MUSIC TEACHERS NATIONAL ASSOCIATION

Guidelines for Generative AI in MTNA Affiliate Marketing

Introduction

Generative AI technology is evolving at a rapid pace. As an organization that relies on the dedication of affiliates to assist in the communication and promotion of its mission, values, and programming, Music Teachers National Association (MTNA) recognizes the prevalence and usage of generative AI by its volunteers. In order to uphold the legacy, integrity, and brand of MTNA, there must be parameters to using generative AI tools and platforms in marketing.

Purpose and Scope of Policy

This policy is intended to give an overview of generative AI in marketing and to outline its appropriate usage by MTNA-affiliated organizations. The scope of this policy applies to all affiliates of MTNA, including at the collegiate, local, state, and virtual levels, and their leadership and volunteers.

Definitions

- **Generative Artificial Intelligence/Generative AI/GenAI**: A category of machine learning models trained on large volumes of data to generate text, image, video, audio, or other forms of content in response to a prompt. AI is not one singular platform, rather a feature of many digital programs, websites, and tools. Common AI systems are ChatGPT, Claude, and Gemini; commonly used programs like Canva and Adobe offer AI features.

- **Marketing**: The act or process of selling or promoting products and services to customers. Common marketing tactics include email newsletters, social media, event flyers, and membership postcards.

Values of MTNA Marketing

- Empowerment of all members and music teaching professionals
- Mission, vision, and brand alignment
- Integrity, authenticity, and creativity
- Community engagement
- Advancement and celebration of the music teaching profession

Advantages of Generative AI in Marketing

Generative AI may be beneficial in automating workflows, organizing ideas, and accelerating content production. For small organizations in particular, GenAI platforms can help ideate, create, and review content for marketing campaigns such as email newsletters, social media posts, press releases, etc., that would be otherwise untenable due to lack of personnel, capacity, or expertise.

As it pertains to MTNA and its affiliates, using generative AI in marketing may expedite the promotion of an event, increase the volume of desired content, create a content calendar, assist in writing social media captions, provide list of potential contacts for publicity, and more.

Limitations of Generative AI in Marketing

Because generative AI tools are trained on information to predict the next probable word, sound, or pixel in a pattern, rather than pulling from a factual database, outputs can include hallucinations (generating a response or content that is incorrect, misleading, or nonsensical yet is presented with confidence) and biased responses (reflecting and reinforcing societal inequities). Responses may also pull from outdated information and stolen intellectual property, leading to copyright infringement.

As applicable to MTNA and its affiliates, using generative AI in marketing may result in inaccurately rendered images (e.g., instruments with incorrect parts), nonfactual details (e.g., wrong conference dates, made-up lineups), or biased content (e.g., racially homogeneous groupings).

Best Practices for Affiliates Using Generative AI in Marketing

The following are current best practices for utilizing generative AI technology in marketing:

- **Have a human-first mindset**—Ideas, texts, and images should run through a person or group of people before anything is entered into a platform.
- **Fact-check and proofread**—Always review, edit, and confirm generated content with other sources to ensure proper grammar and language and correct, data-backed information.
- **Pay close attention to generated images** of instruments, as the technology may hallucinate incorrect details like hand positioning, number of strings, etc.
- **Do not disclose** confidential or sensitive information.
- **Seek out or request approved content** from the MTNA National Office for marketing national programs.
- **Stay up to date**—Understand how different platforms may label AI-generated content. Review terms of use of the GenAI platform(s) you are using. Ask for feedback from members to gauge reception of generative AI usage.

Usage of Generative AI in MTNA Affiliate Marketing

MTNA affiliates may use AI tools to assist in the ideation, creation, and refinement of content to promote the affiliate's programming, including conferences, meetups, etc. MTNA affiliates are discouraged from using AI tools to generate images related to MTNA national programs and events (e.g., competitions, national conference, webinars) or to input sensitive information such as member identification or financial records. Affiliates should not alter MTNA logos using GenAI technology.

Affiliates should request appropriate logos and materials from MTNA national headquarters. They may also reach out to MTNA Marketing and Communications Manager, Caitlin Carter, to review best practices and provide further resources to support the affiliate's marketing goals.

Due to the rapidly evolving nature of AI technology, this policy will be regularly reviewed and revised.

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