integrated AI into both functions. Other examples may include products and services that generate content calendars, develop media plans, provide virtual meeting summaries or suggest responses/text in Outlook or Word.

In general, this guidance does not apply to tools used for aspects of our work that are unrelated to content generation (content-specific examples are listed below). However, use caution with these products to ensure you comply with university policies outlined above.

Content-specific guidance and examples

The following guidance includes acceptable and unacceptable uses for generative AI specific to content areas.

Written content – print and web

Social media

Photography and graphics

Video

Audio

SECTION 1 - PURPOSE AND CONTEXT

- (1) This policy guides the responsible and ethical use of artificial intelligence (AI) and generative AI tools at the University for the purposes of learning, teaching, assessment, research and administrative functions to benefit students, staff and society.
- (2) The policy applies to all students and staff (including casuals, conjoint, adjuncts and other categories of University staff appointments).
- (3) This policy should be read in conjunction with [Acceptable Use of Digital Services Policy](#), [Assessment Policy](#), [Copyright Policy](#), [Intellectual Property Policy](#), [Learning Technologies Policy](#), [Privacy Policy](#), [Responsible Conduct of Research Policy](#), [Western Sydney University Act 1997 \(NSW\)](#) and [Workplace Surveillance Policy](#).

SECTION 2 - DEFINITIONS

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- (4) For the purposes of this policy definitions that apply can be found in the [Policy DDS Glossary](#), in addition to the following:
 - a. Artificial Intelligence (AI) means “intelligent technology, programs and the use of advanced computing Algorithms that can augment decision-making by identifying meaningful patterns in data” ([NSW AI Assurance Framework](#) definition).
 - b. Generative Artificial Intelligence (Gen AI) is a wide-ranging term that refers to any form of artificial intelligence capable of generating new content, including text, images, video, audio, or code. (from the [New South Wales Government's Generative AI: Basic Guidance](#)).
 - c. Algorithm means a series or finite set of instructions built into computer software or systems carried out in a specific order to solve a defined problem or automate decision-making. Algorithms may use AI to produce improved outcomes.

SECTION 3 - POLICY STATEMENT

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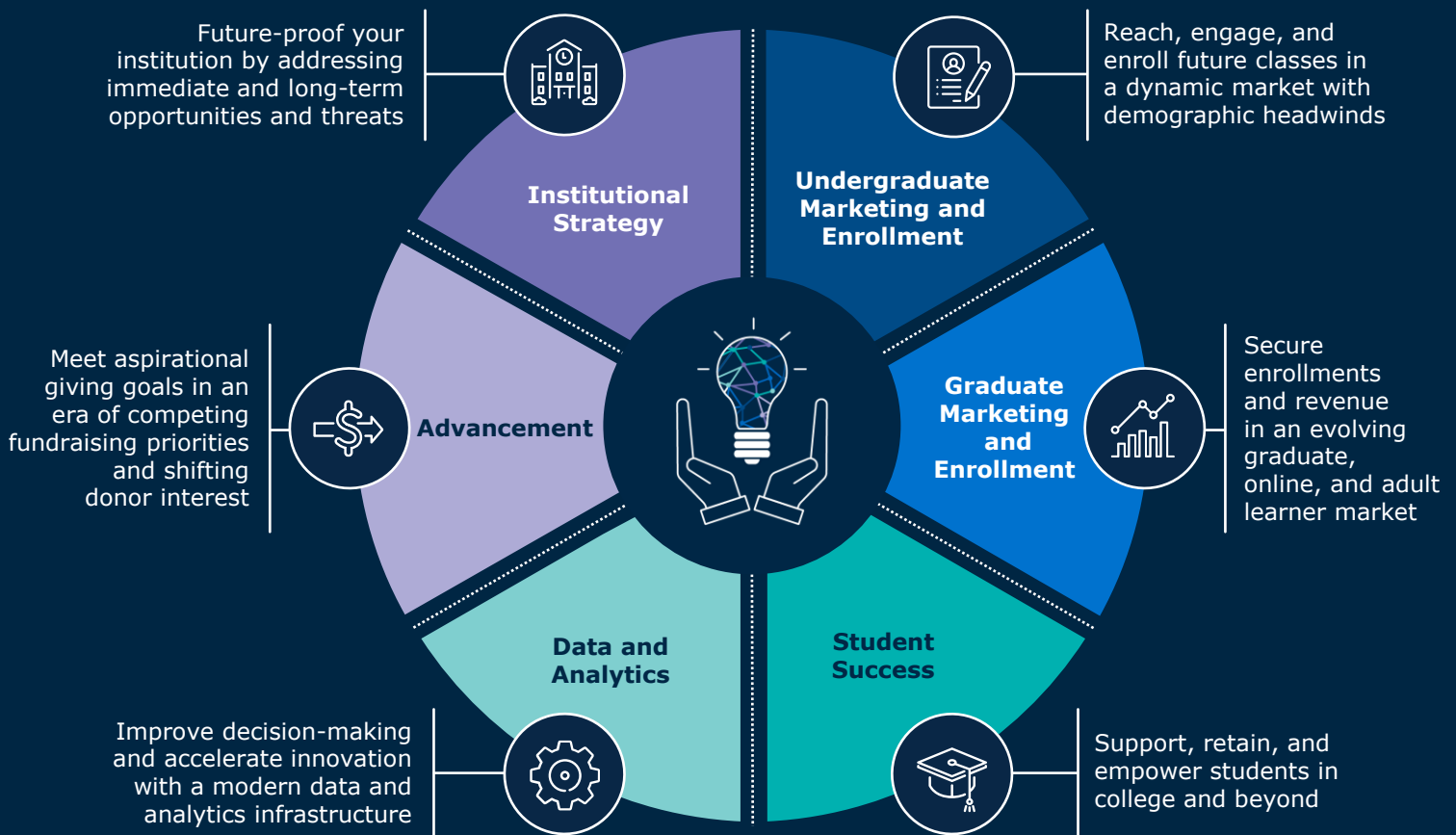
- (5) The University is committed to the following regarding excellence and integrity:
 - a. maintaining its commitment to excellence and integrity in learning, teaching, assessment, research and administrative functions as the applications of AI in university settings evolve.
 - b. communicating clear guidance to our students and our staff covering expectations around the use of AI technologies in different settings and being explicit where rules or requirements differ according to discipline or role.
- (6) The University is committed to the following regarding innovation:
 - a. recognising the potential offered by AI for innovation and enhancement in both education and research, as well as in our ways of working.
 - b. exploring how to best leverage the benefits of AI in line with our commitments to delivering high quality research and teaching and agile ways of working.
- (7) The University is committed to the following regarding capacity building:
 - a. encouraging exploration and innovation in AI technologies and ensuring that our current and future students, HDR candidates and staff have the support they need to become AI fluent.
 - b. producing graduates with the knowledge and skills to operate effectively and ethically in an AI informed world.
 - c. fostering a culture of continuous learning and adaptation, encouraging its community to stay informed about AI advancements and good practice.

