

Internal guidelines for the use of social networks connected to Fondazione Bruno Kessler

Adopted with Resolution n. 15/2021 dated November 2, 2021

In this policy, FBK gathers some directives and practical guidance for the correct management of **both its institutional social network accounts and the accounts of its Research Centers, Research Units, projects and events promoted by organizational structures of the Foundation.**

1. How to open a new official FBK account

FBK divisions (Research Centers, Research Units, project and event teams, divisions providing public utility services and/or activities involving external publics) wishing to open an account on the social networks connected to FBK are required to request **prior authorization via the online accreditation form "Announce a new FBK social network" available on FBK my. Portal, managed by the Digital Communication and Big Events Unit (DCBE).** Forms for **existing accounts must be filled in by December 31, 2021.**

The account name of an organizational unit (Center, Unit) shall contain the caption "FBK" in full (e.g. "FBK_3DOM"). so that the public can connect the account to Fondazione Bruno Kessler immediately and easily.

For the procedures for setting the profile photo, please see the "Trademark policy", which, in short, indicates how to ensure an adequate degree of uniformity in the graphic and communication style. The DCBE Unit provides help with identifying and selecting the most suitable profile image(s) for the platform used.

With specific reference to Facebook, please note that you may open and use "Pages" but not "Profiles".

2. Liability, privacy, confidential information and copyright

2.1 Account Administrator

Where it is possible and permitted by the social platform¹ concerned, a single account admin shall be identified who is responsible for published content, access security and password protection.

The Heads of the organizational structures listed in the Organization Regulations must identify an admin for their accounts and update the list in case of replacements. The above list shall be published on a yearly basis and upon request.

Admins are required to:

- access only with their FBK institutional e-mail (e.g. lastname@fbk.eu) and never use their personal e-mails;
- not to share their personal credentials with other Users, except in the cases expressly provided for (e.g. YouTube and Twitter);

¹Among the main ones that support mobile versions are LinkedIn, Facebook and Instagram. This does not apply to Youtube and Twitter.

- keep personal credentials confidential and protected, in compliance with the security measures set forth in the FBK Privacy Regulations;
- refrain from revealing or having their password entered even by technical assistance staff;

2.2 Editor

Where permitted by the social platform concerned, it is possible to appoint multiple content editors (with a maximum of n.3 per account) in order to manage multiple accesses to accounts. **These accesses will be managed through the tools made available by each social platform so that the actions performed by the different users are traceable and specifically:**

- **Facebook / Instagram** → 1 admin figure + 2 editors/moderators appointed by the admin
- **Twitter** → 1 admin with credentials + access via [Tweetdeck](#) for 2 other editors
- **Linkedin** → 1 super admin figure + 2 editors appointed by the admin
- **YouTube** → 1 admin + 2 editors (access with credentials only)

2.3 General rules

Disclosing confidential information of which the administrators or editors are aware due to their professional relationship with FBK and posting personal information of individuals (for example, personal data, etc.) is not permitted.

Publishing videos or photos depicting recognizable minors and adults for whom no express consent has been expressed is not permitted. For [further information](#) on such aspects, please check the Privacy Regulations and the Policy for the protection and promotion of the rights of children and adolescents.

Before posting a content, authorized users shall make sure that they are not infringing any intellectual property rights. Sharing non-proprietary content as interesting content may be a good solution.

Users shall comply with the terms and conditions of use established by each social network.

2.4 Private Accounts

It should be remembered that Fondazione Bruno Kessler's "[Code of Conduct](#)" provides that workers "do not engage in any behavior that could harm the image of the Foundation". This provision is to be considered applicable also to the use of personal social network accounts, if any.

3. Selection and publication of contents

Social networks contribute to the dissemination of information about the Foundation, its events, services and opportunities with the aim of strengthening the online community of people interested in it, relations with stakeholders and the image of FBK.

Any information to be publicized, especially those related to legal advertising or of practical utility for the public (e.g. calls, educational and cultural opportunities), must **first be published on the institutional website and cannot be shared on social networks only.**

For any concern or for further information, users can contact the DCBE Unit in order to discuss how to correctly disclose the information.

