Social Media Policy

Contents

Introduction

The University of Milan (hereinafter also referred to as the University) acknowledges **the role of social media as digital forums for discussion and interaction between the organization and its audience**.

Social media (SM) are institutional communication channels that, along with the other channels of the University's web ecosystem, contribute to maintaining and strengthening both the institution's reputation with external stakeholders and the sense of belonging to the academic community as a whole.

The Social Media Policy of the University of Milan may be subject to changes and updates. Please review it regularly.

Regulatory Framework

The University Social Media Policy (SMP) is the set of rules governing the University's presence on the main Social Media platforms, in full compliance with the rules, principles and guidance set by the following:

- University Statute and Regulations
- Code of Ethics and Research Integrity
- Employee Code of Conduct
- Copyright law and EU General Data Protection Regulation (GDPR) 2016/679
- University Personal Data Protection and Sensitive Data Processing Regulations
- AgID Guidelines on digital communication for the promotion of services through social media: "La comunicazione digitale per la promozione dei servizi - *I Social media*" [1]
- Vademecum "Social Media e PA" (2012 and 2018 editions).

Based on the type of target audience, the University adopts:

- An **external Social Media Policy** and a **Netiquette**, to regulate its presence on SM platforms, the relationship with external users and the rules of conduct (Netiquette) required by external audiences: prospective students, enrolled students, graduates, citizens, national and international entities and organizations, public institutions, research centres, businesses
- An **internal Social Media Policy**, to provide internal units (departments, study programmes, faculties and schools, research centres, service centres, foundations and consortia where the University is a key partner) with guidance on starting and managing Social Media channels, as well as setting out rules of conduct for employees and student associations/groups.

As part of the Social Media Policy of the University of Milan, the University Library Service (SBA) adopts a specific external SMP for its SM platforms, which is available online on the dedicated page of the SBA Portal.

External Social Media Policy

The University of Milan is present on the main Social Media platforms with institutional accounts managed by the 1st-level **staff Unit "Institutional Communication - Internal Communication, Publication and Social Media Planning Office"**, *with the exception* of the Instagram account providing dedicated study and career guidance services to prospective students and graduates, which is managed by the University Study and Career Guidance Service (COSP).
The University has an institutional LinkedIn page, co-managed with COSP for study guidance and placement services. It is linked to the **@UNIMIInnova showcase page**, managed by Fondazione UniMi and covering the areas of innovation, Third Mission and public engagement.

University institutional accounts

Facebook
@LaStatale and @University.of.Milan

Twitter
@LaStatale

Instagram
@lastatale_milano_official and @cosp_unimi

Youtube
@UnimiVideo

LinkedIn
@University of Milan and @UNIMIInnova

What we communicate on our accounts

- **Institutional news and events** (inauguration of the academic year, cultural initiatives and institutional visits)
- **Scientific publications** and other research results and products
- **Services and opportunities** for prospective students and enrolled students (admissions and enrolment, entrance tests, scholarships and international mobility programmes)
- **Programmes and courses**
- **Initiatives and events** open to the local community (Third Mission)
- **Career guidance**
- **Research opportunities** for faculty members and research fellows
- **Participation** in national and international networks.

Please note:

The Internal Communication, Publication and Social Media Planning Office is reviewing the social accounts of University units, study programmes and departments.

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 document**s 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.

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.

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.

Internal Social Media Policy

The internal SMP is intended for University units, including departments, faculties and schools, study programmes, teaching units, libraries, research centres, service centres, associations, foundations and consortia where the University is a key partner, which manage or intend to start new institutional social media channels to communicate and promote services, opportunities, initiatives and scientific discoveries to their target audiences.

For a university unit, starting and managing an account on social platforms means speaking on behalf of the University of Milan: **signing the "Terms of Service" of each chosen platform is like signing a legally binding agreement, whereby the University is liable for direct damages**, e.g. claims for posting content that infringes on copyright, privacy or personal data processing rules.

The administrator or editor of a social account that speaks on behalf of the University must necessarily be a temporary or permanent employee working in the unit that manages the account.

When starting a social account, it is preferable to use one's @unimi.it personal e-mail or the unit e-mail, and set a password which is different from the one used to access e-mail or other online services.

