



UNIVERSITÀ
DEGLI STUDI
DI MILANO



Social Media Policy **Netiquette**

Netiquette

Rules of conduct and moderation

The University of Milan recognises broad freedom of expression to its users commenting on posts or sending direct messages through its social-media channels, provided they do so in a polite manner, and in a way that is respectful of others and their opinions.

The University has implemented a "Netiquette" for its social-media account based on the guidelines and Terms of Use set by the leading social-media platforms (Facebook, Twitter, Instagram, YouTube and LinkedIn).

Official University of Milan social-media accounts are considered to be a forum for civil, constructive, and cross-cultural discussions amongst members of the University community. Adherence to a short list of simple rules is required. **In the most serious of cases, the University reserves the right to report misuse to the social-media platform involved, and to the proper authorities.**

The University's Netiquette rules are attached to this Social Media Policy, and may apply to all current and future social-media accounts.

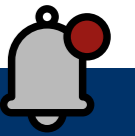
The following will not be published, or will be blocked and removed

- Comments (including those containing images, videos, and links) which are violent, provocative, threatening, discriminatory (in terms of gender, race, or minority status), defamatory, vulgar, or offensive in nature, or which incite violence or lawlessness, or which are misleading, alarmist, or infringe upon any third-party right
- Comments or messages which contain obscenities, child or adult pornography, or other content which might offend the sensibilities of other users
- Comments that include private or sensitive personal data or information, which might lead to harm or reputational damage to the individual concerned
- Text and/or audio/video content which includes any personal data that infringes on any copyright, or which violates EU Regulation no. 2016/679 (the "GDPR") or the Italian Privacy Act (Legislative Decree no. 196/2003, as subsequently amended) or which is otherwise illegal to share or post
- Advertising or repetitive and bothersome messages (i.e. "spam") which violate the terms of use for the social-media platform in question
- Posting, or receiving via direct message, any personal documents relating to online admission or enrolment procedures, tuition or fee payments, which feature personal data including but not limited to: place or date of birth, tax ID number, bank-account number, or other administrative-office information or information relating to a person's university career
- Sale of unauthorised educational materials labelled "LaStatale|unimi" or featuring the University brand
- Spam or links to unrelated websites
- Promotion of any product, service, or political organisation
- Promotion of any business or unauthorised use of any trademark
- Infringements of third-party rights or illicit content
- Comments and/or messages featuring political propaganda
- Fundraisers which are not authorised by the University.



The following will always be welcome

- Comments germane to the post's topic, or which open a constructive dialogue with the community
- Tagging events, programmes, and projects with the @LaStatale tag which directly relate to, or touch upon, the University's three-part mission: Education, Research, and University Innovation and Community Leadership (aka the Third Mission)
- Proposals for joint events with institutions, organisations, research centres and student associations or groups officially recognized by the University
- Photo and video contributions from fans who attend our events and programming to tell the story of the event or programme in tandem with the University, provided that all persons depicted have been alerted, and their consent to the release and publication of their image or likeness has been obtained.



Please note:

Users of any University social-media channel are personally liable for the text, photos, and any other content they post to, or share on, any profile, and the civil and criminal consequences of any unlawful conduct or statements.

The University is under no legal duty to monitor comments or information posted publicly by any user.

For any reiterated breach of these rules of conduct and moderation, the user will first receive a warning (via direct message) and then be blocked. The University does, however, reserve the right to intervene to moderate discussions and remove any inappropriate content, and to report any content which violates the law first to the social-media platform involved, and then to the authorities.

