Università Ca'Foscari Venezia

This policy governs the use by Ca' Foscari University of Venice ("University") of social media administered by the University or in any case traceable to it.

Purpose

The University uses social media with the aim of informing and communicating with users – students, individuals, as well as public and private entities – favouring their interaction, as well as gathering their requests or suggestions. Through these means, the University also intends to facilitate access to its services, promote events and initiatives of the very University or of other collaborating or partner entities, pursuing institutional and general interest purposes. The contents disseminated by the University through its social media are not intended to fulfil the institutional obligations of publicity and transparency.

This policy also regulates the conduct to be adopted by users in the use of social media related to the University and in the sharing of content, be it images, texts, audio files, videos or a mix of these; it also describes how online interaction and dialogue with the University should be carried out.

Finally, the policy regulates the behaviour of the personnel in charge of managing the social media accounts and pages officially administered by and traceable to the University.

Social Media Platforms Used

At the time of publication of this policy, the University is present with its own institutional channels "Università Ca' Foscari Venezia" in the following social networks: Facebook, Instagram, Twitter, Threads, Flickr, LinkedIn, YouTube, Telegram, TikTok, Weibo, WeChat. These platforms have specific technical requirements and usage policies, which are complemented by the rules described in this policy. This policy will also apply in the event of the activation of University accounts on further social network.

The Facebook page

The "Università Ca' Foscari Venezia" Facebook page can be found at https://www.facebook.com/cafoscari/; since it is a public page, it is accessible to all users registered on the platform. This page is managed by the Staff of the University Communication and Institutional Promotion Office and is aimed at promoting the image and reputation of Ca' Foscari, providing information on the University's educational programmes, services and opportunities, as well as its scientific research and cultural initiatives. After verifying the reliability of the source, the University may decide to publish/share information or initiatives promoted by third parties that it deems of interest to users.

The Instagram profile

The "@cafoscari" Instagram profile can be found at https://www.instagram.com/cafoscari/; since it is a public account, it is accessible to all users registered on the platform. This profile is managed by the Staff of the University Communication and Institutional Promotion Office and is aimed at promoting the image and reputation of Ca' Foscari, providing information on the University's educational programmes, services and opportunities, as well as its scientific research and cultural initiatives. After verifying the reliability of the source, the University may decide to publish/share information or initiatives promoted by third parties that it deems of interest to users.

Users can contact the University in private via the Direct Message (DM) feature: information collected via this feature may remain on the platform despite deletion by the admins.

Flickr profile

The "cafoscari" Flickr profile can be found at https://www.flickr.com/people/cafoscari/; since it is a public account, it is accessible to all users. This page is managed by the Staff of the University Communication and Institutional Promotion Office and is aimed at publishing images and photo albums dedicated to the University, its initiatives and events.

The Twitter profile

The "@CaFoscari" Twitter profile can be found at https://twitter.com/CaFoscari/; since it is a public account, it is accessible to all users registered on the platform. This profile is managed by the Staff of the University Communication and Institutional Promotion Office and is aimed at promoting the image and reputation of Ca' Foscari, providing information on the University's educational programmes, services and opportunities, as well as its scientific research and cultural initiatives. After verifying the reliability of the source, the University may decide to publish/share information or initiatives promoted by third parties that it deems of interest to users. Users can get in touch with the

University through the "messages" feature or by simply mentioning Ca' Foscari (@cafoscari) in their tweets. To answer users' queries, the "direct messages" feature is active, which protects the confidentiality of the content of queries, as messages are not public. However, the information contained in the messages may remain on the platform despite deletion by the admins.

The Threads profile
The profile of @cafoscari on Threads can be accessed at https://www.threads.net/@cafoscari. This is a public account and can be viewed by all registered users of the platform. The University Communication and Institutional Promotion Office manages this profile. Its purpose is to offer information on the University's services and opportunities and encourage interaction with the Ca' Foscari community. The University may decide to publish or share information or initiatives promoted by third parties deemed to be of interest to users, after verifying the source's reliability.

The Linkedin page
The "Università Ca' Foscari Venezia" LinkedIn page https://www.linkedin.com/school/cafoscari/ is managed by the Staff of the University Communication and Institutional Promotion Office and is aimed at promoting the image and reputation of Ca' Foscari, the services and opportunities offered by the University, scientific research and cultural initiatives of the University, also through the publication of stories of students and alumni. After verifying the reliability of the source, the University may decide to publish/share information or initiatives promoted by third parties that it deems of interest to users.

The YouTube channel
The "youcafoscari" YouTube Channel can be found at https://www.youtube.com/user/youcafoscari; since it is a public profile, it is accessible to all subscribers to the platform. It is managed by the University Communication and Institutional Promotion Office. The purpose of this channel is to promote the image and reputation of Ca' Foscari; it also serves as a virtual archive for the use of videos relating to press conferences, events, interviews, radio and television reports and video messages. The multimedia content published online meets the general technical requirements of the YouTube platform. Embedding (the possibility of being embedded) of videos published on Youcafoscari on third party websites and blogs is permitted, in compliance with copyright law. On the other hand, behaviour such as the reuse of images and dissemination other than via embedding is prohibited.