In order to be effective on social networks, it is important to:

- regularly update the account by publishing content frequently and always responding quickly and politely to comments and messages from the public (see more detailed information in paragraph 4);
- publish verified information and contents consistent with the purpose and objectives of one's organizational structure and in line with FBK's image and vision;
- examine the following and the links with other accounts external to FBK avoiding to match one's name and that of FBK to pages or profiles of poor quality and dubious reliability (e.g. the source and author of which are not clear or which, for their political or ideological nature, express positions that can be erroneously attributed to FBK);
- include [Fondazione Bruno Kessler's Social Media Policy](#) as a link in the "Information" section of the account;
- post content and images in line with the "Policy for the use of images and web content".

Promoting discounts or commercial activities of third parties is not permitted.

In general, it is advisable to monitor FBK's institutional social networks, to be always updated on the Foundation's editorial line and to contact the Digital Communication and Big Events Unit for support and advice if necessary.

4. Moderation of audience comments

Comments received via FBK's social networks are considered an important feedback for the Foundation and are therefore encouraged.

However, as indicated in the [Fondazione Bruno Kessler Social Media Policy](#), administrators shall invite users to use social networks responsibly and correctly, promptly eliminating offensive, insulting comments, lewd, disrespectful, inappropriate statements or strictly personal announcements, commercial or political messages, spam or content not relevant to the post.

Adherence to the FBK policy implies that in the most serious cases it is possible to delete the contents, remove users from their spaces and report them to the moderation filters of the host social network and/or to the competent authorities. All comments must be constantly monitored and moderated. Responses to comments, the effects of which are to be considered irreversible, must be weighed before their publication, in consideration of the fact that admins do not express their personal opinion, but that of the institution they represent. In fact, admins cannot include references to their individual experience or write in first person.

Responses must always be respectful of all FBK stakeholders and, in general, of the audience.

5. Graphic choices and use of images

This section graphically shows the most effective choices to make social networks more attractive, interesting and authoritative, indicating measures and options for inserting and editing the images to be published on the accounts. In general, for the profile image and the cover image of the account, it is recommended to choose photographs and graphics

that clearly distinguish, represent and identify the organizational structure or activity that is being publicized.

When using the organizational structure and/or FBK logos, users shall follow the rules of [corporate identity](#).

In the event that suitable images are not available, FBK provides access to a [photographic archive available on Google Drive](#) which collects high-definition images of people, activities and organizational structures created by professionals. The images can be used on different media (web and printed materials), but always in compliance with the rules indicated in the [“Policy for the use of images and web content”](#).

A graphic handbook for each social network is available in the appendix.

6. Tips and contacts

The Digital Communication and Big Events Unit manages the institutional social networks, implementing FBK's communication policy and is available to offer support and advice on topics not governed by this policy, but equally important for the effective management of social networks: communication strategies, priorities and objectives. It can be contacted at comunicazione@fbk.eu.

In particular, Giancarlo Sciascia, FBK Audience Developer, can be contacted for advice, further information or requests via e-mail sciascia@fbk.eu or by phone 0461.314527.

The corporate channels managed on social media are:

LINKEDIN	https://www.linkedin.com/company/243693/admin/
FACEBOOK	https://www.facebook.com/FutureBuiltonKnowledge
TWITTER	https://twitter.com/FBK_research
INSTAGRAM	https://www.instagram.com/fbkresearch/
YOUTUBE	https://www.youtube.com/c/FBKresearch

7. Application of provisions

These provisions shall be adopted and shared by other project partners or co-organizers of events that require the opening/management of social network accounts.

