



Ambasciata d'Italia
Londra

Social Media Netiquette of the Embassy of Italy in London

This Embassy uses social media for institutional purposes, to increase transparency and awareness of its activities: it informs, communicates, listens, and publishes content of an institutional nature.

The content published includes photographs, institutional videos, press releases, service information, news about the activities of this Office, and opportunities for citizen engagement and participation, including through the Embassy's Podcast. Personal data are used in compliance with the relevant protection regulations established by Italian law.

Through its social media channels, this Office may share and repost content and messages of public interest and utility published by other users.

This Embassy is committed to managing spaces for communication and dialogue within its social media profiles, asking users to respect a few simple rules:

1. Everyone is required to express their opinions with fairness, restraint, and respect.
2. On social media, each person is responsible for the content they publish and the opinions they express. Insults, vulgarity, offensive remarks, threats, and, in general, violent or defamatory behaviour will not be accepted.
3. Content published must always respect the protection of personal data. References to facts or details lacking public relevance and infringing on the personal sphere of others should be avoided.
4. The relevance of topics to the activities of this Office is essential: it is not permitted to use these spaces for purposes other than institutional ones.
5. Each discussion is linked to a specific topic: all participants are asked to respect it, avoiding expanding the conversation in a generic and indiscriminate manner.
6. No form of advertising, spam, or promotion of private interests or illegal activities will be accepted.
7. Content that violates copyright or uses registered trademarks without authorization is not permitted. In any case, where the social media platform allows, the staff will remove any posts, comments, or audio/video materials that:
 - use inappropriate language and/or a threatening, violent, vulgar, or disrespectful tone;
 - contain unlawful content or incite illegal activities;
 - include offensive, misleading, alarmist content, or violate the rights of third parties;
 - disclose personal data or information that could cause harm or damage the reputation of others;
 - contain obscene, pornographic, or child pornographic material, or content offensive to users' sensitivity;
 - contain discriminatory material based on gender, race, ethnicity, language, religious belief, political opinion, sexual orientation, age, or personal and social conditions;
 - promote or support illegal activities, violate copyright protection, or misuse a registered trademark.

For users who repeatedly violate these conditions or those contained in the policies of the platforms used, this Office, in line with the Social Media Policy of the Italian Ministry of Foreign Affairs and International

Cooperation (MAECI), reserves the right to block them (where possible, after a first warning) to prevent further interventions, and to report the user to the platform administrators and, if necessary, to law enforcement authorities.

This Office does not normally engage directly with users through its social media profiles. It is possible to contact the Embassy via email at **ambasciata.londra@esteri.it**