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Diarienummer

V-ÅÅÅÅ-XXXX

Guidelines for KTH's presence in social media

Guideline 5/2012

Applicable from 20-02-2012

(See also KTH's directions regarding participation in channels with user-generated content, which can be found at intra.kth.se/regelverk/overgripande-styrning/webbpublicering/upprattande-och-drift-av-kth-s-internettjanster-med-anvandargenererat-innehall-1.81343 .)

Background

Social media in this document refers to external services where the users rather than the channel-owners supply the content. This is often based on interaction between the users or the sharing of media files.

Social media is an excellent tool for transparency, debate, service, the development of strong support and business intelligence, but it can also be advantageous merely for information purposes.

KTH has good reasons for utilizing social media as its activities are complex and can be hard to grasp. Presence in social media can also increase understanding and acceptance of KTH and make it more attractive to students, future employees and collaborative partners. It could also lead to greater opportunities for the world around us to come into contact with and utilize KTH. As KTH's activities are largely financed by taxes, the world around us also has the right to view our activities.

Social media is an easy and relatively informal way of communicating. It is however important to remember that the same laws and regulations apply to the use of social media as apply to all other activities that fall under the realm of KTH.

These guidelines shall act as support prior to decisions regarding possible participation in social media being made, and also as an overriding standpoint with regards to activities within social media.

With regards to internal systems, there is normally a clear designation of responsibility and control of authorization. The use of these is therefore not covered in this policy.

KTH's standpoint on social media

- Social media shall be taken into consideration in all areas of communication planning.
- Social media channels shall be a complement to, and not a replacement for, KTH's own communication channels with the world around us and our students. Important information – that which is essential for people to know in order for them to benefit from KTH's activities – shall always be found within KTH's own channels, primarily on the website. On the one hand, KTH does not have technical control over external services and cannot guarantee operational or other conditions and on the other hand, we cannot demand that all interested parties open social media accounts in order to take advantage of our activities.
- All official use of social media must be approved by the respective head and usage must be in accordance with KTH regulations and directives. This shall be consistent with KTH's core values, brand name and policies as well as adhering to applicable legislation, including copyright legislation and the Personal Data Act. The same responsibility applies for activities carried on within the social media framework as within other areas of the operation.

Considerations for the involvement with social media

- When we become involved in a social media channel, we must have ensured that the resources intended for use there are of good quality and that they satisfy formal requirements.
- When establishing social media channels, attention must always be paid to existing presence in such channels. The Communication and International Relations Office has the task of any such coordination.
- Commitment and knowledge is required for presence in social media. Commitment and knowledge can be found throughout the organization. It is however important that the respective head approves and takes overall responsibility for our presence, even if the operational work is carried out and developed by others.
- Everyone who participates in social media channels as part of their job, or at the request of KTH, represents KTH.
- When using social media channels we shall ensure that the channel's own terms and conditions of use do not conflict with KTH's interests. We shall also ensure that the channel is in line with the KTH brand and our core values.

Representing KTH on the Internet ("blogging")

KTH can give certain individuals the opportunity to describe or discuss activities at, or relationships with KTH, from a more personal perspective. The most usual forum for this is that of a blog, but the technicalities of this can vary. "Blog" and "blogging" shall therefore refer to and encompass all similar publications over the Internet, regardless of the technology employed.

Bloggning shall aim, through personal insight into the operation, to communicate a personal, rounded and diversified image of and information about KTH. As a blogger, you represent and are an ambassador for KTH and you are expected to act in accordance with KTH's core values and to safeguard KTH's goodwill in Sweden and overseas.

Blogs published under the auspices of KTH are part of KTH's official websites, which is why rules and guidelines for these sites also apply to blogs. The blog may not be used as a platform for the communication of personal ideologies, for commercial use or for other third party interests or for any other purpose which may contravene KTH's interests.

The blogging shall be approved by the authorized head. Non-employees of KTH may also be requested to blog for KTH. This shall happen at the direct request of the relevant organizational unit within KTH and that unit shall ensure that rules and policies are followed and that the blogging is conducted in accordance with KTH's intentions.

Those who blog under the auspices of KTH are acting as representatives of the KTH authority. This implies, inter alia, that the Administrative Procedure Act and the Public Access to Information and Secrecy Act are complied with. Bloggers shall be aware of the demands which are made of KTH in these regards and in their contacts with the world around them.

Official and private presence in social media

As far as all individual presence in social media is concerned, we must make it apparent when we are representing KTH and when the views expressed are our own. When presence is official, profile pictures, bios and other descriptive elements shall clearly demonstrate the KTH connection. When presence is personal, it is important, in the same manner, that the equivalent elements do not give the impression that KTH is being represented. No specific guidelines for how this is to be done are given here as the actual circumstances vary, depending on the channel and the individual's role at KTH. What is most important is how the presence is perceived by the world around us. KTH's logo may never be used in a private context.

Please submit any questions to

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