APPENDIX

Facebook



The screenshot shows the Facebook profile page for 'Fondazione Bruno Kessler' (@FutureBuiltonKnowledg e). The page includes a navigation menu on the left, a profile picture, a cover photo, and a recent post. Technical specifications for images are provided in several callout boxes:

- IMMAGINE PROFILO**: dimensioni minime 180x180 px, dimensioni ottimali 320x320 px.
- IMMAGINE COVER**: dimensioni minime: 828x315 px, dimensioni ottimali: 1656x630 px. Note: La visualizzazione della cover varia in base al dispositivo che si sta utilizzando (mobile, tablet, desktop); l'area che resta sempre visibile è quella centrale, per una larghezza di 563 px, indicata nel tratteggio.
- IMMAGINE LINK**: in alcuni casi l'immagine generata automaticamente dal link risulta sgranata; è quindi possibile tentare di aggiungere o modificare l'immagine (dimensioni consigliate 1200x630 px).
- IMMAGINE POST**: è possibile aggiungere immagini al post effettuando un upload. Le dimensioni consigliate sono immagine rettangolare 1200x628 px, immagine quadrata 1200x1200 px.

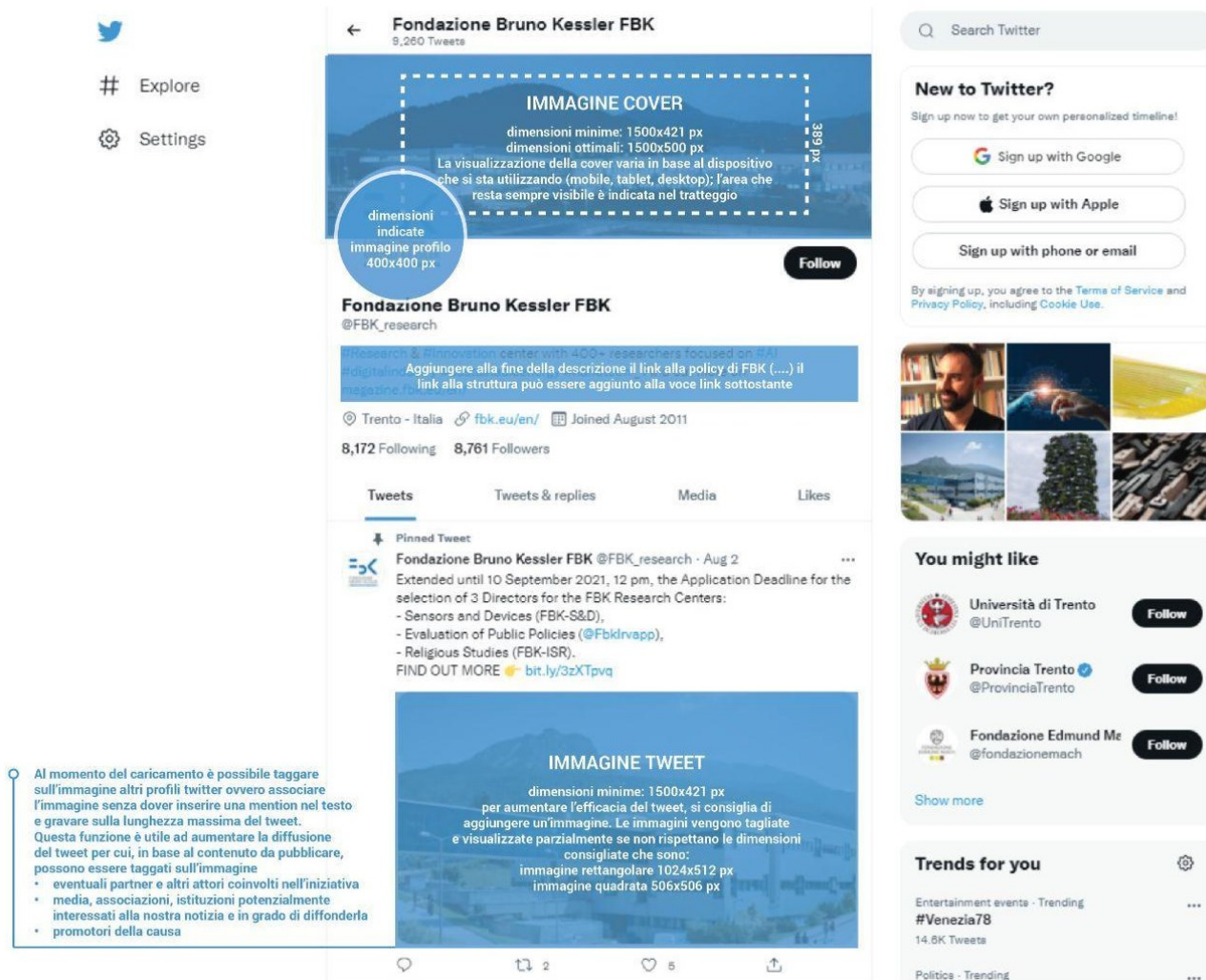
Additional page details include:

