

Fondazione Bruno Kessler's social media policy

Adopted with Resolution n. 02/2020 and updated with Resolution n. 15/2021 dated November 2, 2021.

Fondazione Bruno Kessler is officially present on social media through its [Facebook](#) page, its [Twitter](#) profile, its [Linkedin](#) account, its [Instagram](#) account and its [Youtube](#) channel.

Fondazione Bruno Kessler uses social media to listen to online users and to provide transparent information on the main activities and news concerning the institution as a whole, or in particular with reference to the activities conducted by each of the research centers that are part of it. Contents may be either original, i.e., produced by the Foundation's staff, or posts suggested by third parties where topics are relevant to FBK's research areas or of general interest. The accounts are institutional and service related. Account interactions are for introductory information only.

For more information on the organization, see our website www.fbk.eu and for updates on current projects, please follow the weekly publications hosted on <https://magazine.fbk.eu/>. These sites provide the opportunity to subscribe to the newsletter dedicated respectively to upcoming events and to the latest in-depth analysis articles offered. As for [job opportunities](#) and current research or support staff [contact information](#), please see the specific sites that can be accessed from our institutional website fbk.eu. Similarly, the documents published in the [Transparent Administration](#) section and the sites of each [research center](#) can be accessed. [FBK laboratories](#) can be visited virtually on the [Google Arts & Culture platform](#).

Contents and regulations

The information posted on official social channels is general, not exhaustive and regards projects and initiatives on a European or international, national and local scale. In social networks all users can respectfully express their opinions; users are solely responsible for what they publish.

Users are asked to present their ideas with fairness and propriety showing respect for the opinions of others. Insults, obscenity, offenses, threats will be reported to the offices concerned which will determine whether to take action and how. Users who publish contents such as spam/malware, advertising or offensive messages will either receive a warning or be reported to social media and, if actions are repeated, will be blocked.

Published content must respect users' privacy. References to facts or details without public relevance, violent, offensive or discriminatory attitudes towards gender, sexual orientation, age, religion, personal beliefs, ethnicity, disabilities should be avoided.

To protect users' privacy, the publication of personal data (email, telephone number, taxpayer id. number, etc.) should be avoided. Those who wish to debunk any content published by us are kindly requested to support their claims with links to reliable sources of information.

Following a Facebook page, a Twitter account, etc., or including it in lists of interest, does not mean sharing its lines of thought; the same is true for retweets, likes and messages appearing on the account that have been published by users. In these cases, FBK will just verify compliance with these guidelines and the reliability of the source.

This policy also applies to the social accounts created and managed by the Research Centers into which FBK is divided, by the relative Units into which these Centers are divided and by the organizational Units belonging to the Administration and Research Support Services (CASSR) Section of the Foundation (eg the Library Unit).

Moderation

FBK will moderate its spaces in the hours and days following the publication of comments by users, without a set schedule, its purpose being not only to contain non-compliant behavior but also to direct questions or curiosities aroused by original contents towards further opportunities or in-depth content. For obvious privacy protection purposes, personal cases will not be dealt with, but general information of common interest will be provided and confirmed. Messages containing insults, obscenity, offenses, threats, violent, offensive or discriminatory attitudes towards gender, sexual orientation, age, religion, personal beliefs, ethnicity, disabilities will be deleted.

In more serious cases, Fondazione Bruno Kessler reserves the right to delete the contents, remove users from its spaces and report them to the moderation filters of the host social network and/or to the authorities concerned.

Users are hereby also reminded of the responsibilities deriving from the publication of any profession-related data or information that could damage FBK's intellectual property, image, reputation, productivity and profitability or that could breach the contractual and legal obligations in connection to their employment relationship with the Foundation.

As regards FBK employees and collaborators in particular, the rules contained in the FBK Code of Conduct apply. In particular, for the protection of confidential information and the integrity of the Foundation, the use of social media even outside the workplace must be done responsibly, without disclosing confidential information and always making a distinction between personal and professional communications. The Foundation distances itself from personal content that contains insults, vulgarity, offenses, threats, violent, offensive or discriminatory attitudes with respect to gender, sexual orientation, age, religion, personal beliefs, ethnic origins, disabilities and will evaluate, if this has repercussions at work, the possibility of disciplinary action.

Finally, spreading fake news is forbidden.

Protection of personal data

The processing of users' personal data complies with the policies in use on the platforms used. Personal or sensitive data entered in comments or public posts within the official social profiles of the Bruno Kessler Foundation may be removed. Data shared by users through private messages directly to the manager of the official social profiles (managed by the Digital Communication Unit and Grandi Eventi) will be treated in compliance with the regulations in force on the protection of personal data and the Privacy Policy published on the website of the Bruno Kessler Foundation.

Contacts

For information, questions, reports that are not addressed by this policy or that are urgent and have not received any feedback, please email us to the following address: news@fbk.eu.