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| <br><b>FONDAZIONE<br/>BRUNO KESSLER</b> | <b>INTERNAL GUIDELINES FOR THE USE<br/>OF FBK SOCIAL MEDIA</b> | Rev. 01<br>05/05/2026<br><b>PUBLIC</b> |
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## Internal guidelines for the use of FBK Social Media

| REV.<br>DATE          | DRAFTING   | REVIEWED<br>BY  | APPROVAL   | CHANGES TO PREVIOUS<br>VERSION   |
|-----------------------|--|---|--|--|
| Rev. 01<br>05/05/2026 | Communication<br>and External<br>Relations Unit    | A1<br>Joint Lab for<br>Cybersecurity<br>DPO<br>Certifications<br>Team | Secretary General<br>resolution no. 03<br>of May 5, 2026   | Alignment with the new policies adopted (Policy for the use of the FBK trademark; Policy for the use of images and content for external communication; Guidelines for the use of social media channel associated with FBK) |
| Rev. 00<br>11/02/2021 | Digital<br>Communication<br>and Big Events<br>Unit | A1<br>DPO   | Head of the Digital<br>Communication and<br>Big Events Unit with<br>resolution no.<br>15/2021 of<br>November 2, 2021 | Adoption   |

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## 1. Purpose of the document and scope of application

These Guidelines govern the use of social media channels by Fondazione Bruno Kessler (FBK), with the aim of ensuring:

- protection of the institutional image and reputation;
- protection of data and information;
- prevention of IT, legal, and reputational risks;
- compliance with applicable legislation (GDPR, EU and national laws, copyright);
- consistency with the [FBK Code of Conduct](#) and institutional communication strategies.

The provisions apply to:

- central institutional social accounts;
- accounts of Research Centers, Units, Projects, and Events;
- FBK personnel (employees, researchers, in-house consultants), including use of personal profiles where there is a recognizable connection with the Foundation.

## 2. General principles

The use of social media channels must be based on the following operational and value principles:

- legality and transparency;
- institutional propriety;
- information security;
- accountability and traceability of activities;
- accessibility and inclusivity;
- political and institutional neutrality.

## 3. Opening, managing, and closing accounts

### 3.1 Account types

#### *Central institutional accounts*

Central institutional accounts are managed exclusively by the Communication and External Relations Unit and represent the official presence of the Foundation on social media channels.

Specifics:

- representation of the overall identity of the Foundation;
- strategic content management;
- coordination of institutional communication.

#### *Research Centers, Units, Projects, and Events Accounts*

The opening of accounts is subject to:

- prior authorization via the [FBK Social Media Channel Accreditation Form](#);
- assessment of communication sustainability and risks;
- formal appointment of administrators.

Obligations:

- inclusion of the term "FBK" in the account name;
- compliance with these Guidelines;
- coordination with the Communication Unit.

Account closure is mandatory in case of inactivity exceeding 12 months.

#### *FBK Staff Personal Accounts*

The use of personal profiles must comply with the following principles:

- separation between personal opinions and institutional positions;
- prohibition of unauthorized use of FBK trademarks and visual identity;
- prohibition of disclosure of confidential information.

It is prohibited to:

- issue official statements without authorization;
- publish content detrimental to the institutional reputation.

For further information, see the [FBK Code of Conduct](#).

#### *Shared or Partnership Accounts (e.g., funded project accounts managed by multiple partners)*

Where possible, project social accounts should be managed within a single organization that assumes full operational responsibility. In exceptional cases where administrators or editors are affiliated with different organizations, roles must be regulated by formal agreements defining:

- type of role;
- duties;
- other needs (e.g. how to use the brand).

### **3.2 Opening a new official FBK account**

All FBK units (Research Centers, Research Units, project and event teams, and units providing public services and/or activities involving external audiences) that intend to open a social media account associated with FBK must request prior authorization using the [FBK Social Media Channel Accreditation Form](#).

The account name must include "FBK" (e.g., "FBK\_3DOM") to ensure that the Foundation is readily identifiable. The link to the [FBK Social Media Policy must always be](#) included, and compliance with the Policy for the Use of Images and Web Content is required.