Western Sydney University (continued)

[Use of Artificial Intelligence Policy](#)

- (8) The University is committed to the following regarding collaboration and openness:
- encouraging multi-disciplinary collaboration between internal and external AI experts, staff, industry partners and accrediting bodies to ensure a holistic approach to AI integration within the overall Western Sydney University experience.
 - involving stakeholders, including students, staff, industry members, technology providers and the wider community, in ongoing discussions about the uses of AI at the University and collaborate with others across the higher education sector to build our critical understanding of the wider implications of AI for society and culture.
- (9) The University is committed to the following regarding ethical considerations:
- ethical AI practices, ensuring that AI systems and processes adhere to principles of equity, fairness, transparency, accountability, and inclusion.
 - establishing clear guidance for the responsible use of AI, addressing equity of access, privacy and confidentiality concerns, potential bias and discrimination, and the impact on user groups and populations with diverse abilities and needs.
- (10) The University is committed to the following regarding transparency and explain-ability:
- expecting transparency in all AI systems deployed within the University, making sure that the decision-making processes of those AI models are understandable, explainable and do not disadvantage students or staff
 - seeking the highest standards of accuracy within how different AI systems operate while openly acknowledging the limitations of those systems
 - providing clear communication to University stakeholders about how AI operates, how AI is being used and the implications of its application at Western Sydney University.
- (11) The University is committed to the following regarding data privacy and security:
- commencing with 'Security by design', emphasising the importance of protecting sensitive data and protecting the personal information of individuals
 - educating system users to ensure they understand the risks and the requirements of different AI applications deployed in the University
 - implementing robust security measures to safeguard and monitor AI systems, striving to prevent unauthorised access and only using data in ways that are consistent with our commitments to cybersecurity, privacy, and safety.
- (12) The University is committed to the following regarding accountability and governance:
- establishing clearly defined roles and responsibilities for the development, maintenance, deployment, and monitoring of AI systems
 - adopting governance structures that ensure accountability and oversight in AI-related decision-making processes
 - establishing mechanisms for regularly reviewing and updating AI policies and practices in response to technological developments and emerging ethical considerations, including modern slavery
 - maintaining clear processes for reporting concerns and incidents related to AI use within the University.
- (13) The University is committed to the following regarding risk management:
- acknowledging that AI brings both benefits and risks
 - leveraging our risk assessment procedures to identify and mitigate potential risks associated with AI deployment and utilisation
 - maintaining alignment with appropriate international standards for managing AI-specific risks.
- (14) The University is committed to the following regarding sustainability:
- assessing the environmental impact of AI as part of maintaining our critical engagement with AI as a technology and striving to use AI in ways that are aligned with the University's commitment to sustainability.

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