

SOCIAL MEDIA POLICY

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1. PURPOSE

The current Social Media Policy consists of a set of rules of conduct which describes how Coimbra Institute for Biomedical Imaging and Translational Research (CIBIT) manages and interacts with social media. This document provides clear guidance regarding types of content, motivations and behaviors allowed on the CIBIT social media sites. The main purpose of this policy is to protect the reputation of CIBIT, its researchers and collaborators.

2. SCOPE

Social media are present in our daily lives and play a relevant role in the field of science communication as they constitute key tools to disseminate scientific breakthroughs and bring research and researchers closer to society.

CIBIT uses social media to disseminate main research and outreach activities, to expand collaborations with other research centers and attract new researchers and students, to communicate available equipment and core facilities and to strengthen its relationship with the public.

This policy applies to all CIBIT collaborators, including researchers, students and technical staff, and covers written and other multimedia contents (e.g., images, video) uploaded to social media sites and/or applications. Any personal social media account of CIBIT members is managed in total autonomy by the user that assumes full responsibility for his/her own behavior. CIBIT highly recommends the adoption of the following guidelines.

3. POLICY IMPLEMENTATION

3.1. Values and Attitudes

- CIBIT social media contents and interactions are guided by the notions of **respect** and **tolerance**. We implement and encourage a civil discourse and we will not allow interactions that do not conform to the reasonable standards of civility outlined in this policy.
- CIBIT is committed to the **truth** by valuing facts. By this statement CIBIT accepts responsibility for the content it shares on its Social Media sites and will not impersonate, and purposely mislead information.
- CIBIT advocates **equality** and **diversity** and accepts different and differing opinions striving to maintain a courteous, polite, and professional dialogue with the interlocutors. CIBIT social media environment is free from intimidation, bullying and harassment and all the interlocutors are treated with respect and dignity regardless of age, race, sex, sexual orientation, religion or belief, political conviction, membership of professional associations, marital status, health status, disability.

3.2. Content

3.2.1. What we publish

- CIBIT scientific and outreach outputs
- Contents on the CIBIT events and researchers' activities
- News and important information to different target groups
- Research breakthroughs

CIBIT produces their own written content, photographs, images, infographics, videos, and other multimedia materials. CIBIT members are highly recommended to contribute to the content creation by identifying relevant material and informing the Communication Team. The content selection will be carried out according to the availability of the Communication Team and the defined priorities.

Photographs of CIBIT's staff, students and visitors will only be shared after obtaining the permission of the persons in the photographs. For pictures of children or minors, a permission from parents or legal tutors should be obtained. When the permission should be formal, a media release form is available by the CIBIT wiki. When appropriate, CIBIT can share and relaunch useful and relevant contents created by third parties, verifying the reliability of the source, and respecting intellectual property. We will not intentionally use copyrighted material without permission or use others' business name, logo, or other trademark-protector materials in a misleading or confusing manner. We expect the same respect for our own intellectual property.

3.2.2. What we don't publish

- Confidential information such as internal correspondence, third parties information, or details about work activities, services, or projects before they have been officially deliberated and formally communicated to all parties.
- Personal information as well as medical and sensitive data regarding our staff members, volunteers, and families.
- Information on issues subject to legal disputes or claims that can compromise CIBIT's reputation.
- Information about prices, salaries, expansion plans, market allocation, refusals to deal or other anti-competitive practices.
- Content which may be considered offensive, defamatory, discriminating, harassing, illegal, embarrassing, intimidating, and threatening or which may incite hate.
 - Profanity or obscene content.
- Spam and other abusive uses of social media.

3.3. Tone of Voice: Rules of Conversation

Online interactions must be conducted in accordance with the same values, ethics, and confidentiality that apply to off-line behavior. Any interlocutor is responsible for his/her messages, comments and expressed opinions. Everyone is encouraged to express their ideas and beliefs with fairness and civility, while respecting other's points of view.

The public interest of the addressed topics is an essential requirement and, for that reason, CIBIT social media is not the proper channel to address specific cases and share personal information (email boxes, telephone numbers, bank account numbers, and addresses). A respectful and professional tone will be employed according to the moderation principles listed below.

3.3.1. Moderation

The CIBIT social channels are moderated by designated persons and the moderation is performed *a posteriori*, i.e., after publication with the intent to contain any behavior that does not conform to the rules described above. In this line, CIBIT reserves the right:

- not to respond to inappropriate comments or messages (on proposals, programs, positions taken by movements and political parties);
- to remove content that:
 - have political/propaganda contents;
 - aim at promoting commercial and profit-making activities;
 - have inappropriate language and/or a threatening, violent or disrespectful tone;
 - have illegal content or an incitement to carry out illegal activities;
 - have content that is misleading, alarmist or in violation of the rights of third parties;
 - disclose personal data and information that may cause damage or harm to the reputation of CIBIT or third parties;
 - present content of an obscene, pornographic or similar nature that offend the sensitivity of the users;
 - have discriminatory content based on gender, race, ethnicity, language, religious belief, political opinions, sexual orientation, age, disability, personal and social conditions;
 - infringe copyrights or using improperly a registered trademark;
 - include content that can be classified as spam.
- to ban or block users who act as listed above to prevent further inappropriate interventions and report them to the moderation filters of the host social network.

Mentions will be reviewed, within the time and in the reasonably required manner and the 'direct messages' features will not be used to provide institutional and confidential information or reply formally to the users. For more detailed and sensitive information

or formal requests, it is advisable to use the resources indicated on the contact page (e-mail, phone number).

CIBIT members are highly encouraged to engage positively with CIBIT social media channels while avoiding to participate in dialogues that do not contribute to a fruitful and constructive debate on the topic at hand.

4. CONTACT AND SUGGESTION

Users can address their reports to cibit@uc.pt.

This policy will be reviewed when necessary and any changes will be communicated to the proponents and indicated in the note in this document.