Therefore, we strongly recommend that:
- **For active accounts**, you report to the Internal Communication, Publication and Social Media Planning Office (uni. comunicazione@unimi.it) the name of the account and the person identified as administrator/editor
- **For accounts to be activated**, you first contact the Internal Communication Office to assess the real need to have a new social channel for your communication objectives.

For the accounts of the University Library Service, contact the SBA Division - Support Office for the University Library Service Front-Office (sba@unimi.it), which acts as a liaison with the Internal Communication office. The list of social media accounts of the University Library Service is also available online in the Annex to the SBA Social Media Policy.

Please note:

Social channels, due to their nature and structure, cannot entirely meet the need for communication, but must always be thought of as an integral part of the wider digital system (web ecosystem) of the institution.

Starting a social media channel: Five preliminary questions

1 What do I want to communicate?

Will my social channel be used to communicate and promote services, initiatives, research projects or events produced by my unit on an ongoing basis, or just a single initiative?

2 Who is my target audience?

Students and staff, students only or staff only, external audiences?

3 Is the identified social channel (Facebook, Twitter, Instagram, YouTube, LinkedIn) the right one for my target audience?

Do I address an audience of young and very young people or other research communities or networks, or national/international institutions?

4 Does my unit have a webpage or site providing a landing page for social content?

Is the content posted to social platforms published primarily in an institutional web space of the University? Will the account be a sounding board for more in-depth information on the website or will it be a separate channel?

5 Do I have an internal resource who will supervise and manage the social channel of my unit on an ongoing basis?

Is there a colleague in my unit working mainly in information and communication or will someone take care of it occasionally? Who will be the account administrator and/or editors?

Answering these preliminary questions helps clarify the real need to start a new social media channel and, above all, its "sustainability" in terms of time and dedicated resources.

Starting, managing and monitoring a social media channel effectively: Channel name, editorial plan, moderation rules and Netiquette

Starting, managing and monitoring a social media channel require content planning (texts, images and videos), and sharing rules of conduct with the community (Netiquette).

Name and University brand

The **name of the social account** of a unit, study programme or department **must unequivocally indicate that they are part of the University of Milan**.

Therefore, the account name (or username) may be the acronym of the unit, study programme or department (possibly the same acronym as for the dedicated website URL), followed by the suffix:
- *LaStatale*, for accounts relating to teaching, student services or initiatives open to the local community
- *unimi*, for accounts linked to innovation, research and foundations or consortia where the University is a key partner.

In any case, **it is advisable to use the official name of a unit, study programme, department or library**. The acronym should only be used if self-explanatory for your potential and target audience.

On the other hand, the full name of the account followed by the wording "Università degli Studi di Milano" (University of Milan), may be used in the title of the Facebook cover image, in the Instagram bio, or in the Twitter, YouTube or LinkedIn description.

The University brand should feature in the account profile image, using the official version available online on the "University Visual

Identity" page. All libraries of the University Library Service should have a consistent visual identity, i.e. a relevant profile image with the University brand (left-justified text logo).

Before activating a new social account, contact the Internal Communication, Publication and Social Media Planning Office by e-mail (uni. comunicazione@unimi.it) to check compliance with name and brand requirements.

Once the account is active, the Internal Communication, Publication and Social Media Planning Office must be notified by e-mail (uni. comunicazione@unimi.it). The message will include:
- Account name
- Account administrator and editors.

For the accounts of the University Library Service, contact the SBA Division - Support Office for the University Library Service Front-Office sba@unimi.it, which acts as a liaison with the Internal Communication office.

Editorial plan: what it is and how to build it

The editorial plan of a social account provides a schedule of content publishing (text, photo or video) based on the unit's communication agenda.
A content posted to an institutional social account must always include a link to a landing page where the topic is illustrated in detail.

Moderation rules

Managing a social account requires monitoring comments and direct messages from users/ followers, which, if left unanswered, may damage the University reputation, as it may be perceived as not alert to the needs of its community.

For moderation rules and relationship management with your users/followers on social channels, please refer to the University Netiquette (attached hereto). All University social accounts should fully comply with these rules.