The Telegram channel
"Università Ca' Foscari Venezia" is present on Telegram with the institutional channel: https://www.telegram.me/cafoscari, a one-way channel through which information on deadlines, opportunities and activities is sent on a regular basis to Ca' Foscari students registered on the platform and who decide to follow the channel.

The TikTok profile
The "@cafoscari" TikTok profile can be found at www.tiktok.com/@cafoscari; since it is a public account, it is accessible to all users registered to the platform. This profile is managed by the Staff of the University Communication and Institutional Promotion Office; its purpose is to promote the image and reputation of Ca' Foscari, to share stories about university life, events and initiatives organised by the University through video content, and to promote interaction with the Ca' Foscari community. After verifying the reliability of the source, the University may decide to publish/share information or initiatives promoted by third parties that it considers of interest to users. Users may contact the University via the message feature: information transmitted via this feature may remain on the platform despite deletion by the admins.

The WeChat channel
Ca' Foscari is present on WeChat with the channel "意大利威尼斯大学"(University of Venice). As it is a public account, it is accessible to all users. This account is managed by the staff of the International Office and is aimed at promoting Ca' Foscari's image and reputation in Asian-speaking countries and provide information on the University's educational programmes, services and opportunities, as well as its scientific research and cultural initiatives. After verifying the reliability of the source, the University may decide to publish/share information or initiatives promoted by third parties that it deems of interest to users.

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The Weibo page
The Weibo page "意大利威尼斯大学" can be found at https://www.weibo.com/cafoscari . As it is a public account, it is accessible to all users. This page is managed by the staff of the International Office and is aimed at promoting Ca' Foscari's image and reputation in Asian-speaking countries and provide information on the University's educational programmes, services and opportunities, as well as its scientific research and cultural initiatives. After verifying the reliability of the source, the University may decide to publish/share information or initiatives promoted by third parties that it deems of interest to users.

This policy also regulates the official social accounts managed by structures/offices/centres/projects attributable to the University, listed at this link: https://drive.google.com/file/d/1vXQb-C8xN16rF88qt9VIvBLiR0vsKtwbo/view .

Contents
(what we post or do not post on social media)

What we post
On the various platforms, the University informs users about regulatory and academic news, courses of study, seminars and any University initiative. The latter include activities carried out in collaboration with the Italian Ministry of Education, the Veneto Region, local authorities, other national and international universities, national and international organisations, associations and institutions.
The University also publishes information on its activities and the services it provides, as well as press releases, news reports, publications and official documents, information on sector initiatives and events, and institutional images and videos of events in which the University participates or of which it has been a promoter.
After verifying the reliability of the source, the staff in charge of managing the social media channels may share information of public interest conveyed by third parties (Italian Ministry of Education, Regions, Education Authorities, public bodies and research institutes, media, etc.), in order to encourage the dissemination of information and the participation of users in the promoted activities.

What we do not post
> Information on issues subject to litigation or claims that could be used against the University.
> Confidential information, such as internal correspondence, information from third parties (e.g., institutions, users, stakeholders) or information on work activities, services, projects and documents that have not yet been made public, decisions to be taken and measures relating to ongoing proceedings, before they have been officially defined and formally communicated to the parties.
> Personal information and special categories of personal ("sensitive") data, such as information about race or ethnicity, political opinions, religious or philosophical beliefs, or trade union membership, data concerning a person's health or sexual life or sexual orientation, as well as genetic and biometric data.
> Information relating to minors or incapacitated persons, unless specific and free consent to publication on the social network was released by the holder of parental responsibility or by legal representative (guardian).

Rules of conduct (netiquette)
The "rules of online conversation" (*netiquette*) regulate a fair dialogue, as follows:
> Everyone is allowed to express their opinion, with fairness and measure, while respecting the opinions of others.
> All interlocutors are responsible for the messages they send, the content they publish and the opinions they express. Insults, profanity, insults, threats and, in general, violent behaviour are not tolerated. The University assesses, depending on the case, the action to be taken to protect any rights that may have been infringed.
> The public interest of the topics is a prerequisite: you cannot use these spaces to address personal issues other than those relating to your university career.
> The use of the University's social media to communicate or transfer information or special categories of data (sensitive data) is forbidden: if such cases occur, data will be removed as soon as possible, in order to protect the persons involved.
> No form of advertising, spamming or promotion of private interests or illegal activities is tolerated: if content of this nature is posted, it will be removed as soon as possible.

![Università Ca'Foscari Venezia logo]

> Published content must respect people's privacy: posting personal data (email accounts, telephone numbers, bank account numbers, addresses, etc.) be they personal or belonging to third parties, is prohibited. Content posted in violation of data protection legislation and of fundamental rights and personal freedom will be periodically removed. Institutional and/or official email contacts necessary for communication between the contact persons of specific projects or courses of study are not covered by the abovementioned ban.
> Content that infringes copyright, as well as the unauthorised use of registered trademarks, is not permitted. The University undertakes to prevent and counteract any such case, the responsibility remaining with the author of the post.
> In the event of non-compliance with the rules contained in this policy, the University reserves the right to delete content, block users from its virtual spaces and report them to the moderation filters of the host social media or, where appropriate, to the Postal Police or other competent Authority.

