

## **NNA – Guidance on the use of AI**

We are interested in how AI tools could support our efforts to support Neonatal Nurses. From speeding up tasks like transcribing audio to sparking ideas for project planning, we can see lots of opportunities for how these tools can support our work.

Though, it is important that we acknowledge the risks when using generative AI tools and that we use them properly. Upholding factual accuracy, observing ethical usage and investing in our skills are all key and especially relevant for a professional membership organisation promoting excellence.

This guidance document is to support our team in using generative AI tools safely, ethically and effectively.

### **We may use text generator tools to help us research a topic**

Generative AI tools like ChatGPT are capable of processing vast amounts of information to quickly produce an easy-to-understand summary of a complex topic. This can help us work faster and understand new ideas.

For example, if we are writing a business plan around legacy fundraising we could ask ChatGPT to summarise the key considerations in bullet points and use the answer generated as a starting point for the document. We may use these tools in a similar way to how we use search engines for researching topics and will always carefully fact-check before sharing.

### **We may use text generators to spark inspiration**

The ability of generative AI tools to analyse huge datasets can also be used to help spark creative inspiration. This can help us if we're short of time.

For example, if we are looking for ideas around how to engage members on Instagram, we could ask ChatGPT for suggestions based on recent popular content. They could then pick the best ideas from ChatGPT's response and adapt them. We may use these tools in a similar way to how we ask a colleague for an idea on how to approach a creative task.

### **We do not share any content that has been written 100% by text generators**

We will be critical and responsible users of generative AI tools – and that means not sharing anything written completely by ChatGPT and being aware of the many reasons why we shouldn't.

Firstly, the style and tone of content produced by generative AI is not appropriate for our audiences in its unedited form. We always need to apply our brand and tone of voice to all content. We also want to ensure the content is full and relevant for our audience.

Second, generative AI tools do not produce neutral answers because the information sources they are drawing from have all been created by humans and contain our biases and stereotypes. These tools also often create content that contains errors and 'hallucinations'. It is imperative that we only share unbiased and factual content.

Thirdly, the risk of plagiarism is high when using something completely from an AI content generator, and these tools are often opaque about their original sources and who owns the output. It is essential that our outputs are original and do not plagiarise.

For all of these reasons, we will not share anything internally, or externally that is 100% produced by generative AI, including press releases, articles, social media posts, blog posts, internal emails, project plans or other written content. We will always apply our tone of voice, fact-check responses, and re-write in our own words.

The one exception to this is if we are publishing something about AI and would like to demonstrate what AI can do, and we will always make that clear to audiences.

### **Using AI photo editor tools and image generator tools like DALL-E and Midjourney**

#### **We may use image tools to correct and make minor edits**

Image editing with AI tools can speed up work. We may use these tools to make minor changes to a photo to make it more usable without changing the subject matter or original essence.

For example, we need a photo in a landscape ratio but only have one in a portrait ratio, we could use Photoshop's inbuilt AI tools to extend the background of the photo to create an image with the correct dimensions for the website.

#### **We would use image editing tools ethically**

We would not use any image editing tools to change the essence of any original images on our website, social media, or anywhere else. For example, we would not change the expressions, appearance, ethnicity or any other core features of those captured in our photography.

Where we can use AI image editing tools for corrections and minor edits, we would work with the original photographer or designer so they are aware.

#### **We do not share any images that have been created from scratch by image generators**

Just like not share any text created completely by text generator tools, we will also not share any images created 100% by image generator tools like DALL-E and Midjourney.

The only situation where we would use an AI generated image would be if we were publishing a news story on AI and wanted to show what AI can produce, and we will always make that clear to audiences.

### **Using AI audio and video tools like Adobe Podcast, Descript and Pictory**

#### **We may use audio and video tools to remove distractions for audiences**

Just like image tools and text generators, AI audio and video tools can also help us save time with creative projects. For example, we could save hours of editing time by using audio clean-up tools to remove unwanted background noise or using video clean-up apps to remove distractions in shots in seconds.

#### **We do not use voice clone generators or create deepfake videos**

We do not use AI tools to recreate the voice or appearance of anyone, as there are major ethical implications and risks attached to this.

#### **Managing privacy risks and being transparent**

##### **We do not input any sensitive, private or embargoed information**

Text generators allow users to paste in articles or data and build a prompt around them, such as 'write a social media post about this article' or 'analyse this data and tell me about the trends'.

However, there are risks to privacy and intellectual property associated with the information we enter into these tools. The Terms of Use in many AI tools are not clear on how the inputs are stored or may be accessed in the future.

We must only input information that is already in the public domain.

We will not input any confidential or restricted data, in the same way that we do not share this on social media, in an external email, or discuss in public.

For example, if we were working on an embargoed story about a new scholarship and we wanted to get some inspiration for the copy, there are only a few ways they could use AI tools. We could not paste their draft copy or web link into ChatGPT in advance of the embargo lifting, or paste in raw financial data, or type in text that included the unpublished names of members who receive the scholarship.

**We always share with each other how we're using AI tools in our daily work**

When we use any generative AI tool, we will discuss this as a team. We will add a standard AI tools item our regular meetings, to foster a culture of trust, transparency and learning.

**We will create a training guide and invest in our teams**

Our team is made up of skilled individuals who want to use these tools to support – not replace – their creativity and expertise.

We will create a list of approved tools our teams can use, and create an internal training guide on SharePoint with examples to help new team members understand how we can and can't use these tools. We will implement training recommendations for our team on writing prompts and fact-checking.

This has been adapted from the University of Cambridge Guidance.