- Community: Place a 8890 persone, Follower: 9881.
- Informazioni: 0481 314444, Contatta Fondazione Bruno Kessler su Messenger, www.fbk.eu, Organizzazione no-profit - Servizi pubblici e governativi - Centro di ricerca educativa, Impressum.
- Trasparenza della Pagina: Pagina creata - 4 febbraio 2014.

is a social network service based on a software platform that allows the publication and sharing of content in different formats (texts, images, videos). Facebook supports profiles (for people), pages (for companies and institutions), groups and events. To invite another user to join the conversation, or to just let them know that we are talking about them, use *Mentions*, their specific name, as indicated in the pages under the profile image and the name of the page, preceded by the @ symbol.

The Mention for the FBK institutional account is @FutureBuiltonKnowledge.

Twitter



Fondazione Bruno Kessler FBK
9,260 Tweets

IMMAGINE COVER
dimensioni minime: 1500x421 px
dimensioni ottimali: 1500x500 px
La visualizzazione della cover varia in base al dispositivo che si sta utilizzando (mobile, tablet, desktop); l'area che resta sempre visibile è indicata nel tratteggio

dimensioni indicate immagine profilo 400x400 px

Fondazione Bruno Kessler FBK
@FBK_research

Research & innovation center with 400+ researchers focused on AI, digital health, robotics, and space exploration.
Aggiungere alla fine della descrizione il link alla policy di FBK (...) il link alla struttura può essere aggiunto alla voce link sottostante

Trento - Italia fbk.eu/en/ Joined August 2011

8,172 Following 8,761 Followers

IMMAGINE TWEET
dimensioni minime: 1500x421 px
per aumentare l'efficacia del tweet, si consiglia di aggiungere un'immagine. Le immagini vengono tagliate e visualizzate parzialmente se non rispettano le dimensioni consigliate che sono:
immagine rettangolare 1024x512 px
immagine quadrata 506x506 px

Al momento del caricamento è possibile taggare sull'immagine altri profili twitter ovvero associare l'immagine senza dover inserire una mention nel testo e gravare sulla lunghezza massima del tweet. Questa funzione è utile ad aumentare la diffusione del tweet per cui, in base al contenuto da pubblicare, possono essere taggati sull'immagine

- eventuali partner e altri attori coinvolti nell'iniziativa
- media, associazioni, istituzioni potenzialmente interessati alla nostra notizia e in grado di diffonderla
- promotori della causa

New to Twitter?
Sign up now to get your own personalized timeline!

Sign up with Google

Sign up with Apple

Sign up with phone or email

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).

You might like

- Università di Trento @UniTrento Follow
- Provincia Trento @ProvinciaTrento Follow
- Fondazione Edmund Mach @fondazionemach Follow

Trends for you

Entertainment events - Trending
#Venezia78
14.6K Tweets

Politics - Trending

is a microblogging platform that is particularly suitable for publicizing news and providing live coverage of events. Updates are called "tweets" and have a limited number of characters. In their tweets, users can mention another user to invite them to join the conversation or to just let them know that they are talking about them: to use *mentions*, write their specific name, that in the accounts is indicated under their profile image and the name of their account, preceded by the @ symbol.

To mention the FBK institutional account, users should type @FBK_research

To label the tweet and "link" it to a topic, use *hashtags*, i.e. one or more words not separated by spaces after the # symbol.