Please note:
If the content posted to your social account receives highly negative or derogatory comments, you can avoid the situation escalating into an epic fail (i.e. a flop in your messaging) by using a non-aggressive tone of voice in your replies, listening to the concerns of your community and trying to solve the issue.
In particularly serious cases, it is preferable to move the conversation from public forums to private messaging, while keeping a most friendly and conciliatory attitude.

Please note:
The administrator/editor of an institutional social channel of the University is responsible for published content. Therefore, before posting any content, make sure it is true and appropriate, and avoid sharing personal opinions or confidential information with your community.

For libraries, the unit head is in charge of the "editorial line". Therefore, he/ she should operate an account for all the library SM platforms.

Rules of conduct for University staff on personal social accounts

University staff (teaching and non-teaching staff, doctoral and postgraduate students, postdocs and fellows) who post comments on institutional initiatives to their personal accounts must comply with the code of conduct for civil servants (namely Article 3 of Presidential Decree No. 62/2013).

They are required to behave in a way that does not damage the image and reputation of the University of Milan and that respects the privacy of individuals (Article 9 of the Code of Conduct for Employees and Article 3 of the Code of Ethics and Research Integrity).

The University oversees compliance with these rules, while ensuring broad freedom of thought and expression.

Therefore, on personal social media accounts, University staff may not:
- **Use the name, logo or reputation of the University** for purposes other than institutional missions, i.e. Teaching, Research and the Third Mission
- **Disclose online confidential information** on employees, consultants or third parties that they have obtained as part of their function, or on work activities, services, projects and documents not yet made public or otherwise confidential
- **Post photos and/or videos showing people without their consent**, with the exception of public events
- **Discuss any issues** concerning the workplace.

Breaching these rules of conduct may result in disciplinary sanctions, without prejudice to criminal, civil and administrative liability.

Please note:
On your personal social accounts, you cannot post or share, for promotional purposes, any information on third parties which have relationships with the University for institutional, academic, research or Third Mission purposes.

Rules of conduct for social accounts of student organizations

On their social accounts, student organizations, cooperatives as well as representative lists recognized and accredited by the University (Register of associations), are required to comply with the University Netiquette, holding the University of Milan harmless from any liability arising from the use of the University brand and image in breach of the University Statute and the Code of Ethics and Research.
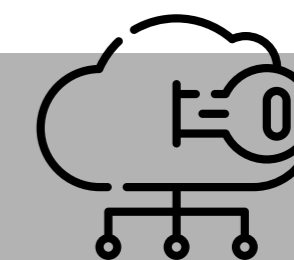
How to create an effective social media channel:

- use an impactful name
- organize your contents well
- monitor your followers' feedback

Starting A Social Media Channel: A Comprehensive Guide

Facebook

Facebook (FB) is the ideal social media to promote community engagement with your services and programmes.

With Messenger, Facebook's instant messaging platform, you can chat with, and send images/videos to, your users.

Starting and managing a Facebook account

You can be on Facebook with a personal account, a page or a group.
Given the University's institutional information and communication goals, **we strongly recommend you create a page where users can add comments and messages, but not share posts**.

To create a page, **you need to use a personal account associated with the page as administrator**. The latter can then appoint other users as page editors. The administrator's and editors' personal profiles cannot be viewed externally.

Both the administrator and the editors of the page must be University in-house staff.
Therefore, when starting a social account, **it is preferable to use your @unimi.it personal e-mail or the unit e-mail**, and set a password that is different from the one used to access e-mail or other online services.

See the section "Name and University Brand" for naming and branding guidelines.

Once a page is active (we suggest selecting the College and University option), the **Internal Communication, Publication and Social Media Planning Office must be notified by e-mail** (uni.

comunicazione@unimi.it). The message must include name, link and administrator details.

Please note:

Before sharing posts, commenting on, or replying to messages, always make sure you are working as an administrator or editor of the page, not from your personal account.

To create a page on Facebook, you need:
- A **profile picture** (possibly with the University brand)
- A **cover image** with the full name of the owner (unit, study programme or department), which helps find the page using the Facebook search engine.

A **brief description** of the page owner, objectives and Netiquette. You can post the full text or add a link to the dedicated page on the unimi.it portal in the "Information" section.

For more details on how to create and manage a Facebook page, please refer to the Help Centre on the platform.

