THE **UNIVERSITY** OF
NORTH CAROLINA SYSTEM

Amplify User Guide

UNC System Office - 2/2026 - Version 1.0   1

Welcome to Amplify

Amplify GenAI is the UNC System Office's internal generative AI platform. This guide introduces you to Amplify, explains how to use it, and outlines best practices for AI-assisted work. Amplify is a secure, university-approved space where you can leverage AI responsibly for tasks like writing, summarizing, brainstorming, and analysis.

Why Use Amplify?

Amplify provides access to powerful large language models (LLMs) like GPT-4, Claude, and others in a private, secure environment. Your data stays within UNC's system and is never used to train external AI models. Amplify enhances your efficiency but does not replace your work. It supports UNC's values of privacy, ethics, and innovation.

Key advantages:

- Access to leading LLMs from OpenAI and Anthropic

- Promotes ethical and compliant AI usage

- Hosted in a secure university environment

- Supports advanced features like custom instructions and assistants

Getting Started

1. Login: Access the Amplify portal and sign in using your UNC System Office credentials via Single Sign-On (SSO).

2. Interface Overview:
   - Left Sidebar: Contains saved conversations, folders, and shared items.
   - Main Panel: Chat interface where you interact with the AI.
   - Right Sidebar: Access Prompt Templates, Custom Instructions, and Assistants.

3. Start Chatting: Click "New Chat," select a model (e.g., GPT-4, Claude 3, GPT-3.5), and enter your prompt.

Browser & Device Tips

- Use a modern browser like Chrome, Edge, or Firefox for best performance.

- Amplify works on desktops and laptops; mobile support is limited and may not offer the full interface.

Data Guidelines

To ensure security and compliance, please adhere to the following data classification rules when using Amplify.

- Allowed: Public, internal, and most restricted data (non-regulated).

- Not Allowed: Highly sensitive or regulated data, including:

    - Personal Identifiable Information (PII)

    - Protected Health Information (PHI)

    - Financial or student records governed by HIPAA, FERPA, etc.

Use de-identified data where appropriate. When in doubt, consult UNC System Office's data governance team.

Using Amplify Effectively

Model Selection

- GPT-4: Ideal for complex reasoning, structured writing, and data analysis.

- Claude 3: Best for processing long documents and nuanced responses.

- GPT-3.5: Fast and lightweight, great for everyday tasks.

Configuration Settings

- Temperature Setting: Controls creativity. Low (0.2) is precise and focused; High (0.8) is creative and varied.

- Response Length: Choose from short, medium, or long responses based on task complexity.

File Upload Capabilities

Amplify supports PDFs, Word (.docx), Excel (.xlsx), CSV, text, and code files. This feature is excellent for document summarization, spreadsheet analysis, or structured extraction.

Organizing Conversations

- Use folders to group chats by theme.

- Rename chats for clarity.

- Use the search bar for quick access to past work.

Customization Features

1. Prompt Templates: Reusable prompts with input variables (e.g., {{Topic}}, {{Audience}}). Supports file inputs and is useful for repetitive tasks like policy briefs or structured formats.

2. Custom Instructions: Define persistent behavior for AI responses across a chat. Examples include "Always respond in bullet points" or "Act as a compliance advisor." These are assigned at the beginning of a chat and editable per session.

3. Assistants (Advanced): Combine custom instructions, prompt templates, and reference documents into a persistent AI agent. For example, an "HR Assistant" that uses uploaded benefits documents to answer FAQs. Assistants can be reused, shared, and refined for departmental roles.

Collaboration Tools

- Sharing: Share conversations, templates, instructions, and folders with other UNC Amplify users. Select recipient by email and add an optional note.

- Importing Shared Content: Navigate to "Shared with You" and click to import items into your workspace.

- Export Options: Export individual responses or entire chats as Word or PowerPoint files. Useful for reports, presentation prep, and documentation.

- Backup & Sync: Use "Export Conversations" (JSON file) to transfer chat history to other devices. Import via settings when switching devices.

Quick Reference Table

Feature	Where to Find	Common Use
New Chat	Left Sidebar	Start a new topic or workflow
Model Selection	Top of Chat Panel	Choose GPT-4, Claude, or GPT-3.5
File Upload	Chat Input Area	Let AI analyze or summarize files
Prompt Templates	Right Sidebar	Reuse structured prompts
Custom Instructions	Right Sidebar	Guide AI tone/role across a chat
Assistants	Right Sidebar	Prebuilt AI personas with context
Share Content	Share icon or menu	Send to other users
Export/Import Chats	Settings (Gear Icon)	Backup, move between devices
Search	Top of Left Sidebar	Find past chats by keyword

Best Practices for Responsible AI Use

- Review outputs carefully: AI may confidently produce incorrect information (hallucinations).

- Avoid sensitive data: Don't paste regulated or personally identifiable info.

- Use as a creative partner: Refine and verify before using any output.

- Disclose AI assistance: Always disclose usage where required (e.g., reports, official memos).

- Stay informed: Use guidance from UNC's cybersecurity and IT policy teams.

Getting Help

- Attend live training sessions and office hours.

- Access recorded demos and use case showcases.

- Contribute ideas to shared templates and assistant libraries.

- Reach out to your team lead for use case approvals or tips.

Closing

Amplify enables UNC System Office staff to safely explore AI's potential. By learning the tools and following responsible practices, you can boost your productivity, support innovation, and help shape how AI works in higher education. Thank you for participating in the pilot. We look forward to learning and building together. If you have

questions or suggestions, please contact ai@northcarolina.edu