

## Social media policy of Politecnico di Milano

This policy regulates the use, by Politecnico di Milano, of the social media administered by the University or in any case attributable to it. It also applies to other social media that Politecnico di Milano may activate in the future.

This policy is also intended to regulate the conduct that has to be adopted by the users in the use of social media connected to the University, as well as in the sharing of content published therein and in the online debate related to it.

### Purpose:

Politecnico di Milano uses social networks for information and communication purposes and to stimulate the participation and dialogue with its users, in order to promote its institutional activities related to teaching, scientific research and the enhancement of teaching and research products.

Please note that the content shared by the University through its social media is not intended to fulfil its institutional obligations of publicity and transparency.

### Social media platforms used

At the time of publication of this policy, the University manages, through the Content, Brand Identity, Digital Services and Marketing Unit / Public Engagement and Communication Division, a space on the following social media:

- Facebook ([www.facebook.com/polimi](http://www.facebook.com/polimi));
- Instagram ([www.instagram.com/polimi](http://www.instagram.com/polimi));
- LinkedIn ([www.linkedin.com/polimi](http://www.linkedin.com/polimi));
- Twitter ([www.twitter.com/polimi](http://www.twitter.com/polimi));
- YouTube ([www.youtube.com/polimi](http://www.youtube.com/polimi)).

In addition to the above-mentioned channels, this policy refers to the additional channels and social media profiles managed by structures within the University itself (departments, territorial poles, services, etc.).

Any social and messaging profiles that are not administered by the University staff even though presenting themselves as related to Politecnico di Milano are NOT, in any way, attributable to the University itself.

Every social media platform has specific technical requirements and usage policies and the rules described herein are in addition to them.

## Published content

Politecnico di Milano uses social media to inform the public about events, initiatives, services and opportunities offered by the University; in particular cases information related to initiatives promoted by third parties could also be published or shared, when in line with the University's purposes and when deemed of potential interest to users.

## Participation:

By encouraging the users of the University's social media to contribute and make these spaces lively, engaging and dynamic, Politecnico di Milano does not exercise any prior moderation. However, the University invites whoever uses its channels to adopt an appropriate conduct and reserves the right to remove any content that appear:

- discriminatory;
- defamatory;
- vulgar;
- illegal or encouraging illegal activities;
- violating the copyright law;
- political or propagandistic;
- commercial or spam;
- harmful to the privacy of third parties;
- obscene or pornographic.

Politecnico di Milano also invites whoever uses its social media spaces not to publish comments not pertaining to the proposed content (namely 'off-topic'), and it reserves the right to remove them.

In case of violation of these conditions, Politecnico di Milano reserves the right to ban or block (when possible after a first warning) and, in the most serious cases (for instance the promotion/support of illegal activities or the perpetration of any form of offence or harm to third parties), to report the user to the platform managers and, possibly, to the competent authorities.



## **Direct messages**

Politecnico di Milano manages the direct messaging tools provided by social platforms; it specifies however that in no way do these channels replace the specific channels adopted by the University for the different types of requests.

## **Personal data protection**

The users' personal data are treated following the policies in use on the employed platforms. Personal or sensitive data posted in comments or public posts within the social media channels of Politecnico di Milano may be removed.