Contents

Facebook Creator Studio lets you share photos, texts and videos with your community, manage posts and host live streams, or create (joint) events or groups from your page.

The rules set forth in the "Copyright and Privacy" section of this Social Media Policy and the terms of use of the platform apply to contents shared on Facebook.

minutes and 20 seconds) and a hashtag (hash mark (#) + tag), which is used to group content on trending topics.

You can also create Moments, i.e. stitch together multiple tweets into slideshow-like stories. On February 2021, the microblogging platform launched Spaces, a new feature which allows you to have live audio conversations on Twitter.

Twitter

Twitter (TW) is the most effective social media to "listen" and follow trending topics, and to "discuss" with other universities or administrations, research institutes or groups, associations and companies, media, national and international institutions.

Starting and managing a Twitter account

To create a Twitter account, you just need an e-mail address for the owner (unit, study programme or department) to be associated with the profile. See the section "Name and University Brand" for naming and branding guidelines.

When starting a Twitter account, **it is preferable to use the unit e-mail (@unimi.it)**, and set a password that is different from the one used to access e-mail or other online services.

Once the account is active, **the Internal Communication, Publication and Social Media Planning Office must be notified by e-mail** (uni. comunicazione@unimi.it). The message must include name, link and administrator details.

To create a Twitter account, you need:
- A **profile picture** (possibly with the University brand)
- A **cover image**
- A **description** of the account owner, goals and Netiquette (up to 160 characters).

Contents

Twitter requires clear, concise messages: a tweet cannot exceed 280 characters (including spaces). Your text will become more effective if you add a photo or a short video (max. 2

Instagram

Instagram (IG) is the social media that allows for a more creative and informal institutional communication, tapping into the potential of photos, videos and stories to connect with a very young audience.

Starting and managing an Instagram account

To create an Instagram account you need an e-mail address for the owner (unit, study programme or department) to be associated with the profile, though you can also log in using Facebook (Instagram's parent company) and link the two accounts.

When starting an Instagram account, **it is preferable to use your @unimi.it personal e-mail or the unit e-mail**, and set a password which is different from the one used to access e-mail or other online services.

See the section "Name and University Brand" for naming and branding guidelines. Special attention should be paid to copyright and privacy rules, as most photo/video content is shared.

Once the profile (preferably a business profile) is active, the **Internal Communication, Publication and Social Media Planning Office must be notified by e-mail** (uni.comunicazione@unimi.it). The message must include name, link and administrator details.

To create an Instagram account, you need:
- A **profile picture** (possibly with the University brand)
- A **description** of the account owner, goals and Netiquette to be included in the Instagram bio (up to 150 characters)
- **Adding a link to the website** of the owner (unit, study programme or department).

When launching an Instagram account, **we recommend that you start with at least 12 posts from your editorial plan** (i.e. the number of posts displayed when first accessing an IG profile), to avoid a follower landing on an "empty" account, suggesting there are no ideas or contents.

Contents

IG offers mostly visual content, e.g. photos and videos. Hashtags are used to group content on trending topics and have more likes and followers.

Videos posted on IG must be between 3 and 60 seconds long. For videos longer than one minute, you can set up an IGTV channel that can be linked to your IG account.

Instagram allows you to add descriptions/captions to visual content, up to 2,200 characters and 30 hashtags. Comments with more than 230 characters are automatically shortened by the platform.

Please note:
Instagram is a social network that "speaks" mainly through images and videos. Before posting your content, you have to accept and comply with "Copyright and Privacy" rules.

Instagram is a mobile-optimized app, but following recent updates, you can use the app from your desktop.

Youtube

YouTube (YT) is a platform for sharing and viewing multimedia content online (video sharing). It is used to present strategies, missions, services or events through video tutorials, promotional videos and live streaming.

A University unit has two options to share videos:

1 Have the video uploaded to the University channel
www.youtube.com/UniMiVideo in an existing or new playlist, in consistency with the communication objectives of the University channel. The video, if published in a playlist of the University channel, can subsequently be used by that unit.

2 Open a new channel on YouTube (or other similar platform).
Before opening a YouTube channel, you are required to check with the Internal Communication, Publication and Social Media Planning Office (uni.comunicazione@unimi.it) if there is a real need for a new channel, and if the project is sustainable in terms of video quality and of medium- and long-term management.