Moderation

Moderation refers to the activity carried out by administrators of institutional and official University accounts during interaction between users of any given platform.

There is no prior moderation except for Facebook groups requiring approval of posts: all users may intervene to express their opinion, following the rules of respect for others, politeness and relevance of information.

The University reserves the right to remove content that violates these principles and to block users' profiles if there are obvious attempts at fraud/phishing and comments are repeatedly posted that violate netiquette.

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Insults or attitudes that offend people's dignity are not tolerated. In particular, the University will remove any content that:

> Promotes, fosters, or perpetrates discrimination based on gender, race, nationality, language, religion, political opinion, creed, age, marital status, status in relation to public assistance, physical or mental disability, or sexual orientation.

> Features inappropriate language and/or a threatening, violent, vulgar or disrespectful, misleading or alarmist tones.
> Features unlawful content or incites unlawful activities.
> Infringes copyright or misuses a registered trade mark.
> Features political or propaganda content (including comments for or against political campaigns or voting instructions).
> Aims at promoting commercial activities for profit.
> Contains personal data and information, or information that may cause damage to or harm the reputation of third parties, in violation of current legislation, with particular regard to laws on the protection of personal data (EU Regulation 2016/679 and Italian Legislative Decree 196/2003).
> Features obscene, pornographic or child pornographic content, or content likely to offend the common morals and sensibility of users.
> Can be defined as spam.

The following comments and content are also discouraged and subject to moderation:
> Off topic comments.
> Comments and posts written to disrupt discussion or offend those who manage and moderate social media channels, or other University staff.
> Repetitive posts.

Response time

Time of responses may vary, depending on the type of request. The dedicated staff will coordinate with the relevant offices so and will usually reply within 48 hours or, in case of holidays or other closing days, within two working days from the request.

Ca' Foscari web pages and social media accounts are not the official way to obtain specific and detailed information, or to send reports or complaints. For these purposes, please contact the Public Relations Office at urp@unive.it or refer to the specific contacts listed on https://www.unive.it/pag/10601/.

To meet frequently asked questions, the University website https://www.unive.it/ is regularly updated with useful news, information and contacts.

Relevant office

The University's institutional social media profiles are managed by the Communication and Institutional Promotion Office, which is on the staff of the General Management.

Copyright and licences

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The licensor may not revoke these rights as long as the content complies with the terms of the licence, summarised in the following conditions:

> **Attribution**: the content must be acknowledged as having appropriate authorship, by indicating the author or the holder of the licensed rights in the manner specified by them or the link referable to them, and indicating whether changes have been made to the original content.
> **Non-commercial use**: the material may not be used for commercial purposes.
> **Non-derivative works**: if the material is modified or transformed, it may not be distributed.
> **Prohibition of additional restrictions**: No legal terms or technological measures may be applied that impose legal constraints on others as to what the licence allows them to do.

Privacy

Processing carried out by the University

The University may collect information that constitutes personal data within the meaning of Regulation (EU) 2016/679 contained in messages sent or posted by users directly on its social media pages.

Data Controller

The Data Controller is Ca' Foscari University of Venice, with headquarters in Dorsoduro 3246, 30123 Venice (rettrice@unive.it; protocollo@pec.unive.it; switchboard: +39 041 234 8211).

Data Protection Officer

The University's Data Protection Officer (DPO) can be contacted at the following address: Università Ca' Foscari – Data Protection Officer, Dorsoduro 3246, 30123 Venice, or at dpo@unive.it.

Transfer to non-EU countries

For technical or organisational reasons of the platform provider ("SN Provider"), the use of specific platforms may envisage the transfer of personal data processed by the University to a third country (non-EEA countries). Such transfer will take place in compliance with CHAPTER V of Regulation (EU) 2016/679 (*"Transfers of personal data to third countries or international organisations"*).

For any further information on the processing carried out by the University, please refer to the Privacy Policy published on its website at https://www.unive.it/pag/17993/.

Processing carried out by the University in co-ownership with suppliers

The University also informs users who access the institutional and/or official pages of Ca' Foscari on the various social media platforms (e.g., Facebook) or use other social media channels that the latter and the specific SN Provider only process, as Co-Processors, the statistical data made available by the SN Provider, in accordance with the provisions of the judgment C-210/16 of 5 June 2018 of the Court of Justice of the European Union. In particular, the tools made available by the social media platforms for displaying statistics (e.g., Facebook Insights) provide the University with data in an anonymous and aggregated form: the University is not, in fact, in any way able to trace the details of the users.

SNS Providers will, on the other hand, process statistical data as stipulated in the specific disclosures accessible on the relevant platforms (see, for example, for Facebook "Appendix on data controller for Page Insights").

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