



ROUTINE

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within the university administration

This document is a translation. In case of a discrepancy between the Swedish original and the English version of the decision, the Swedish original will prevail.

University-wide routines for KTH's presence in web-based channels (KTH's web rules)

This steering document has been decided by the university director (registration number V-2022-0138). The steering document is valid from 1 May 2023. The steering document regulates KTH's presence in web-based channels, including social media. Responsible for review and questions about the steering document is the communications department within the university administration.

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1 Introduction

1.1 Definition of web-based channels

Web-based channels in this steering document refer to Internet-based channels and services that are intended to function as a source of information for or communication channel to a wider audience. Examples of web-based channels are open web pages, blog services or pages in social media. However, this does not refer to services for closed person-to-person communication, such as e-mail, chat functions or video call systems, closed web services that are only available to a limited number of logged-in users, or administrative systems, for example for financial or personnel administration.

1.2 KTH's presence in web-based channels

Presence in web-based channels provides an opportunity for increased understanding of KTH's operations and has the potential to strengthen KTH's attractiveness towards students, prospective employees and partners. It can also contribute to the outside world being given a greater opportunity to get in touch with and benefit from KTH's activities.

All publishing in KTH's web-based channels must be related to KTH's operations.

2 Requirements for presence in a web-based channel

2.1 General requirements for presence

Each web-based channel must be connected to a designated organizational unit. The head of the organizational unit has the overall responsibility for the channel.

The head of the unit, or the person appointed by the head, must consult with the web manager for the school or with the web coordinator at the communications department in the university administration before the presence in the channel begins.

The head of the unit should:

- Motivate the need for/purpose of presence in the channel.
- Ensure that there is not already a channel with corresponding content aimed at the same target group.
- Ensure that there are employees to perform the tasks that follow from the presence in the intended channel. The employee must understand applicable laws and other statutes, for example regarding accessibility and the processing of personal data, as well as KTH's steering documents and other decisions.
- Ensure that there is one or more employees who can be appointed as moderators if the channel is to be open for user participation. The moderator must understand applicable laws and other statutes as well as KTH's steering documents. See 3.2 below.
- Ensure, where applicable, that there is a legal basis for the publication of personal data on the Internet.
- Ensure that routines exist for deleting personal data if such occur and for handling requests for register extracts.
- Ensure that routines exist for handling the information in accordance with applicable laws and regulations as well as other statutes regarding public documents such as access, preservation and removal during and after the life of the channel.

If the intended channel is not owned or managed by KTH and KTH does not control technology or framework for interfaces, permission is required to be present in the channel. The application for a permit is submitted to the communications department within the university administration. The head of the department decides on matters concerning permits (may be sub-delegated).

2.2 Information to be found in the web channel

The following information must be available in connection with the channel:

- KTH's logotype (if technically possible) and KTH's name in text. KTH's visual profile must be followed.

The following information must also be available in the channel with user participation:

- KTH's purpose with the channel.
- Contact information for the moderator at KTH.
- Information that the channel is moderated and that user posts may be removed and the conditions that apply during moderation.
- Who can take part of posts, for example if it is a closed group or openly available, if this is not already clear from the structure of that service.
- Information that user posts are not to be regarded as factual information from KTH or expressions of KTH's opinions.
- Information that the responsibility for user posts lies with the user who published the post.
- Information that user posts constitute a public document.

The information can be designed according to the points above or as part of more extensive terms of use, depending on the nature of the channel. The information can be published in the channel or in a separate document, clearly linked from the channel. However, the publication must take place in the clearest possible way based on the channel's conditions.

3 Regular review and moderation

3.1 Regular review

To ensure that the information in the web-based channel and the channel as such is current, relevant and legal, it must be regularly reviewed by the responsible organizational unit.

Each review of the information leads to one of the following:

- a) The information is deemed to be current and no changes need to be made.
- b) The information needs to be changed or replaced with a new one, which must then be done as soon as possible.
- c) The information is no longer needed or information is no longer of good quality. It must then be unpublished/discontinued.

Each review of the channel leads to one of the following:

- a) KTH's presence in the specific channel is judged to still be relevant for KTH.
- b) The channel is no longer needed or is no longer of good quality. It must then be unpublished/discontinued.

3.2 Moderation of channels with user participation

3.2.1 Moderation

According to Sections 4 and 5 of the Act on Responsibility for Electronic Bulletin Boards, KTH is obliged to supervise the channel and to delete certain messages. At KTH, this is done through

moderation. Moderation means that a moderator monitors posts from users and takes measures to ensure that the channel works in accordance with laws, other statutes and KTH's purpose with the channel as well as the terms of use for the web service that provides the channel.

Moderation can take place in advance or afterwards. If user posts can be published anonymously, moderation should take place in advance. Moderation shall take place daily during working hours and the responsible head of unit (according to 2.1) shall ensure staffing during holidays.

KTH strives for a balanced and constructive discussion. The moderator should remove inappropriate and irrelevant content.

3.2.2 Handling of user posts and messages from users

Posts and announcements made by users in channels provided by KTH are to be regarded as public documents. See also 3.3 below.

Posts and messages that contain an inquiry, request or the like must be handled by KTH as soon as possible in accordance with the Administrative Procedure Act (2017:900).

3.3 Information management

The information shall be handled in accordance with the information management plan and other steering documents on document management. KTH's handling of public documents is also regulated by, among other things, the Freedom of the Press Act (1949:105), the Public Access to Information and Secrecy Act (2009:400) and the Archives Act (1990:782). These steering documents state whether the documents are to be recorded or handled in another way and whether they are to be preserved or removed. Questions regarding information management are to be directed to the archives and registry group at the IT department within the university administration.

3.4 Personal data management

If the processing of personal data takes place, for example through a web form, a report must be made to the Data Protection Officer. The Data Protection Officer must also be contacted before such processing takes place and when it is to be terminated.

4 Presentation page for individual employees

Within KTH's website, there are presentation pages for individual employees (profile pages). The content on these pages must be directly linked to the person's employment or activities at KTH. The employee is responsible for the information that the employee publishes.