

Web Policy: new Center and Unit websites

Fondazione Bruno Kessler
Digital Communication and Big Events Unit - 2021

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Introduction

The Digital Communication and Big Events Unit (DCGE) provides support with the external communication of the FBK brand, the main research activities and the results obtained by the Foundation, contributing to its enhancement through methods and tools suitable for communication purposes. The **institutional and official web** communication channels are the **Institutional Website** www.fbk.eu and the online magazine.fbk.eu.

These tools represent the **official bodies** of information, external communication and promotion and should be considered as the platforms to be used for the transmission of all the strategic contents that contribute to the credibility, positioning and image of the Foundation.

In this context, the DCGE Unit provides support with the selection of the most suitable methods for publishing content of public interest on the web by suggesting one or more communication solutions through a process of analysis and identification of a content map based on the communication goals and the target audience.

1. Center websites

As for the new organization of the Foundation, how the Centers are presented on the web becomes critical and requires a process of constant assessment and discussion with the bodies that manage the Foundation's communication and marketing strategy.

a. How to introduce FBK Centers on the web

Research Centers will follow the introduction guidelines based on the current communication strategy agreed with the Top Management and with the Center Directors on the **Institutional Site** of the Foundation, making sure to include the information deemed strategic and important for the target and for the period considered.

Each Research Center may create their own website as a Center, ensuring adherence to the strategic guidelines that will be refined during the first months of 2021 and as long as they comply with the principles of autonomy, accountability and flexibility. The Center sites may also reside on external platforms as long as they are compliant in terms of state-of-the-art reliability and security standards, pursuing uniformity in the graphic and communication style through:

- the inclusion of the **Foundation's institutional logo** as a symbol of brand and institutional affiliation. The FBK logo must appear in the header and be always visible while browsing all pages, possibly in the top left corner, and must include a link with the FBK home page www.fbk.eu. The logo must be visible and linked to the FBK home page also for tablet and mobile device views; if it does not appear in the header, it must be placed in the body of the page, among the contents or in the main navigation menu, and linked to the foundation's home page www.fbk.eu;
- sharing with the DCGE unit the graphic style - which must not differ much from the style of the **Institutional Website** www.fbk.eu - and the information structure - in particular of the menu items and their navigation layout - to allow for a supervision on the consistency with the Foundation's general guidelines;
- including in the Center's home page **a sentence that presents the Center as part of the Foundation ("In line with the mission of FBK, which aims to achieve results of scientific excellence and to produce an impact on society, the center...")**;
- the domain names must be agreed, before the creation of the sites, with the IT service and with the DCGE unit, to ensure uniformity and coordination in the management of DNS. The **"apex"**

domain fbk.eu is not allowed but only subdomains like <centro>.fbk.eu are.

When selecting the platform and the software or CMS adopted for the creation of the site, the possible integration of the DNS at a later time must be taken into account, through prior assessment of feasibility and security in agreement with the internal FBK contact for DNS management (IT Service).

2. Unit websites

As for the new organization of the Foundation, the way the Units are introduced on the web becomes critical and requires a process of constant assessment and discussion with the bodies that manage the Foundation's communication and marketing strategy.

a. How to introduce the Research Units

Research Units under the Foundation's Research Centers will follow the introduction guidelines based on the current communication strategy agreed with the Top Management and with the Center Directors on the Institutional Site of the Foundation, making sure to include the information deemed strategic and important for the target and for the period considered.