Starting and managing a YouTube channel

To open a YouTube channel, you need to use a @unimi.it account. The account will be enabled by the ICT Division to use YouTube through the G-Suite institutional platform, only upon request of the Internal Communication, Publication and Social Media Planning Office to ICT.

Once enabled by ICT, **you can access YouTube using University credentials to create your own channel with a @unimi.it email account** (whether a personal or unit account). Set a password that is different from the one you use to access e-mail or other online services.

Before starting a channel, you should have:
- A clear idea of your objectives and target audience (presenting your unit or programme with promotional videos, live events and video tutorials)
- Good-quality videos that meet accessibility requirements (e.g. subtitles)

- **Copyright on your videos**, make sure that any backing tracks in self-produced videos are not protected by copyright. YouTube offers all channel owners an "Audio Library" with royalty-free music
- A **profile picture and a cover picture** (possibly with the University brand)
- **A description to be included in the account information**, e.g. ownership, goals and Netiquette (use the Netiquette available online)
- Links to the programme, unit or department website and its social accounts.

See the section "Name and University Brand" for naming and branding guidelines. **Special attention should be paid to copyright and privacy rules, as most photo/video content is shared.**

Once the channel is active, **the Internal Communication, Publication and Social Media Planning Office must be notified by e-mail** (uni.comunicazione@unimi.it). The message must include name, link and administrator details.

Contents

The creation of a YouTube channel requires editing in terms of video titles and descriptions, as well as clear and consistent tags, and subtitles to make the video accessible also by impaired users.

The platform also allows you to group the videos by topic into playlists, which help users browse the channel and find contents.

Please refer to the section "Copyright and Privacy" for the rules on the privacy notice and consent forms for the use of images. These rules also apply in cases of outsourced video shootings and productions.

Please note:
When creating a YouTube channel or posting a video on your channel, you can choose between two types

of licenses applicable to the use of your content: Standard License (full ownership of copyright with prohibition of reproduction of your videos) and **Creative Commons License** CC BY (to authorize third parties to use your works in compliance with the terms of the license).

LinkedIn

LinkedIn (in) is the social platform for professional communities, where the University can present its postgraduate training programmes, internships and job opportunities or get in touch and network with research and innovation communities, and the business world.

Starting and managing a LinkedIn account

LinkedIn allows you to open a page only with a personal account. **Please use a @unimi.it account associated with in-house staff or University units**. Creating a page for a University allows you to enable the Alumni tool.

See the section "Name and University Brand" for naming and branding guidelines.

Once the LinkedIn page is active, **the Internal Communication, Publication and Social Media Planning Office must be notified by e-mail** (uni.comunicazione@unimi.it). The message must include name, link and administrator details.

Contents

On LinkedIn, you can communicate and interact with your community through infographics, insights, videos.

The embedded SlideShare web service allows you to post presentations and tutorials to your

LinkedIn page for presenting a new opportunity or launching a new service. For more details on how to create and manage a LinkedIn page, please refer to the Platform user guide.

Hashtags

The hashtag is the well-known tag preceded by the hash symbol (#), which is used in the social-media world to group content on trending topics and facilitate research on a topic.

Launched with Twitter, the use of hashtags has spread to other social platforms, especially Instagram where you can show your content in themed collections to have more likes and followers.

Avoid generic hashtags: try and find a hashtag which is consistent with your topic or audience.

The University adopts and invites you to use the following hashtags for content shared on institutional social media pages:

- #lastatale
- #lastatalericerca
- #lastataledidattica #scegililastatale #lastataleorienta
- #lastataleinnovation
- #lastataleinternational
- #lastataleperidiritti
- #lastatalecommunity
- #lastatalecultura
- #lastataleeventi
- #lastatataleperlamemoria
- #lastatatalesport
- #lastataleperlasostenibilità
- #unistatalemilano
- #unimi
- #unimiinnova
- #UMIL

Insights And Analytics: Tracking Social Media Traffic

All the main social media platforms allow you to access the Insights or Analytics section, with data on traffic generated by posted content.

When it comes to assessing the effectiveness of shared content, the data on profile visits, number of likes and followers, interactions, views and coverage of each post, are of essence. This is visible to the administrator/editor also in the layout of each post.

