

# ETH Zurich Social Media Guidelines

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*of 26 February 2013*

*The ETH Zurich Executive Board,*

having regard to Article 4(1)(c) of the Organisational Ordinance of ETH Zurich dated 16 December 2003<sup>1</sup> and in implementation of Article 7 of the Acceptable Use Policy for Telematics Resources of ETH Zurich dated 19 April 2005 ("BOT")<sup>2</sup>,

*has adopted the following guidelines:*

## **Article 1 Purpose**

These guidelines are intended to ensure that the organisational units of ETH Zurich properly use social media platforms for institutional purposes when they wish to reach their target audience in this way.

## **Article 2 Definition**

The term "social media platforms" comprises all digital channels that facilitate dialogue and information exchange among users. They include e.g. blogs, social networks such as Facebook or LinkedIn, micro-blogging services such as Twitter, or image and video platforms such as Flickr or YouTube. The social media landscape is very dynamic and is constantly changing.

## **Article 3 Scope**

These guidelines apply to any use for official purposes of social media platforms by the organizational units in accordance with Article 2(6) of the Acceptable Use Policy for Telematics Resources of ETH Zurich (BOT) or by their members<sup>3</sup> in the name of ETH Zurich ("sender of the profile").

## **Article 4 Use of Social Media**

<sup>1</sup> Respect and decency must prevail on social-media platforms at any time. No illegal, in particular offensive or discriminating content may be published.

<sup>2</sup> No right of third parties, in particular privacy or intellectual property rights may be infringed<sup>4</sup>.

<sup>3</sup> Information published on social media platforms under the name of ETH Zurich must meet the high quality requirements of ETH Zurich and therefore must always be verified for accuracy by the sender of the profile.

<sup>4</sup> For each social media profile, the person responsible for its maintenance must be clearly identified in writing. Monitoring of the channel and access to the profile must be ensured during all working days.

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<sup>1</sup> RSETHZ 201.021

<sup>2</sup> RSETHZ 203.21

<sup>3</sup> Within the meaning of Art. 13 of ETH Act

<sup>4</sup> Cf. Art. 19 of the BOT

<sup>5</sup> No confidential information of ETH Zurich (e.g. sensitive business data such as financial or unpublished research data, personal data, performance assessments) may be posted on social media platforms.

<sup>6</sup> Commentaries and questions that cannot be left unanswered, in particular critical and negative postings, must be addressed objectively within due time (preferably within 24 hours) by the sender of the profile. Comments made in violation of the law, particularly insulting, discriminating or obscene comments, should be removed as soon as possible. This also applies to spam comments.

## **Article 5 Responsibilities**

According to Article 16 of the BOT, the senders of the profile in question are themselves responsible for ensuring that the contents they post on social-media platforms do not violate the provisions of the BOT, the social media guidelines or the law.

## **Article 6 Advice and Spot Check Monitoring**

<sup>1</sup> The corporate communications infrastructure unit ("Corporate Communications") is at the disposal of the organisational units and the ETH members for advice.

<sup>2</sup> Corporate Communications monitors compliance with the guidelines through spot checks within the framework of its mission<sup>5</sup>.

<sup>3</sup> Corporate Communications will submit a yearly report to the Executive Board.

## **Article 7 Corporate Identity of ETH Zurich**

<sup>1</sup> On social media platforms, the sender of the profile must be clearly identifiable. In the profile name, the unit and/or the project and then ETH Zurich must be mentioned by name. Examples: D-PHYS, ETH Zurich, or Department of Physics, ETH Zurich.

<sup>2</sup> The name of ETH Zurich (without addition) may be used only by the Executive Board or its members, and Corporate Communications.

<sup>3</sup> To ensure a powerful and consistent presence of ETH Zurich on social media platforms, Corporate Communications provides a uniform social media icon.

<sup>4</sup> The ETH social media icon, the ETH logo, or the name of ETH Zurich, or of its organisational units may not be used to set up and maintain a private social media profile. It must be clear at all times that it is a private profile and that the view and opinions posted by the profile owner are his/her own and do not represent the opinion of ETH Zurich or its organisational units.

## **Article 8 Liability and Abuse**

Concerning liability and misuse, the provisions of the ETH Acceptable Use Policy for Telematics Resources of 19 April 2005 (BOT) are applicable.

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<sup>5</sup> Cf. Art. 19(1) of the Ordinance on the organization of ETH Zurich: „The corporate communications infrastructure unit is responsible for the integrated communication of ETH Zurich. It serves as guidance, coordination and service agency concerning issues of internal and external communication. Its purpose is to enhance the image and reputation of ETH Zurich.“

## **Article 9      Effective Date**

These guidelines will become effective as of 1 March 2013.

On behalf of the ETH Executive Board

President:                  Ralph Eichler

Secretary-General:      Hugo Bretscher