



Stockholms
universitet

Institutionen för arkeologi och antikens kultur

DECISION
Ref. no. SU 108-1.1.2-0019-20

2020-02-20

Media Policy for the Department of Archaeology and Classical Studies

The Purpose of the *Media Policy*

The purpose of this policy is to provide employees with support and guidance when they communicate with/via various media. In this context, communication refers to images, sound or text, or a combination thereof. Communication published by employees should be relevant and have a direct connection with the activities of Stockholm University's Department of Archaeology and Classical Studies.

If you wish to start a Facebook page, blog or similar, there is a social media checklist with which you must acquaint yourself before you get started. See the *Social Media Checklist* published on the Employee Web.

Who is Covered by the *Media Policy*

All employees, regardless of their type of employment, are covered by the department's *Media Policy*, i.e. permanent employees, fixed-term employees, project employees, students and interns.

What are the Guidelines for Media Contacts/Publication?

All communication with media of which Stockholm University, a government authority, is the sender must comply with applicable laws and ordinances, as well as the university's internal regulations. Publication that is insulting, offensive or which may otherwise harm the activities or reputation of Stockholm University's Department of Archaeology and Classical Studies, must not occur.

In this context, 'media' includes newspapers, magazines, TV and radio.

As an employee, when you use the above channels to publicise their research results, you must consider the following:

- That you have permission to publish photographs in which persons other than yourself appear, in accordance with GDPR. Special rules apply to photography on the department's premises and in its collections.
- That you must adhere to the university's graphics manual (visual identity).
- Press images from Mediabanken may be used freely, so long as the use is linked to Stockholm University. However, the photographer must be credited (Photo: photographer's name xxx, Stockholm University).
- Whenever you write something, think about your language and tone. Which audience do you wish to reach? (See the *Language Policy at Stockholm University*, published on the Employee Web).

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You may not write posts or detailed comments about:

- The results of an ongoing project without the project manager's permission (copyrighted material).
- Post photographs of unpublished artefacts (copyrighted material).

You may not publish

- Spam and advertising
- Slander, threats or personal attacks
- Incitements to ethnic hatred
- Pornography or depictions of violence
- Copyrighted material
- Foul language

Guidelines for Contacts/Publication on Social Media Channels

All web content and social media of which Stockholm University, a government authority, is the sender must comply with applicable laws and ordinances, as well as the university's internal regulations. Publication that is insulting, offensive or which may otherwise harm the activities or reputation of Stockholm University, must not occur.

Social media channels include Facebook, Twitter, Instagram, YouTube, LinkedIn and blogs. As an employee, whenever you use public channels to publicise your research results and/or engage in contact with students, you must consider the following:

- That you have permission to publish photographs in which persons other than yourself appear, in accordance with GDPR. Special rules apply to photography on the department's premises and in its collections.
- That you must adhere to the university's graphics manual (visual identity).
- Press images from Mediabanken may be used freely, so long as the use is linked to Stockholm University. However, the photographer must be credited (Photo: photographer's name xxx, Stockholm University).

You may not publish:

- Spam and advertising
- Slander, threats or personal attacks
- Incitements to ethnic hatred
- Pornography or depictions of violence
- Copyrighted material
- Foul language
- Links to the above materials

The department may delete posts that include the content listed above. Comments that are not related to the published content or to the department/university may also be deleted.

Please note that personal web pages, blogs and other personal social media channels are private. Therefore, Stockholm University may not be listed as the sender of such content, nor may the university's logo be used.

Guidelines for Media When Working in Sweden

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Only material and information the whose dissemination is permitted may be published or commented on in the media. Interviews with journalists are to be handled only by the excavation manager, unless otherwise agreed.

Guidelines for Media When Working Abroad

In the Mediterranean countries there are strict laws and regulations governing how archaeological material may be published. This means that it is strictly forbidden to post on Facebook, Tweet, blog or use Instagram to convey survey results, both in words or in pictures/photographs. Interviews with journalists are to be handled only by the excavation manager, unless otherwise agreed. If results circulate in these media channels before they are published, this may mean that we lose our permission to conduct archaeological surveys. Moreover, such actions may also negatively affect other Swedish researchers working in, e.g. Italy, Greece, Turkey and at the Swedish Institutes in Rome, Athens and Istanbul.

Primary Responsibility for Media Contacts

The Head of the Department of Archaeology and Classical Studies has primary responsibility for all of the department's media contacts and channels.

Also inform the communicator, who can highlight this on the website or via a similar channel (red@archaeology.su.se).

The Press and Editorial Team can provide help with publication on internal and external channels (press@su.se / tel:08-16 40 90).

Kerstin Lidén
The Head of the Department

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