Please note:

As of 1 July 2021, Facebook Analytics is no longer available. However, the platform suggests some alternative options available on the website of its Help Centre.
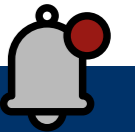
Copyright And Privacy

Active and future accounts must pay particular attention to the authorship of the contents posted to institutional accounts or pages across social platforms *(copyright)*, and avoid any unauthorised use of personal data or images *(right to privacy)*.

Presence on social platforms is always governed by the platform-specific Terms of Service. **Users of the University's social channels are invited to read the privacy policy of the various social platforms, which remain the data controllers for personal data of users/visitors.** Comments, images or other materials posted by users can be indexed by search engines, and viewed by anyone with no time limit.

Please note:

Posting content that violates copyright or privacy to institutional accounts may both expose the University and its units to potential legal actions and claims for damages by the right holder, and trigger an investigation before the Data Protection Authority in case of infringement of the GDPR - EU Regulation no. 2016/679.

To report any copyright, privacy or personal data abuses or violations, write to infoprivacy@unimi.it and violazione.dati@unimi.it.
The University authorizes the reuse of its contents by users only on condition that the source is cited, which can also be done by tagging the University's institutional accounts.

Therefore, the following *may be posted* to social accounts, without prior consent:
- Photos and/or videos made and posted during educational, scientific, cultural and promotional public events and initiatives
- Photos and/or videos with people portrayed accidentally in a public place or event, provided they are not directly recognizable
- Photos and/or videos of a minor whose face is not recognizable
- Photos and/or videos for which you own the copyright
- Online version of newspaper and magazine articles (citing the source)
- Links to pages on your website.

The following *may not be posted* to social accounts, and will be removed:
- Photos and/or videos with easily recognizable people (for example in the foreground)
- Photos or videos found online and protected by copyright
- Photos of newspaper and magazine articles because they are protected by copyright
- Recorded video reports
- Photographs of lecture notes
- PowerPoint presentations, images or videos related to lectures or public events, without the author's permission
- Unobscured pictures of minors without consent
- Other materials that do not comply with data protection regulations.

Please note:

When sharing or streaming films or documentaries on social channels during both in-person and online events, it is necessary to request authorization for use from those who own the rights (author, production or distribution company). The consent form must include event details (title, day, time), the rights holder's data and signature, the period of validity of the authorization.

A license is also required for the use of film/documentary soundtracks.

Privacy notices and consent forms: Which and when

- In case of online events (or live events on social networks) and of in-person events promoted by the University or its units for institutional purposes (Teaching, Research and the Third Mission), all participants must receive a copy of the *Information on personal data processing for participants in events, conferences and initiatives, and potential publication of multimedia materials on the University's communication channels.* The notice may be attached to the registration form or handed out at reception
- In case of public events and promotional initiatives, both online (or live on social networks) and in-person events promoted by the University or its units, all participants must receive a copy of the *Information and consent form for personal data processing for participants in multimedia promotional and educational materials.* These may be attached to the registration form or handed out at reception
- In the case of public events and initiatives - both online and in person - no privacy waiver is required from speakers if the

use of their image falls within institutional activities, i.e. teaching, research and the Third Mission.

In all other cases, a privacy waiver is required from speakers, using the consent forms for online and in-person events (in Italian or English), which are attached hereto.

Please note:

It is strongly recommended to inform the public that their image may be used for institutional purposes before starting a live event on social media, or with a sign at the event venue referring to the GDPR and the Privacy notice.

It is not recommended to post to social accounts the links and passwords to live online events on Microsoft TEAMS, ZOOM, Skype, etc., in order to keep out any hecklers or intruders.

Sponsorships And Social Media Advertising

All the main social platforms offer the option of sponsored posts/tweets or paid advertising campaigns (credit card only). These features are essential in the face of the exponential increase in content (text, photos, images) posted to social networks, which may prevent an account or a page from reaching their target audiences by simply posting and sharing so-called organic (unpaid) content.