### **3.3 Register of official accounts**

The Communication Unit shall maintain an up-to-date register including:

- platform;
- account name;
- URL;
- reference organizational structure;
- names of administrators;
- activation date.

The register is updated annually or as needed.


### **3.4 Monitoring and management**

All accounts must ensure:

- regular content updates;
- daily monitoring of interactions;
- periodic verification of access credentials;
- monitoring of mentions.

The Communication Unit may conduct periodic checks of:

- editorial consistency;
- brand identity.

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### 3.5 Closure or suspension

An account may be closed or suspended in the event of:

- extended inactivity;
- lack of formally appointed administrators on the [FBK social media channel accreditation form](#).

Closure includes:

- content archiving;
- revocation of access credentials

## 4. Roles and Responsibilities

For each activated account, the Heads of the organizational units identified in the Organizational Regulations must designate the account administrators for that unit and update the list accordingly in the event of changes. Where permitted by the platform, Admins may also be supported by users assigned the Editor role.

### 4.1 Administrator

Obligations:

- use of institutional email;
- multi-factor authentication (MFA);
- use of a corporate password manager;
- If multi-factor authentication cannot be implemented, credentials must be updated annually, with confirmation emails retained;
- prohibition on sharing passwords.

Duties:

- account security;
- content quality;
- moderation in accordance with the policy;
- storage of evidence in the event of violations.

Each account must have at least two administrators, login information can be shared if the social platform does not allow more than one administrator. Please note that the Joint Lab for Cybersecurity recommends using the Bitwarden password manager ([bitwarden.fbk.eu](https://bitwarden.fbk.eu)), as described in the "[Digital Communication](#)" training course on the Academy portal.

### 4.2 Editor

- operational support for content management;
- traceability of activities;
- co-responsibility with administrators.


The FBK organizational units involved, in various capacities, in managing social media platforms are:

#### **Communication and External Relations Unit**

- strategic coordination;
- visual identity management;
- supervision of sensitive content.

#### **Joint Lab for Cybersecurity**

- support in case of breach;
- access analysis;

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- technical and forensic support.

## 5. Content Management

Institutional social media aim to:

- disseminate information about activities, events and opportunities;
- strengthen the digital community;
- protect the image of the Foundation.

Official communications shall be published on the institutional website first, before being shared on social media.

## 6. Privacy and personal data protection

Personal data shall be processed in compliance with the GDPR, current legislation and the [FBK Privacy Regulations](#). Published content must always respect individuals' privacy. It is prohibited to reference facts or details that are not of public relevance or that could harm the personal privacy of third parties. It is prohibited to:

- publish data or information that could harm individuals' privacy or reputation;
- disclose or publish confidential data or any personal information about colleagues, collaborators, or users that you become aware of through your work;
- publish images portraying colleagues, collaborators or users without their prior written authorization.

Users shall comply with the terms and conditions set by each social media platform.

## 7. Child protection

Publishing images or videos of identifiable minors is prohibited without:

- the written consent of parents or legal guardians
- verification of the institutional purpose;
- compliance with internal protection policies.

Particular attention shall be paid to public events and training activities.

For further information, please see the Foundation's [Policy for the protection and promotion of the rights of children and adolescents](#).

## 8. Intellectual property and image rights


Before publication, it is necessary to verify:

- ownership rights;
- user licenses;
- any contractual limitations.

Publishing is prohibited for:

- copyrighted content without permission;
- images detrimental to the dignity of persons;
- unpublished scientific data;
- sensitive industrial information.

Third-party content may only be shared with proper source attribution.

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## 9. Information security

Social media accounts are a strategic digital asset and shall be managed in compliance with the security measures adopted by FBK.

In general, by way of example, it is mandatory to:

- use protected corporate devices;
- keep systems up to date
- use MFA;
- avoid unsecured public Wi-Fi networks.

It is prohibited to:

- share credentials via unencrypted channels;
- store passwords on unprotected devices;
- use institutional accounts for unauthorized services.