The hashtag for the FBK institutional account is #FBKresearch

YouTube

IMMAGINE COVER
dimensioni minime: 2048x152 px
dimensioni ottimali: 2560x1440 px
La visualizzazione della cover varia in base al dispositivo che si sta utilizzando (mobile, tablet, desktop); l'area che resta sempre visibile è indicata nel trattaggio e misura 1546x423 px. In modalità TV, l'immagine diventerà lo sfondo pieno del canale, in proporzione 16:9

IMMAGINE PROFILO
dimensioni ottimali 800x800 px

FBK - Fondazione Bruno Kessler
1.55K subscribers







Nella sezione "ABOUT" aggiungere la frase "Policy esterna"

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT







#menoviruspiuconoscenza | la ricerca al tempo del Covid-19
1,414 views · 1 year ago
In questi giorni di emergenza nazionale la produzione di conoscenza non si ferma.
Parallelamente al lavoro della ricerca e della diffusione dei suoi risultati stiamo organizzando una serie di contenuti divulgativi per adulti e bambini, continuate a seguirci sui nostri canali per essere sempre aggiornati!
READ MORE

Organizza i video in "playlist", cartelle tematiche che raggruppano i video caricati. Un video può essere visualizzato in più playlist

Uploads ▶ PLAY ALL

 WEBVALLEY 2021 INTERNATIONAL SUMMER... 350 views · Streamed 5 days ago	 EDIT - Esperienze Didattiche Insieme al Territorio 79 views · 3 weeks ago	 Io è un altro io 37 views · 3 weeks ago	 WEBVALLEY 2021 130 views · 3 weeks ago	 Webinar series "Facing an Outbreak: Issues of Global... 34 views · 1 month ago	 CavAward 2021 33 views · 1 month ago
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FBK projects ▶ PLAY ALL

 5G CARMEN 5G for Connected and Automated...	 Smart Altitude IEMS (Integrated Energy...	 CREEP PROJECT (EN VERSION)	 I-REACT L'APP EUROPEA PER RENDERE ATTIVI I...	 SocketMaster project: an optimised prosthetic sock...	 SUPERTWIN: The entangled key to super resolution...
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is a web platform that allows the publication, sharing and streaming of original videos. The videos have a title and a short caption and, when uploading them, users must insert *tags*, i.e. words that represent the content of the video and facilitate finding them among search engine results.

is a social network based mainly on networks of professional contacts; user profiles are in fact similar to resumes. From a business point of view, it is particularly suitable for establishing relationships, sharing news or promoting initiatives designed for specific groups of people who share a profession or educational background.

It is a valid tool for strengthening the corporate image as well as an important channel for attracting talent. To mention the account, look for the company profile Fondazione Bruno Kessler - FBK.

