

## Policy for the creation of new FBK websites (projects, events)

*Bruno Kessler Foundation  
Digital Communication and Big Events Unit - 2020-2021*

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### 1. Introduction

The Digital Communication and Big Events Unit (DCGE) supports the external communication of the FBK brand, the main research activities and the results obtained by the Foundation, contributing to their enhancement through methods and tools suitable for communication needs.

In this context, the DCGE Unit provides support services by selecting the most suitable methods for publishing content of public interest on the web, suggesting one or more communication solutions, through a process that involves the analysis and identification of a content map that will meet the communication objectives and the target audience needs.

The DCGE Unit's main communication channels are the institutional website - [www.fbk.eu](http://www.fbk.eu) - and the online Magazine - [magazine.fbk.eu](http://magazine.fbk.eu).

The institutional website and the Magazine are managed directly by the DCGE Unit, which is also charged with coordinating the image of the Foundation's brand between the Center institutional sites and the other sites of the fbk.eu domain.

### 2. Event/project websites and announcement of research initiatives

The DCGE Unit supports, upon request, the process of creating new websites for Fondazione Bruno Kessler's activities related research events or projects, assessing, with the organizers, the method and tool to be used as well as the content maps based on the principles of autonomy, accountability and flexibility.

As for specific project, event and research initiative sites promoted by the Centers, the standard tools used according to the procedures integrated with the IT service are supported by the **GOOGLE - NEW GOOGLE SITE** platform<sup>1</sup>. Domain names are agreed with the IT Service before the creation and publication of the sites. Google sites support only second-level domain names "eventname.fbk.eu" or "projectname.fbk.eu".

Specific indications will be followed when mentioning entities and logos in the case of events or projects funded by entities other than the Foundation. The sites must also include links to the Google privacy and cookie policies as well as to other policies on privacy depending on the events and projects concerned and on the processing of personal data.

Requests to use web platforms other than Google, for project or event sites or other research initiatives, should be supported by justified special needs (e.g. graphics, multilingual support, personalized domain name, available dedicated budget, etc.) and will be examined individually by the DCGE Unit after consulting with the Secretary General, in relation to a potential activation of external services and supplies, and with the IT Service. If the request is accepted, it will then be

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<sup>1</sup>New sites created in Google Site are Responsive

supported by the DCGE Unit, according to methods and timeline to be defined also based on the Unit's internal planning calendar. Generally, in the case of requests other than the Google platform, users will be directed to the wordpress.com cloud platform (it will not be possible to proceed with in-house installations). This external platform service requires that a fee be paid by the customer and may also be associated with a domain name that is different and independent from fbk.eu.

### 3. Request procedure

The support request can be sent via e-mail to [web@fbk.eu](mailto:web@fbk.eu) or to [comunicazione@fbk.eu](mailto:comunicazione@fbk.eu).

Requests for the creation of a new website should contain the following details:

- the purpose for which the website is being requested;
- the purpose of the website;
- the target audience (for example "website for a research project, for events", specifying the type of event, etc.)
- a suggestion for a relevant domain name based on the "domainname.fbk.eu" model.

If you want to request the inclusion of events on the website [www.fbk.eu](http://www.fbk.eu) or publicize initiatives, awards or special projects of institutional relevance, you can use the dedicated form called "Publicize news" available in the my.fbk.eu APP (and directly at this [link](#)).

### 4. Timeline

The request should be submitted well in advance with respect to the needs of preparation and publication of the website, depending on the complexity and quantity of information necessary to complete the site, and in all cases with advance notice of at least 14 working days as regards the request for Google Site managed websites.

In the event that also graphic support is needed for the creation of a project logo or other graphic material, the required advance notice is at least 20 working days.

The request will in all cases be managed by the DCGE Unit, according to methods and timeline to be defined based also on the Unit's internal planning calendar.

Request	Processing time days	Notes	
New event / project / initiative site with Google Site	14 days	To create the site and associate a dns to it with the IT service	
New project / event / initiative site on platforms other than Google site	30 days	Consultancy on the selection of external platform and organization of text and graphic contents	
Statistics relating to existing sites for which the monitoring service was requested via google analytics	6 days	Delivery of pdf or customized analysis based on strategic monitoring needs	

## 5. Request for support in the management and monitoring of existing sites

The DCGE Unit provides support with the management of institutional sites developed on the Wordpress platform and the sites of special projects relating to the activities of the Foundation created on the Google Site platform.

Requests for support with the management of website structure and users should be submitted by following the methods indicated in point [3. Request procedure](#)

**Google Analytics reports** on access monitoring and main SEO metrics (*Search Engine Optimization*) are provided on request. In this case, the request must be made immediately before the website is activated and a link to the FBK [privacy and cookie policies](#) will be included. In particular, KPI (*Key Performance Indicator*) measurements are provided; these metrics are worked out by specific software according to its own value assignment system (Google Analytics, for Google and Wordpress sites). In the case of KPIs, the indicators are extracted directly from the site and its navigation data. Among them, the main ones are total visits, number of one-time visitors, time spent on the page, bounce rate etc.

## 6. Site management and maintenance

For the new websites created by the DCGE Unit, the following are usually identified: an administrator inside the DCGE Unit and a content manager, who shall be identified for each project/event site and also listed on the website once it is published.

- For the use of images and photographs, it is required to strictly follow the policy reported in the following document: [Policy for the use of images](#)
- For the creation and publication of social channels of the center and unit sites, it is required to refer to the [internal policy for social media](#)

For all websites created and supported by the Unit, hosting and domain name are provided for 5 years; subsequently, except for specific requests and needs explicitly stated in advance, hosting and site maintenance on the current platform is no longer provided.