

AI Policy

PURPOSE

This policy outlines Concordia University, Nebraska's guidelines for the ethical and strategic use of generative artificial intelligence (AI) in developing marketing and communications materials. It ensures all content upholds Concordia Nebraska's mission and reflects our commitment to quality, authenticity and integrity.

SCOPE

This policy applies to staff, faculty and contractors who utilize AI technologies to produce or enhance marketing-related content for Concordia University, Nebraska, including but not limited to written marketing copy, visual design, social media, email campaigns, webpages and advertisements. This policy does not apply to the use of AI for creating or assisting with personalized one-on-one communications (e.g., individual emails or messages not intended for external distribution).

ALIGNMENT WITH CONCORDIA NEBRASKA VALUES & SENSITIVE INFORMATION POLICY

All AI-generated content must reflect Concordia Nebraska's brand voice and align with Concordia Nebraska's mission and values communicated in the Faculty, Adjunct and Staff Handbooks, as well as the [Logo Usage Guidelines](#), [Brand Elements](#) and [Editorial Standards](#) documents.

Secondly, AI users must meet all Concordia University, Nebraska standards to protect sensitive information and data, found in the Faculty, Adjunct and Staff Handbooks.

TEXT-BASED MARKETING CONTENT GENERATION

Generative AI can support idea generation, drafts and repetitive tasks. However, it cannot reliably ensure factual accuracy, uphold brand voice or eliminate bias. To mitigate these risks:

- Use quality prompts and refine them iteratively
- Review all output for accuracy, tone, clarity and bias
- Edit content thoroughly before publishing
- Have another individual review the final product

IMAGE-BASED CONTENT GENERATION

Concordia University, Nebraska logos (including primary logos, athletic logos, Concordia Seal and academic lockups) and photos or illustrations of the Bulldog Mascot may never be fed into generative AI tools for adaptation. Contact Marketing and Communications Office for logo needs.

Use generative AI images only when existing Concordia Nebraska photography or royalty-free stock images are unavailable. Students (prospective and current) value authenticity highly, meaning real photos of students and campus are most effective. Marketing and Communications has a vast library of available images at photos.cune.edu and staff photographers who can help produce needed photography. (See [Event Photography Request form](#).) Secondly, quality AI image creation takes a high level of skill and time that is beyond the scope of most people attempting it. This makes it more likely that the AI-generated image will be easy to spot and negatively impact the Concordia Nebraska brand.

If a photo or image is needed and cannot be obtained from the university, the next alternative should be royalty-free stock photography. There are several reputable sites for both free and paid images.

AI may not be used to generate photorealistic images that may be interpreted to be Concordia Nebraska students, faculty and staff or campus scenery.

You may NEVER use AI tools to create content that impersonates people or places. This includes editing a real photo of an individual to place them in a different setting than the one the photo was taken in. (AI-based photo editing tools may be used to make minor edits to photos in the normal course of editing raw photos for export.)

If using AI to create images, Concordia Nebraska recommends Adobe Firefly, Shutterstock or Tess. These tools are trained on licensed or public domain content—Firefly uses Adobe's stock database, while Shutterstock and Tess pay royalties to contributing artists—reducing the risk of copyright infringement. Other tools may use unlicensed data, raising unresolved legal and ethical concerns.

AI-generated images used in any externally viewed materials must be approved by Marketing and Communications and cited appropriately (see below).

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VIDEO OR AUDIO-BASED CONTENT GENERATION

In addition to the guidelines for images, the following rules apply to video and audio content:

Human voice-over and other audio content is preferred to AI generated content whenever possible.

AI may be used to create voice-over audio content, provided the audio does not impersonate or represent any identifiable individual, including Concordia Nebraska students, faculty or staff. When using AI in this capacity, please provide appropriate credit and cite the tool used.

AI may not be used to create misleading content, generate deepfakes or imitate real individuals without their consent.

LANGUAGE TRANSLATION

Language translation tools can be a valuable resource. We encourage the use of quality tools to aid in making marketing materials available to a larger audience. A good AI translation option is [DeepL.com](https://www.deepl.com), which provides several free tool options and additional features with paid accounts.

If your materials are being distributed to a broad audience, the best practice is to have a native-language speaker review the content and edit as needed. If that option is not viable, or the material is being made available to a limited audience, it is acceptable to cite "Translated with [AI tool name]."

CITING AI

As an academic institution, transparency is crucial for maintaining trust. Standards for citing AI in marketing work (and in scholarly work) are likely to change over the next several years. Here is a place to start for citing AI use in marketing:

- Drafts of articles, social posts and other written content that meet the human interaction standards above do not require credit.
- Original images that undergo light editing or modification using AI tools do not require an AI credit.
- Illustrations and other images generated with AI must include a photo or design credit. Examples: Created using [AI tool name] OR Image credit: [AI tool name]