

Social Media Policy



Art. 1 – Purpose

This Social Media Policy (hereinafter “Policy”) governs the use of the official social media accounts of the Forum of the Chambers of Commerce of the Adriatic and Ionian (hereinafter “Forum AIC”) and defines the principles of conduct for employees, collaborators, consultants, and partners who operate, for any reason, in the management or support of the association's digital communication activities.

Art. 2 – Scope of Application

The Policy applies to:

- anyone who manages or contributes to the management of the Forum AIC’s official accounts on Instagram, LinkedIn, Facebook, and other social platforms;
- employees and collaborators who interact personally on social media, where they may be identified as part of the Forum AIC.

Art. 3 – General Principles

1. Social communications must be consistent with the mission, values, and institutional objectives of the Forum AIC.
2. Published content must respect the principles of transparency, impartiality, inclusion, equal treatment, and the promotion of cooperation among member countries.
3. The use of institutional accounts for personal, commercial, or political purposes inconsistent with the Forum's objectives is prohibited.

Art. 4 – Management of Institutional Accounts

1. Official social media accounts are managed by the Secretary General or by expressly authorised personnel.
2. Access is regulated by securely stored credentials shared only with authorised individuals.
3. The editorial planning of content is coordinated by the Secretary General, in line with the institutional activities, projects, and events of the Forum.

Art. 5 – Content Type

1. Content must promote the image of the Forum AIC, its projects, events, and activities.
2. The following are permitted: press releases, institutional updates, news on European projects, activities of associated Chambers of Commerce, and initiatives of relevant stakeholders.
3. The following are not permitted: offensive or discriminatory content, fake news, confidential, or unverified information.

Art. 6 – Conduct of Employees and Collaborators

1. Those who interact personally on social media must avoid associating personal opinions with the image of the Forum AIC.
2. It is forbidden to disclose confidential documents, unauthorised personal data, or internal information not yet public.
3. Respectful, professional conduct, in line with the association's values, is required even in private interactions that may have a public impact.

Art. 7 – Comments and Interactions with the Public

1. Comments and interactions must take place with a courteous, inclusive, and institutional tone.
2. Constructive criticism is welcomed and managed with transparency, avoiding contentious reactions.
3. Offensive, discriminatory, or spam comments may be removed to protect the institutional image.

Art. 8 – Confidentiality and Data Protection

All content must comply with current regulations regarding privacy, personal data protection, and copyright.

Art. 9 – Monitoring and Updates

The Secretary General monitors compliance with this Policy, promotes training activities on the responsible use of social media, and periodically updates the document based on the evolution of digital platforms.

Art. 10 – Responsibility and Sanctions

Violation of the Policy may result in disciplinary liability and, in the most severe cases, image and financial damages for which the association reserves the right to take any protective action.