

# **Regulations on the Use of Social Media and Digital Platforms**

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## **Preamble**

Digital communication is now a fundamental tool for presenting research activities, promoting events and initiatives, highlighting collaborations, and maintaining relationships with students, researchers, citizens, as well as national and international stakeholders. It also represents concrete support for the objectives of the Third Mission, fostering dialogue with society and the dissemination of scientific knowledge beyond the academic community.

In a context of increasing visibility, it is important that online messages accurately and consciously reflect the identity of SISSA. For this reason, these Regulations define principles, responsibilities and good practices for the use of digital platforms by the School and its community.

The Regulations on the use of social media and digital platforms are structured into three sections:

- **Part I – Institutional communication on social media**, dedicated to communication through official institutional channels;

- **Part II – Management of digital platforms associated with SISSA**, providing guidance on the creation and management of social media channels and websites by research groups, projects and internal structures of SISSA;
- **Part III – Personal use of social media**, establishing principles of conduct for those who work, study or carry out research within the School, with regard to personal use of social media when online activity may directly or indirectly affect the image of SISSA.

## Purpose

These Regulations aim to:

- clarify which types of content may be published on SISSA's official channels and which do not fall within institutional purposes;
- define criteria and responsibilities for the creation, management and monitoring of digital platforms associated with the School (for example, social media profiles and websites of research groups or projects);
- provide guidelines for the personal use of social media by those who study, work or collaborate with SISSA, when online activities may be connected to the Institution;
- promote responsible behaviour that respects the image of the School, individuals' rights and applicable regulations.

These Regulations are intended to promote clear, inclusive communication aligned with the values of the School.

## Part I – Institutional Communication on Social Media

This section governs SISSA's official presence on social media platforms and the ways in which the School communicates with the public through these channels. It is addressed to all individuals and entities interacting with SISSA's institutional profiles: prospective students, alumni, citizens, companies, public and private bodies, national and international organisations, academic institutions and research centres. This section also defines rules of conduct (Netiquette) to be applied in online interactions such as comments, messages or mentions, in order to ensure respectful, transparent and constructive dialogue.

### Management of Official Accounts

The management of SISSA's official social media channels is entrusted to the Communication Office, which oversees content creation, editorial planning and monitoring. Active channels are listed on the School's website, in the section dedicated to Media.

The official language used on SISSA's social media channels is English, in order to maximise accessibility and international visibility. The use of Italian is limited to specific cases, for example for the promotion of public events held in Italian.

## **Objectives of Social Media Communication**

Through social media, SISSA aims to present its activities, particularly in relation to its missions and distinctive features. In particular, it seeks to give visibility to institutional events and initiatives, inform about opportunities for study, research and employment, highlight collaborations with industry, and maintain open dialogue with the academic community and the wider public.

## **Types of Content**

Content shared on SISSA's official social media channels includes:

- announcements related to research, awards, publications and conferences;
- activities of the SISSA community and its research groups;
- information on calls, scholarships, job opportunities, and national and international collaborations;
- news about events organised and/or hosted by the School.

Content may include text, images, videos, graphic materials and links to further resources. Third-party content is shared only if it has no commercial purpose and involves SISSA or is of interest to its community. While SISSA endeavours to verify the accuracy, source and reliability of such content, it assumes no responsibility for any inaccurate or outdated information.

## **Netiquette and Moderation**

SISSA promotes open, civil and respectful discussion on its social media channels, encouraging participation from the academic community and the public. The School's online spaces are moderated a posteriori, including on the basis of user reports, to ensure that discussions remain constructive and aligned with institutional purposes.

Comments that are relevant to the published content and that foster constructive dialogue with the community are always welcome.

The following types of content are not permitted:

- discriminatory, violent, vulgar or offensive content;
- spam or unauthorised commercial promotion;
- dissemination of personal data without consent or other confidential information;
- off-topic content or content posted with provocative intent.

In the event of violations of these rules, the Communication Office may remove the content and, if necessary, restrict user access (e.g. by blocking or reporting the user to the platform).

Cases of defamation, violation of intellectual property, or improper use of the Institution's identity or image, including through fake accounts, may be reported to platform operators and competent authorities.

In response to negative or critical comments, the Communication Office undertakes to reply using a non-aggressive tone, oriented towards listening and understanding the issues raised. In more

sensitive cases, the conversation may be moved to private channels, always maintaining courteous and professional language.

## **Part II – Management of Digital Platforms Associated with SISSA**

This section provides guidance on the creation and management of social media channels and websites by internal structures of the School, such as research groups, student groups or projects.