## 10. Data and security breaches

Any event or incident that may constitute a personal data breach must be reported promptly to the DPO and the Incident Management Team, along with a brief description of what occurred.

The person who becomes aware of the breach must notify, without delay, his/her immediate supervisor (Internal Data Processor).

For further information, please see [the Foundation's Data Breach Management Procedure](#).

## 11. Moderation and management of interactions

### 11.1 General principles

Moderating interactions on the Foundation's social media channels aims to:

- foster a civil and respectful public dialogue;
- protect the institutional reputation;
- promote the dissemination of correct and verifiable information;
- encourage open dialogue with the community.

Moderation activities shall be conducted in accordance with the following principles:

- impartiality;
- transparency;
- proportionality in moderation actions;
- traceability of the actions conducted.

### 11.2 Role of administrators

Administrators are responsible for:

- continuously monitoring comments, messages, and mentions;
- providing official responses when appropriate;
- promptly reporting critical issues to the Communication and External Relations Unit.

Administrators represent only the Foundation's official position and must not express personal opinions.

### 11.3 Community rules of conduct

Users must maintain respectful behavior and appropriate language, avoiding the spread of unverified information.

#### 11.4 Monitoring time

The following is encouraged:

- constant monitoring during working hours;
- responses within the working day;
- answer, compatible with topic complexity.

#### 11.5 Prohibited content and content removal

In the use of institutional social media and in interaction with online communities, the publication, sharing or dissemination of the following content is not allowed:

- offenses, insults, abuse, threats, vulgarity or hate speech;
- content that is discriminatory on the basis of gender, sexual orientation, age, religion, personal beliefs, ethnic origin, or disability;
- content promoting violence or illegal conduct;
- spam, malware or unauthorized advertising;
- content violating privacy or copyright;
- false or misleading news.

These contents may be removed and, in the most serious or repeated cases, users may be blocked and reported to the platforms and/or to the competent authorities.

## 12. Visual identity and brand

The use of FBK's communication resources – images, graphics, texts and multimedia content – must reflect the identity and values of the Foundation.

Each piece of content must be stylistically consistent, high-quality, and appropriate to ensure a uniform and professional image.

#### 12.1 Profile picture and cover

- How accurately the facility, unit, or project is represented
- Consistency with Brand Book ([Resolution no. 12/2025 of September 30, 2025](#)).

#### 12.2 Images for posts

If suitable images of the Foundation are not available, FBK provides a shared photo library featuring its people, activities, and facilities. All staff can access it through the [Communication Kit](#).

For images created by third parties, rights transfers or release agreements shall be obtained and retained, that clearly states the copyright terms and includes an indemnification clause protecting FBK.

For further details, please see the [Foundation's Brand Book](#).


## 13. Use of personal profiles

All members of the FBK community must uphold the Foundation's name, reputation, and image, and avoid any conduct that could harm it.

The main rules are as follows:

#### 13.1 Use of FBK trademarks and name

The Foundation's name, logo, and other distinctive marks may not be used for non-institutional purposes or in any way not permitted by internal regulations.

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### 13.2 Public statements

Community members may not make statements on behalf of the Foundation, except in cases provided for by regulations or with specific authorization.

### 13.3 Personal opinions

While respecting freedom of expression and the right to criticism, making offensive, insulting, or discriminatory statements that could be attributed to the Foundation shall be avoided. This does not affect the right to report situations that infringe upon one's rights through official channels such as labor unions or regulatory bodies. For further details, please see the [Foundation's Code of Conduct](#).

### 13.4 Privacy and data

The disclosure of Foundation data, documents, or information for non-work-related purposes is not permitted unless they are already in the public domain. Compliance with obligations related to scientific dissemination and research, as set out in the [Foundation's Code of Conduct](#) and applicable internal regulations, remains unaffected.

## 14. Audit and continuous improvement

These guidelines are subject to:

- annual review;
- regulatory updating;
- technology adaptation;
- adjustment following a major incident or criticality.

Any violations may result in formal warnings, account suspension, and/or changes to operational roles.