Like Centers, each Research Unit may create its own website as a Unit, provided it mentions its affiliation with its Center of reference and as long as it follows the guidelines below:

- include the **Foundation's institutional logo** as a symbol of brand and institutional affiliation. The FBK logo must appear in the header and be always visible while browsing all pages, possibly in the top left corner, and must include a link to the FBK home page www.fbk.eu. The logo must be visible and linked to the FBK home page also for tablet and mobile device views; if it does not appear in the header, it must be placed in the body of the page, among the contents or in the main navigation menu, and include a link to the foundation's home page;
- The **Unit logo** can be placed, in addition to on the home page, in the header next to or on the opposite side of the Foundation's logo or, alternatively, in the text body on the home page.
- include in the Unit's home page a **sentence that introduces the Unit as part of the Center of affiliation and of the Foundation** (*"in line with the mission of FBK, which aims to achieve results of scientific excellence and to produce an impact on society, the ... Center's ...Unit"*);
- share with the DCGE unit the graphic style - which must not differ much from the style of the fbk.eu portal - and the information structure - in particular of the menu items and their navigation layout - to allow for a supervision on the consistency with the Foundation's general guidelines;
- the domain names must be agreed before the creation of the sites with the IT service and with the DCGE unit in order to ensure uniformity and coordination in the management of DNS. The **"apex" domain fbk.eu is not allowed** but only <unita>.fbk.eu subdomains are permitted
- When selecting the platform and the software or CMS adopted for the development of the site, the possible integration of the DNS at a later time must be taken into account, through prior assessment of feasibility and security in agreement with the internal FBK officer in charge of DNS management (IT Service). In the event that the Unit site uses PaaS or SaaS hosting providers, in order to associate a domain name <unita>.fbk.eu, the provider must be able to associate domain names via CNAME or ALIAS. For IaaS providers, the use of a public IP address is also accepted. Third-level domains like:<unità>.fbk.eu are not possible.

3. Contents and external communication

Institutional information, media communication and the external promotion of activities relating to the Research Centers and Units remain exclusives of the Foundation's institutional web channels www.fbk.eu and magazine.fbk.eu which should be updated through timely communication to the DGBE Unit.

- For each website, a content manager must be identified that can be clearly identified also while navigating the site.
- As regards the contents, the Unit and Center sites must comply with the rules of transparency and truthfulness and report pertinent, correct, updated and timely information relating to the people, projects and activities carried out by the Units.
- 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](#)
- Moreover, there shall be no situations that do not comply with the guidelines contained in the Foundation's [Code of Conduct](#).

4. Accessibility

Center and Unit sites must comply as much as possible with accessibility guidelines as set out in particular within the **W3C Web Accessibility Initiative (WAI - <https://www.w3.org/WAI/>)** in accordance with the updated current regulations that have implemented European Directive 2016/2102.

The Foundation has set itself specific objectives to improve site accessibility by publishing the guidelines pursued in the current year on a yearly basis on the [transparency.fb�.eu](#) site, under the [Accessibility](#) section.

5. Monitoring and access

The site should also be monitored in agreement with the DCGE Unit (web@fbk.eu) which may create a property on Google Analytics for periodic statistical processing of institutional interest.

6. Privacy

The link to the Foundation's [privacy and cookie policy](#) must be included in Center and Unit sites. Specific information on cookies can be found in the website of the Privacy Protection Authority at <https://www.garanteprivacy.it/faq/cookie>

Where services are offered that involve the collection of personal data (data collection form for sending requests/communication, etc...), a brief notice on the processing of the data collected, with a link to the [full privacy policy](#), should be included. Users entering their personal data must tick a box by which they declare they have read and understood the information.

As for the contents, Unit and Center sites may contain the names and FBK telephone numbers for their staff members.

If other personal data for staff members is to be published (photos, CVs, etc.), consent must be requested for the disclosure of such data to those directly concerned through the methods and tools used within the Foundation.

When publishing CVs, the Foundation protects its staff by removing from the document any unnecessary personal data (photo, place and date of birth, taxpayer number, address and personal contact details, signatures ...) and any sensitive data (nationality, disability status, religious or philosophical beliefs, political opinions, party or trade union membership, affiliation to religious, philosophical, political or trade union associations or organizations).

7. Organization

Both when requesting internal support from the DCGE unit for web site creation and when opting to create it on one's own or by using external platforms, requests for Center or Unit sites and the domain names (DNS) suggested must be sent for preliminary approval to web@fbk.eu, copying the Center Director in, to smsb@fbk.eu (Marketing and Business Development Strategy).