### **Activation and Management of Social Media Channels and Websites Associated with SISSA**

The creation of new social media profiles and websites connected to SISSA—for example by research groups—must be agreed in advance with the Communication Office, which keeps a record of them. Authorised profiles must ensure content consistent with the values and identity of the School, in compliance with the SISSA Code of Conduct for Workers and the Code of Conduct for Public Employees (Presidential Decree 62/2013, Art. 11-ter).

### **Regularisation of Existing Social Media Channels and Websites Associated with SISSA**

Anyone managing an already active social media profile or website connected to SISSA is invited to notify the Communication Office in order to receive guidance and coordinate with the School's overall strategy.

### **Responsibilities of Administrators**

In accordance with Presidential Decree 62/2013, Art. 11-bis, the use of institutional digital platforms is permitted only for purposes related to work activities or attributable to them, and must not in any way compromise the security or reputation of the administration. Administrators are responsible for the content of the information they share.

Administrators of social media profiles and websites associated with SISSA therefore undertake to:

- publish only content consistent with the School's mission;
- respect privacy and copyright regulations;
- refrain from expressing personal opinions on behalf of the Institution;
- ensure the security of access credentials.

Furthermore, administrators are required to promote correct and transparent scientific information, counter disinformation, and ensure that shared content is accurate, based on reliable sources and consistent with SISSA's principles of scientific rigour.

### **Use of Artificial Intelligence**

Artificial intelligence–based tools may represent valuable support in speeding up certain processes of content ideation, creation and analysis. However, it is essential to use such tools responsibly, verifying the reliability of the generated content before publication.

It is recommended to:

- include a disclaimer when content has been created using AI;
- avoid publishing content that reproduces the image or voice of other individuals;
- refrain from using confidential documents when interacting with AI tools.

## **Part III – Personal Use of Social Media**

This section governs the personal use of social media by those who work, study or conduct research at SISSA, when online activity may be attributable to the Institution. The use of social media by the SISSA community is subject to the principles of the SISSA Code of Conduct for Workers and the Code of Conduct for Public Employees (Presidential Decree 62/2013, Arts. 11-bis and 11-ter). In line with these principles, such personnel:

- when using their own social media accounts and digital platforms, shall exercise caution so that their opinions or judgments on events, objects or individuals are not in any way directly attributable to the public administration to which they belong;
- must in any case refrain from any intervention or comment that could harm the prestige, decorum or image of their administration or public administration in general;
- in order to ensure the necessary confidentiality, communications directly or indirectly related to activities carried out for the School should not, as a rule, take place through public conversations on digital platforms or social media. This limitation does not apply to activities or communications for which the use of social media serves an institutional purpose;
- may not disclose confidential documents or information to which they have access.

It is therefore recommended to:

- avoid publishing content that could damage the image of the School;
- not disclose confidential information, sensitive data or non-public materials;
- use respectful language consistent with the academic context;
- not publish information (in particular images) concerning third parties without their prior consent;
- bear in mind that social media are public spaces: even personal opinions may reflect on the Institution.

Violation of these rules of conduct may result in disciplinary sanctions in accordance with internal regulations and applicable law, without prejudice to cases of criminal, civil or administrative liability. Freedom of expression is a guaranteed principle, but it must be exercised with awareness and respect for the context in which one operates.

## **Compliance with Privacy and Copyright Regulations**

All social media activities must comply with applicable legislation on personal data protection and intellectual property, in particular Regulation (EU) 2016/679 (GDPR) and copyright law (Law 633/1941).

It is therefore necessary to:

- avoid publishing personal data without consent;
- use only content for which the rights are held or appropriate authorisation has been obtained;
- refrain from disseminating confidential documents or materials not intended for publication.

## **Social Media Sponsorships**

SISSA may run sponsored campaigns on its social media channels to promote its events, initiatives and news of public interest.

Administrators of social media accounts associated with SISSA who intend to activate sponsored campaigns must hold a credit card. Before starting any advertising activity on channels associated with the Institution, it is necessary to contact the Communication Office to jointly assess the most appropriate ways to achieve communication and promotional objectives.

Anyone who studies or works at SISSA and decides, in a personal capacity, to sponsor products, services or initiatives through their personal account must do so exclusively in their own name, avoiding any direct or indirect reference to the School.

## **Graphic Guidelines and Visual Identity**

For the use of the SISSA logo and to ensure visual consistency of digital content, reference should be made to the School's official visual identity manual, available on its website. Before publishing any material containing the SISSA logo, it must be reviewed by the Communication Office.

## **Contacts**

For reports, questions or authorisation requests: **[pressoffice@sisa.it](mailto:pressoffice@sisa.it)**