



Developing metrics and instruments to evaluate citizen science impacts on the environment and society

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Social Media Policy

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1 Preliminary remarks

The MICS project publishes content through the website <https://mics.tools/>. The site is the main repository of information and communications of public interest.

The MICS project is also active on social media, not only to enhance the coverage of its communications but also to allow its target audience to join the debate about the impact of citizen science, to share their knowledge and views, and to share material from the MICS project.

2 Purpose

This document is derived from the [Italian national guidelines on the use of social media](#) produced by the Department of Public Administration (2011), from which it draws the same aims. This document outlines to users the rules of conduct to be followed in the MICS projects social media and indicates what content can be expected from the MICS project. It is therefore a policy document intended for members of the public and aimed at regulating the relationship between users and the MICS project in the context of social media. The document is public and made accessible on the MICS project website [<https://mics.tools/privacy-policy>].

The information in this document is complemented by the MICS project deliverables D5.1 “Strategic plan for the exploitation and dissemination of the results (PEDR)” and deliverable D5.8 “Quarterly newsletters, social media posts and updates” both available from the MICS website [<https://mics.tools/about-mics/deliverables>].

3 Use of social media

Section 1. Admissible content

In the different platforms where the MICS project is present, the content published will include:

- News and updates about the project;
- Project content such as publications, leaflets, videos and pictures;
- Significant milestones and results of the project
- activities that involve MICS project with other administrations.

Admitted content also includes information of public interest conveyed by third parties, after verification of the reliability of the source, in order to encourage the dissemination of information and participation of users.

Social networks are used according to the principles of transparency and participation to facilitate the sharing of actions undertaken according to incremental levels of listening, monitoring, participation and interaction.

We also specify that:

- the content published on social media refers to issues related to citizen science, impact measurement and nature-based solutions;
- the type of material available to the user consists of news, links, photos, infographics and videos relating to the project issues mentioned above;
- the increase in content is the responsibility of the project's communication team;
- the behaviours allowed in the relationship with the users are compliant and respectful of the Public Administration.

Section 2. Non-publishable content

In the different social media platforms where the MICS project is present, the following content will not be published:

- Information on issues that are the subject of legal disputes;
- confidential and third-party information;
- internal correspondence;
- information on work activities, services, projects and documents not yet made public;
- decisions to be taken and measures relating to ongoing proceedings, before being decided and formally communicated to the parties concerned;
- personal information and sensitive data.

Section 3. Warnings and Recommendations for use

- Comments or topics that are not consistent with the topics covered or that adopt inappropriate languages will be blocked.
- Where possible, the ability to display advertising messages is blocked in the margin of content published by MICS.
- Social platforms are not assistance channels. Any requests will be rerouted by administrators to the institutional e-mail of the project coordinator. For requests already answered by information accessible on the project website, users will be redirected to the relevant page and section of MICS website.
- The direct messaging feature is not used to respond to users.
- MICS administrators don't respond to messages about proposals, programs and positions of movements and political parties.

Section 4. Types of social media used

MICS profiles are available on Twitter and Facebook.

Other accounts referring to any title to MICS are not official channels recognized and managed by MICS.

Twitter Profile [<https://twitter.com/micsproject>]:

The twitter profile is used to tweet about:

- news and press releases;
- retweets of information published by partners or other institutions dealing with topics of interest to MICS and Citizen Science in general;
- links to the project newsletter and articles from the project website
- information about upcoming conference and events.

The mentions received are examined regularly. For detailed requests, the contact page of the project website should be used rather than the Twitter profile. Automatic publication mechanisms are not used.

Facebook Page [<https://www.facebook.com/mics.tools/>]:

The Facebook page publishes posts. It presents the storytelling of MICS, the locations and activities of MICS, photo and news that advertise the project newsletter and articles from the project website.

Comments to posts are allowed, as long as they comply with the rules and recommendations of this document.

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