

LUISS SOCIAL MEDIA POLICY

LUISS University

- recognizing and guaranteeing freedom of expression of thought under article 21 of the Constitution as a fundamental human right;
- understanding the importance of social media platforms as a tool for communication and expression of the thoughts of each individual and for the dissemination and sharing of information;

has established the policy set forth herein concerning the use of social media during conversations that may have an impact on the University's reputation.

The aim of the policy is to make the conversations involving the University fluid, transparent and respectful, to protect the University's image, reputation and credibility as well as that of all those who work at or interact with it and to promote the use of virtual communication tools having regard to the principles of legality, ethics and propriety.

The policy is addressed to the governing bodies, managers, employees, other staff, faculty, students, graduates, stakeholders, persons who work with the University or on its behalf and, in general, to any user who engages in conversations related to LUISS on social media platforms.

The University respects and cherishes freedom of expression and the sharing of information and knowledge but asks that such occur in a manner that respect the liberty and rights of others.

Therefore, it is recommended that everybody express their opinion correctly and in a measured tone, based as much as possible on verifiable facts and respecting the opinions of others.

Use of LUISS social media accounts

LUISS social media channels pursue the aim of contributing to the communication and dissemination of knowledge of information, events, services and opportunities.

Comments to the University's posts are considered as constituting important feedback for the institution and are therefore encouraged, provided that they pertain to topics of public interest and bearing in mind that they express exclusively the author's point of view.

In the use of social media networks, users are free to discuss the University and their experience here, provided that this is done with respect for the name and prestige of the institution and in a manner that does not harm the institution's image, credibility and reputation.

It is forbidden to publish information and content that may be considered contrary to the mission and values of LUISS as defined in the [Code of Ethics](#), including legality, efficiency, transparency, competence, integrity and propriety.

To that end users are requested:

- to use the tools offered responsibly, avoiding offensive, vulgar or threatening comments;
- to not exploit the University's social media channels for commercial and/or personal announcements;
- to avoid behavior that may constitute any form of harassment and bullying by or against workers, students and other users who belong to the university community;

- to respect the privacy of individuals, avoiding references to facts or details that are not of public relevance and which impinge on the privacy of third parties;
- to not publish content that violates copyright or that constitutes an unauthorized use of registered trademarks.

It is forbidden to behave in a manner that:

- constitutes racism and suggests that one race is inferior or superior to others;
- causes offence to people, institutions, religions or individual convictions;
- exhibits a denigratory or gratuitously hostile attitude or position towards the University;
- instigates breach of these rules;
- raise topics contrary to good taste and the rules of civil life and democratic dialogue.

Each user is personally liable for the posts, comments, photographs, videos and materials uploaded and for the civil and criminal legal consequences of unlawful statements and behavior.

LUISS moderates content on its social media channels after publication, with the sole purpose of tackling, in a reasonably timely manner, any behavior contrary to the rules of use.

In the most serious cases of non-compliance with the recommendations set forth in this document, LUISS reserves the right to delete the content, remove users from its social media channels and report them to the moderation filters of the host social media network as well as to the relevant university bodies for the purposes of taking appropriate disciplinary action in the case of individuals belonging to the university community.

In the event of conduct detrimental to the decorum and dignity of the University, LUISS further reserves the right to act take legal steps, in the criminal sphere should the improper use of social media constitute a possible crime and in the civil sphere for the purposes of obtaining damages for the harm caused.

The publication of content and comments concerning LUISS on social media platforms implies acceptance of this present policy.