AI Use Quick Reference Sheet

What We Allow / What We Don't Allow for Visit Canton Staff, Vendors, Agencies, Creators, Influencers, and Partner Content

AI Use Is Allowed When It Supports Quality, Efficiency, and Creativity — With Human Oversight.

✅ WHAT WE ALLOW

What You *Can* Use AI for, as long as the output is reviewed and verified by a human before submission:

- Drafting social posts, blogs, emails, and outlines
- Brainstorming ideas and campaign concepts
- Summarizing content or creating templates
- Analyzing publicly available data
- Drafting internal memos or checklists
- AI-assisted notetaking for meetings

❌ WHAT WE *DO NOT* ALLOW

1. **Misleading or Fabricated Content**
   - AI-generated video, images and other synthetic media to represent Stark County
   - AI-created likeness of real people without consent and disclosure
   - AI-modified video, images, or content that is non-representative of reality
2. **Unverified or Inaccurate Information**
   - Producing fake reviews, testimonials, or endorsements
   - Publishing AI-generated facts, hours, pricing, or data without verification
   - Creating guides, maps, or itineraries with unconfirmed details
3. **Unauthorized Use of Data**
   - Uploading confidential, proprietary, or sensitive information, including Visit Canton documents, data, and files
   - Using AI tools that store or train on inputs without permission

4. **Intellectual Property Violations**
   - AI mimicking or recreating copyrighted imagery or brand styles
   - Using unlicensed AI outputs in commercial materials
   - Generating photorealistic content that could be mistaken for authentic photography
5. **Bias, Harm, or Cultural Insensitivity**
   - AI outputs that reinforce stereotypes, portray historical inaccuracies, or amplify harmful assumptions
6. **Relying on AI without Human Review**
   - Human oversight is required for every AI-generated output
   - All content must be checked for accuracy, tone, and brand alignment

---

📷 AI-GENERATED IMAGES

1. May not be used in any public marketing materials unless explicitly pre-approved.
2. Must be clearly labeled AI-generated.
3. Must comply with brand and ethical standards.

👍 BEST PRACTICES FOR AI USE

✔ Always disclose when AI meaningfully contributes to deliverables
✔ Review content for accuracy, verifying all facts manually
✔ Review content for brand alignment
✔ Ensure inclusivity, authenticity, and community representation
✔ Use only approved tools
✔ Cite sources for any data or research

📩 Questions or Approvals

If you are seeking approval or suspect AI is being used improperly, notify the applicable manager and/or executive leadership.