The University of Milan uses social sponsorships only for the purpose of promoting events, courses and initiatives as part of institutional campaigns, to be paid by credit card.
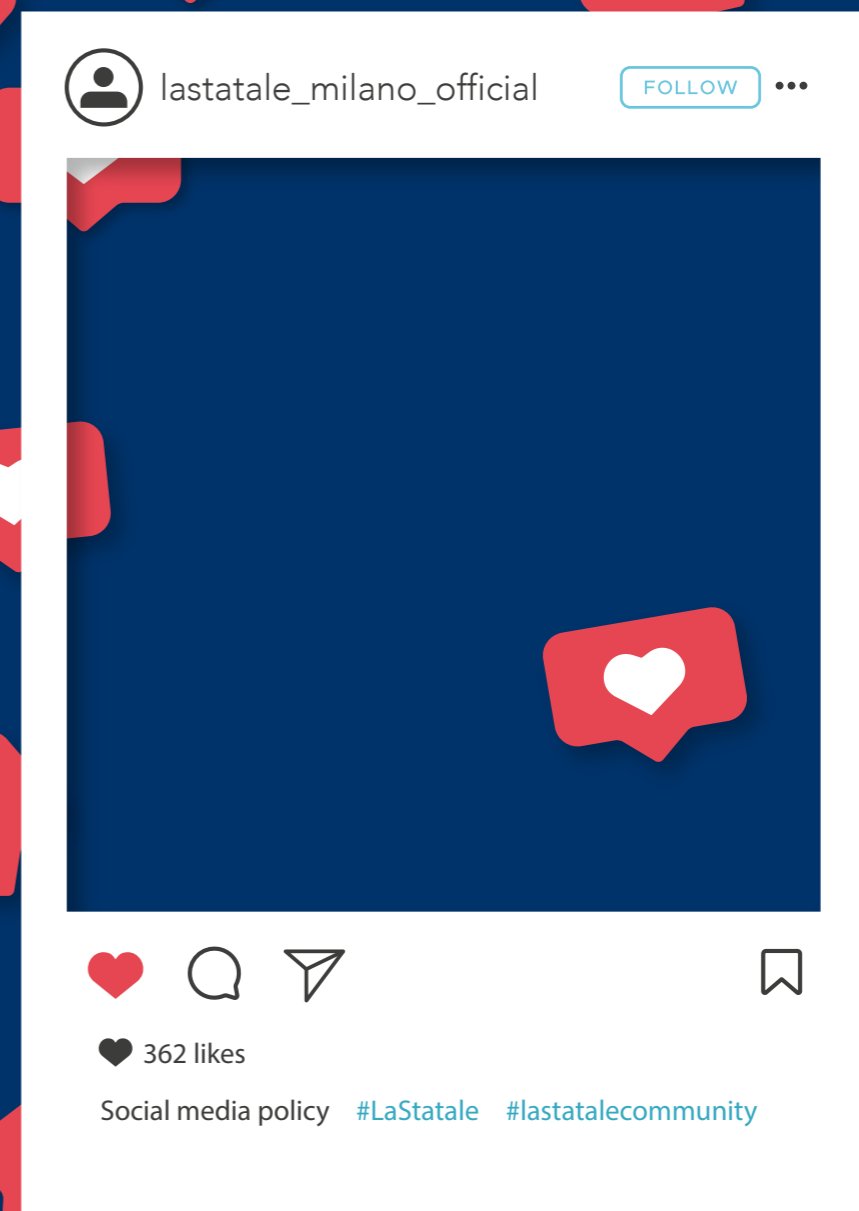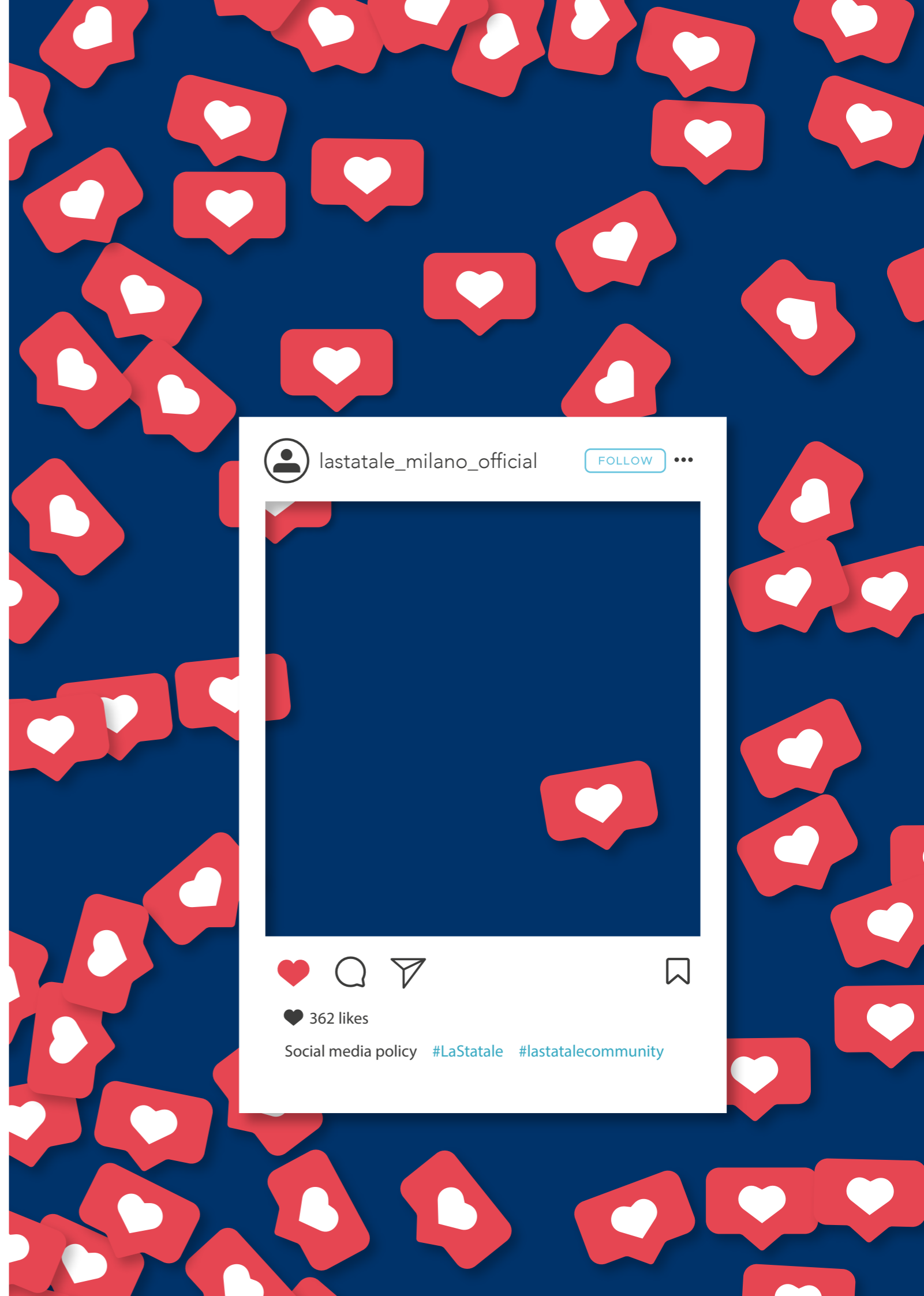
Any University units that decide independently to start sponsorships on their institutional social accounts must be credit card holders.
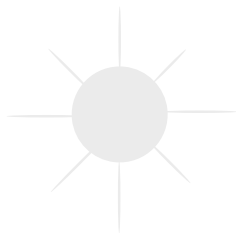Before starting sponsorships and advertising campaigns on your institutional social

accounts, we strongly recommend that you contact the Internal Communication, Publication and Social Media Planning Office via e-mail (uni.comunicazione@unimi.it) to discuss the tools and channels best suited to your communication and promotion objectives. You should also notify the office once you launch your campaign.

Annexes

- Netiquette
- Information on personal data processing for participants in events, conferences and initiatives, and potential publication of multimedia materials on the University's communication channels
- Information and consent form for personal data processing for participants in multimedia promotional and educational materials
- Consent form for the use of image and statements (onsite speakers
- Consent form for the use of image and statements (online speakers)
- Social-media image and video dimensions: ideal formats
- Social media glossary

lastatale_milano_official   FOLLOW •••

362 likes

Social media policy   #LaStatale   #lastatalecommunity

Social media Policy

University of Milan – January 2022