## 15. Good operational practices


- Separate personal and institutional communication
- Avoid posts that may create conflicts of interest or image damage
- Check sources and content before publication
- Consult the Communication and External Relations Unit if questions or concerns should arise.

## 16. Contacts

The social Media team of the Communication and External Relations Unit is available to provide support and advice on issues not governed by these guidelines, but relevant for the effective management of social media, such as communication strategies, priorities and objectives.

Email [social@fbk.eu](mailto:social@fbk.eu).

These Guidelines are reviewed periodically by the Communication and External Relations Unit to reflect regulatory, technological, and strategic developments.

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## Appendix to the Guidelines 2026 Edition


### Accounts and official mentions

The following guidelines help monitor and track content related to Fondazione Bruno Kessler (FBK) on social media.

| Platform         | Mention                   | official #   | Notes  |
|------------------|---------------------------|--------------|--|
| <b>LinkedIn</b>  | @FondazioneBrunoKessler   | #FBKresearch | Cite the official page; use hashtags for research topics and initiatives.  |
| <b>Instagram</b> | @fbkresearch              | #fbkresearch | Mention to involve the institutional account; hashtags for related topics.   |
| <b>X</b>         | @FBK_research             | #FBKresearch | Hashtag related to FBK content; mention to tag official account.   |
| <b>Facebook</b>  | @Fondazione Bruno Kessler | #FBKresearch | Mention the institutional account in posts; mention used for monitoring and interactions.  |
| <b>YouTube</b>   | Fondazione Bruno Kessler  | #FBKresearch | YouTube does not natively support automatic @mentions in description text to notify other channels, as Instagram and X do. However, you can include the channel name or a full link for reference. |

### General notes on mentions and hashtags

- Mentions are used to tag an existing account and bring it into the conversation.
- Hashtags are used to group content around the same topic.
- Always use hashtags and official mentions to ensure traceability and monitoring.

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## Graphic indications for the main platforms

All images must comply with the rules of Brand Identity (Brand Book), copyright and image rights. If no original images are available, the FBK photo library available through the Communication Kit should be used.

| Platform         | Image profile  | Image cover / header                                    | Additional notes  |
|------------------|--|---|---|
| <b>LinkedIn</b>  | FBK logo<br>Center logo<br>Project logo<br>Unit logo | Cover: photos or institutional graphics                 | Profile: 400×400 px<br>Cover: 1128×191 px   |
| <b>Instagram</b> | FBK logo<br>Center logo<br>Project logo<br>Unit logo | Not required  | Profile: 320×320 px<br>Format: JPEG or PNG  |
| <b>X</b>         | FBK logo<br>Center logo<br>Project logo<br>Unit logo | Header /cover image:<br>Institutional photo or graphics | Profile: 400×400 px<br>Cover: 1500×500 px<br>Format: JPEG or PNG  |
| <b>Facebook</b>  | FBK logo<br>Center logo<br>Project logo<br>Unit logo | Institutional photo or graphics                         | Profile: 180×180 px (mobile)<br>170×170 px (desktop)<br>Cover: 851×315 px (mobile)<br>820×312 px (desktop)<br>Format: JPEG or PNG |
| <b>YouTube</b>   | FBK logo<br>Center logo<br>Project logo<br>Unit logo | Channel banner:<br>Institutional photo or graphics      | Profile: 800×800 px;<br>Banner: 2560×1440 px<br>Safe area text/logo: 1546×423 px<br>JPEG/PNG format                               |

## General operational recommendations

- Always include official mentions and hashtags in institutional posts.
- Verify that images and content comply with Brand Identity guidelines and copyright requirements.
- Add alternative text for images and subtitles for videos, ensuring accessibility.
- Properly monitor mentions and hashtags to track feedback and interactions.
- Regularly update images and content to meet current size and format requirements.

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## Updates and revisions

- Latest revision date: **April 2026**
- This appendix will be updated annually or as needed to reflect changes to platforms, image sizes, or official handles.
- All updates will be published on the internal FBK portal and communicated to the social account managers.