



Ambasciata d'Italia
Bangkok

Social Media Netiquette of the Embassy

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

The published content includes photographs, institutional videos, press releases, service information, news related to the activities of this office, as well as opportunities for citizen engagement and participation. Personal data is used in compliance with the relevant data protection regulations.

Throughout its social media channels, this office may share and amplify 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 accounts asking its users to respect a few simple rules:

1. Everyone is asked to express their opinion with fairness, moderation, and respect.
2. On social media, everyone is responsible for the content they publish and the opinions they express. In any case, insults, vulgarity, offenses, threats and, in general, violent or defamatory attitudes will not be tolerated.
3. Published content must always respect personal data protection. References to facts or details lacking public relevance and that infringe upon the personal sphere of third parties must be avoided.
4. The relevance of the topics to the activities of this office is an essential requirement: it is not permitted in any way to use these spaces for purposes other than institutional ones.
5. Every discussion is linked to a specific topic: all participants are required to respect it, avoiding broadening the debate in a generic and indiscriminate manner.
6. No form of advertising, spam, or promotion of private interests or illegal activities will be tolerated.
7. Content that violates copyright or the unauthorized use of registered trademarks is not permitted.

In any case, where the social media platform allows it, the staff will remove all posts, comments, or audio/video materials that:

- feature inappropriate language and/or a threatening, violent, vulgar, or disrespectful tone;
- present illegal content or incitement to commit illegal activities;
- contain offensive, misleading, alarmist content, or content in violation of third-party rights;
- disclose personal data and information, or content that may cause harm or damage the reputation of third parties;
- present obscene, pornographic, or child pornographic content, or content likely to offend the sensitivity of users;

- have discriminatory content based on gender, race, ethnicity, language, religious belief, political opinions, sexual orientation, age, personal and social conditions;
- promote or support illegal activities that violate copyright protection or improperly use a registered trademark.

For those 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 MAECI, reserves the right to use banning or blocking (whenever possible after a first warning) to prevent further interventions, and to report the user to the platform administrators and potentially to law enforcement.

This office does not interact with users through its social media profiles, which do not replace the standard channels for public access to information and assistance services. For concerns regarding communication issues, it is possible to contact the office at the email address: commerciale.bangkok@esteri.it