IMMAGINE COVER
dimensioni minime: 1192x220 px
dimensioni ottimali: 1536x768 px

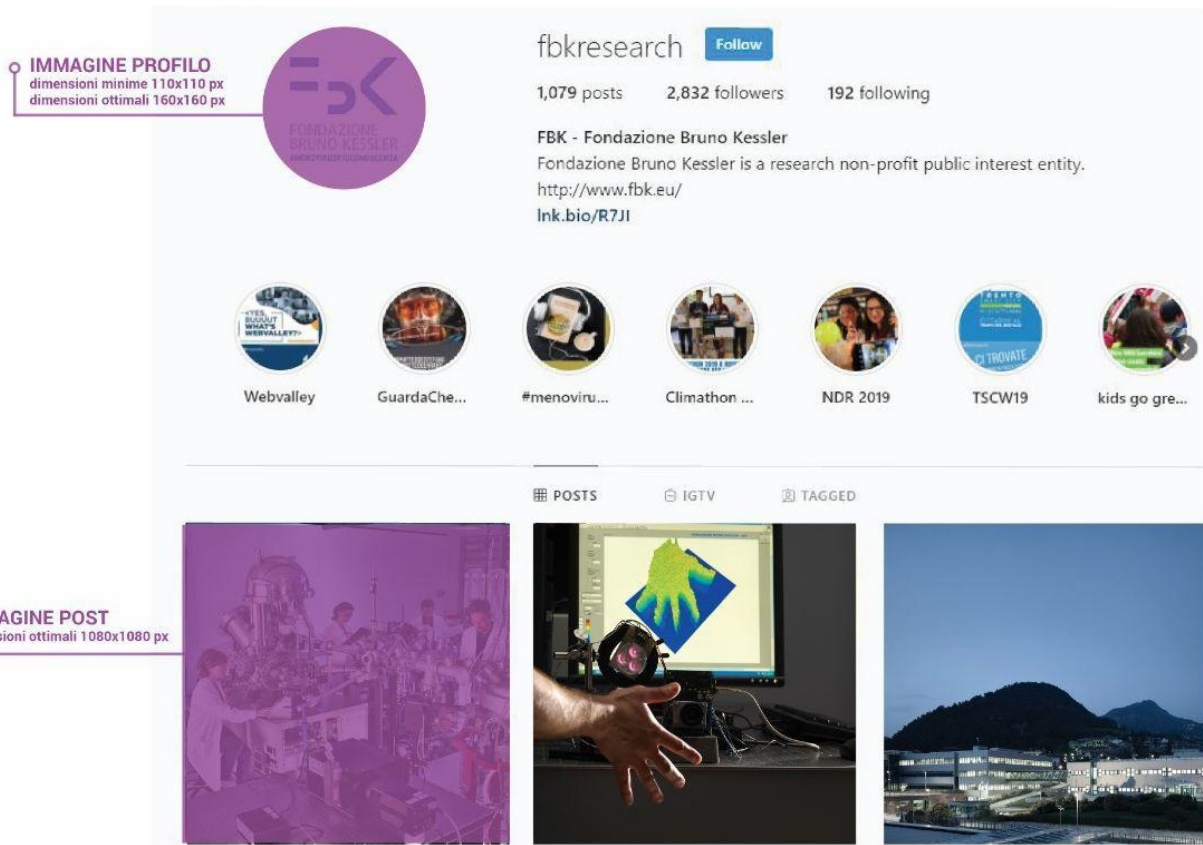
IMMAGINE PROFILO
dimensioni ottimali 300x300 px

IMMAGINE POST / UPDATE
dimensioni minime: larghezza di almeno 200 px
dimensioni consigliate: immagine con proporzioni 1.91:1 (es. 1200x627 px)

Chi siamo
Top Research institute in Italy, ranked at the 1st place for scientific excellence within 3 different subject areas (ICT, History and Sociology) and for the economic and social impact according to the quality of research ANVUR evaluation for the period 2010-2014.

Sfoggia le offerte di lavoro
Offerte di lavoro: Ricercatore
55 offerte di lavoro aperte
Offerte di lavoro: Direttore
1.221 offerte di lavoro aperte
Offerte di lavoro: Ingegnere
1.818 offerte di lavoro aperte
Offerte di lavoro: Biologo
111 offerte di lavoro aperte
Offerte di lavoro: Ingegnere biomedico
127 offerte di lavoro aperte
Offerte di lavoro: Consulente legale
107 offerte di lavoro aperte
Offerte di lavoro: Geologo
54 offerte di lavoro aperte
Offerte di lavoro: Ingegneria informatica
1.853 offerte di lavoro aperte
Offerte di lavoro: Medical Science Liaison
67 offerte di lavoro aperte
Offerte di lavoro: Project Manager
2.934 offerte di lavoro aperte

Aggiornamenti
Extended until 10 September 2021, 12 pm, the Application Deadline for the selection of 3 Directors for the FBK Research Centers:
- Sensors and Devices (FSK-SSD);
- Evaluation of Public Policies (FBK-IRVAPP);
- Religious Studies (FBK-IR).



is a photo-sharing social network in which high quality images are accompanied by a short caption that should include numerous *hashtags* and possibly *mentions*.

Hashtags *have* the function of labeling the photo and "referencing" it to a topic: they are one or more words, not separated by spaces, to be typed after the # symbol.

The hashtag for FBK's institutional account is #fbkresearch
Mentions have the function of citing an existing instagram account, to let them know that they are being talked about or to involve them in the discussion. On instagram, they correspond to the name that appears on the account.

The mention for FBK's institutional account is @fbkresearch. Instagram supports *stories*, i.e. images that can be viewed by clicking on the profile image that last 24 hours.

Instagram expresses greater potential in the mobile version.