**[ORGANIZATION] AI Policy Template**

**Disclaimer:** This template is provided as a model based on our own internal AI policy used by the TAP team. It is not a legal document and is not intended to be an exhaustive guide to team AI use. Please check with the appropriate people and/or departments as needed before implementing in your own organization.

**PHILOSPHY:** Artificial Intelligence is increasingly shaping the way work gets done. It is a tool at our disposal to save time, create and innovate, automate and more. It is not a sentient being nor does it replace human thoughts, emotions or opinions. We use artificial intelligence carefully as a tool to empower us to do our best work, generate creative ideas and reduce time-consuming tasks. We choose what tasks we give to AI, knowing that each choice we make shapes the future of how AI is used in our team and in our industry.

**AI Usage**

AI-generated content should be treated as part of the creative process, not a final product. AI cannot replace your unique creativity and critical thinking skills.

* Any project or task using AI must start with human-drafted content, bullet points or reference materials.
* All AI-generated content should be checked and edited for accuracy, consistency, style and tone.
* Editing can be done either by a person or collaboratively with AI.
* Any project or task using AI must be proofread by a person, ideally someone who was not part of the drafting process. Everything we put out in the world must have a human touch.
* If AI-generated content includes sources, citations, statistics, dates, etc., you must independently verify their accuracy.

**Tools**

[ORGANIZATION] primarily utilizes [MAIN AI TOOLS] for our AI use.

[ORGANIZATION] team members are allowed to – and encouraged – to explore other AI tool options that best fit the task at hand. If a subscription is required, you may start with a free trial. Paid subscriptions are managed on a company-wide basis.

Places to find AI tools:

* <https://supertools.therundown.ai/>
* <https://theresanaiforthat.com/>

**Use Cases**

Below are examples of cases where you can use AI to enhance your work.

* Creating the first draft of a blog based on bullet points or notes.
* Generating a title, intro or conclusion for a blog you wrote
* Drafting sections of an email newsletter based on bullet points or notes
* Generating email subject lines based on newsletter content
* Drafting social media captions based on a webpage, blog or bullet points
* Generating additional headlines and descriptions for Meta and Google ads based on a landing page
* Analyzing survey results
* Summarizing an article
* Generating content and marketing ideas based on specific parameters
* Writing the first draft of a pitch or press release based on bullet points, notes or a webpage
* Generating images for proposals or story boards
* Editing images
* Generating infographics

*AI should not be used in the following cases:*

* Writing a final draft of any marketing materials
* Analyzing client data, sensitive or proprietary information without a paid subscription that guarantees data protection
* Analyzing consumer data that is not aggregated or protected in some way (i.e. unhashed mobile IDs)

*Proprietary Information*

Proprietary information and/or consumer data should never be inputted into a free AI service that may use the data for learning purposes.

**Vendor Policy**

When working with vendors, ask them the following questions about their AI use:

* What AI tools are they using?
* What kinds of tasks do they use AI to do?
* What is their prompt strategy?
* How much do they edit the content they generate AI?

**Disclosure**

We are always honest about our AI usage and policy. If asked, explain that we use AI as a tool to boost creativity and productivity and that all content generated with AI is thoroughly reviewed and edited by a member of our team.

**Prompt Strategies**

Prompting strategies are key to getting the output you want from an AI tool. Essentially, we can “teach” AI how we do tourism marketing and incorporate the tool into our regular processes.

*Originating prompt*

When writing a prompt for an AI, use as much detail as possible. Giving details will ensure the content generated will be relevant and accurate. Also make sure to allot yourself some time to learn how to work with the AI tool.

*Prompt Framework*

* **Set the scene:** Tell AI who it is acting as
* **What:** The topic/goal of your prompt
* **Who:** Target audience
* **Details:** Provide as many details as you can to guide AI's response
* **Instructions:** Provide instructions on tone, voice, length, style, etc.
* **Resources:** Provide links or documents for AI to reference

*Machine learning*

Most AI tools can learn a certain task or style. You can create documents and give the AI tool access to them with references like style guides, strategic plans and other templates or resources available. For example, you could teach an AI tool, in one chat, to write social media content. You can give the tool past posts, analytics data on the post performance and any style guides you have.

AI is also very good at learning collaboratively in the moment. If the content generated by an AI isn’t exactly what you are looking for, follow up with more direction such as:

* Make the content longer/shorter
* Could you summarize that in 3 sentences?
* Direct the content to a different audience
* Make the content more lighthearted/serious
* Include a section on \_\_\_\_\_\_\_
* Remove anything that talks about\_\_\_\_\_\_\_
* Expand on\_\_\_\_\_\_\_
* Give me 5 more ideas (or any number you would like)
* Give me more variations (AI will pick the number of variations)
* I like “this word/phrase” but not “this word/phrase” what are some alternatives?
* What are other ways to say “word/phrase”?
* Make it flow better