

## Social Media Policy of Fondazione Bruno Kessler

REV. DATE	DRAFTING	REVIEWED BY	APPROVAL	CHANGES TO PREVIOUS VERSION
Rev. 02 05/05/2026	Communication and External Relations Unit	A1 Joint Lab for Cybersecurity DPO Certifications Team	General Secretary with resolution no. 03/2026 dated 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)
Rev. 01 11/02/2021	Digital Communication and Big Events Unit	A1 DPO	Head of the Digital Communication and Big Events Unit with resolution no. 15/2021 of November 2, 2021	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 channels associated with FBK)
Rev. 00 02/17/2020	Digital Communication and Big Events Unit	A1 DPO	Head of the Digital Communication and Big Events Unit with resolution no. 02/2020 of 02/17/2020	Adoption

## Introduction and scope of application

This Social Media Policy governs the use of the official social media channels of Fondazione Bruno Kessler (FBK) and defines the rules of conduct for external users, staff and collaborators of the Foundation. The policy aims to ensure transparent, accurate, and consistent communication aligned with FBK's institutional values, while protecting the Foundation's image, reputation, and scientific mission .

## Official social media profiles

The Bruno Kessler Foundation's official social media profiles and pages are currently:

- Facebook Page
- X (formerly Twitter) profile
- LinkedIn page
- Instagram profile
- YouTube Channel

Any new social media channels will be considered based on the Foundation's communication needs.

## Purpose of social media profiles

Fondazione Bruno Kessler uses social media to provide transparent information about its main activities and to share news about the organization as a whole, as well as the work carried out by its individual research centers.

Content may be either original - produced by the Foundation's staff - or third-party, provided it is relevant to FBK's research areas or of general interest.

## Nature of accounts and interactions

The accounts are institutional and service related. Account interactions are for introductory information only. FBK encourages dialogue with its community, within available resources, but does not guarantee immediate or personalized responses.

For more detailed information on the organization, see the [www.fbk.eu](http://www.fbk.eu) website while for updates on current projects you can follow the publications on [magazine.fbk.eu](http://magazine.fbk.eu). Both sites allow users to subscribe to newsletters dedicated to events and editorial content.

Social media do not replace the functions of the Foundation's administrative or front-office services. Complete and up-to-date information is available on the Foundation's official website and related linked portals.

## Published contents

Information shared on official social media profiles is general in nature, not exhaustive, and covers projects and initiatives at the European/international, national, and local levels. Published content is produced by Foundation staff or shared from trusted third-party sources, in compliance with platform terms of service, applicable regulations, and the principles of fairness, transparency, and reliability.

## User rules of conduct

On social media, users may express their opinions respectfully; they are solely responsible for what they publish. Users are asked to express their views fairly and respectfully, with consideration for others' opinions, reputation, and privacy, maintaining a respectful tone and avoiding offensive or aggressive language.

## Prohibited content

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.

## Moderation

Fondazione Bruno Kessler's social media are mainly monitored on weekdays.

The Foundation undertakes to read the messages and comments received and, where appropriate, to provide a response as soon as possible.

If the social media channel is not the most suitable tool for handling a request, users will be directed to the appropriate institutional contacts.

Moderation is designed to:

- ensure compliance with the terms of use;
- foster respectful dialogue;
- where possible, to guide users toward more in-depth content.

For privacy reasons, specific cases cannot be discussed; however, general information of broader interest may be provided.

## **Protection of image and responsibilities**

Publishing data or professional information is prohibited:

- if it harms intellectual property rights;
- if it causes harm to the image and reputation of the Foundation;
- if it causes harm to contractual relationships or legal obligations.

FBK is not responsible for the content published by third parties or for the opinions expressed by users.

## **Personal data protection**

The processing of users' personal data complies with the policies in effect on the platforms used. Personal or sensitive data contained in comments or public posts on Fondazione Bruno Kessler's official social media profiles may be removed.

Data shared through private messages will be processed in accordance with applicable data protection laws and the Privacy Policy available on the Fondazione Bruno Kessler website.

## **Contacts**

For information not covered by this policy or requiring urgent attention, please contact us at: [social@fbk.eu](mailto:social@fbk.eu).