Guidelines for internal communication at the Scuola Normale Superiore

Introduction

Internal communication is an essential tool for the community: it serves to disseminate relevant **information** clearly and promptly, and helps to promote a **sense of belonging** and to facilitate the **daily work** of all those who make up the Scuola Normale Superiore.

This text is part of the wider context of the [Guidelines for communication](#) of the Normale, adapting its principles to the specific context of internal communication. Furthermore, all the communication of the Scuola Normale complies with the values expressed in the [Ethical code](#) and in the [Code of conduct](#).

Guiding principles

- **Clarity**: the communication must be comprehensible and synthetic, without useless technical terms and ambiguities.
- **Transparency**: the information must be complete, accessible and consistent with the aims and values of the Scuola.
- **Cordiality**: the language must be respectful, non-discriminatory and open to the plurality of roles, provenances and experiences that make up the community (in conformity with the [SNS Guide to the use of extended language](#)).

Aims of internal communication

The purpose of internal communication is as follows:

- To transmit operational, organisational and institutional **information** in an efficacious manner to all components of the community.
- To encourage **participation** in the activities of the Scuola Normale.
- To support **co-ordination** among offices, lecturers, researchers, students, technical-administrative personnel and collaborators.
- To prevent misunderstandings and the overlapping of information.

Internal communication channels

Channel	Description	Main aims
Institutional web sites	All informative web sites of the sns.it domain: sns.it, normalenews.sns.it, trasparenza.sns.it, biblio.sns.it, pnrr.sns.it, kto.sns.it, orientamento.sns.it, alumni.sns.it, other web sites of centres/laboratories and service portals	The structured publication of official information and updates
E-mails	Direct communications between individuals or groups	Operational information, convocations, updates
Gmail chats	Rapid and informal communications	Rapid exchanges between colleagues
Online meetings	Meetings via Meet or other platforms	Operational or strategic co-ordination
Mailing lists and groups	Mailing lists (divided according to the different SNS community components), thematic groups	Communications for homogeneous groups, on specific topics
Digital signage	Monitors in communal areas	Brief and immediate information for the benefit of the community
Posters and flyers	Posted or distributed materials	Promotion of events or services
Telegram channels	Not yet officially activated	Potential direct information tool

Policy of use for each channel

1. Web sites

- **Contents**: must be up to date, consistent with the SNS's informative aims and drawn up in conformity with the Guidelines for communication of the Scuola Normale Superiore.

- **Tone of voice**: formal but cordial, in conformity with the SNS Guide to the use of extended language.

- **Design**: must respect the visual identity of the SNS; each new section or relevant update must be agreed upon with the Communications Office.

2. E-mails

- **Contents**: must be concise, with a clear subject; attachments are to be sent only if indispensable.

- **Language**: communications to the community must be made in Italian and English, with the exception of those meant solely for the technical and administrative personnel (PTA)

- **Tone of voice**: cordial, professional and welcoming.

- **Signature**: compulsory; it must include role, structure and contacts.

- **Out of office**: to be activated only in the case of prolonged absence, if possible with an alternative contact.

- **Sending times**: preferably during workdays between 8 a.m. and 5 p.m.. Hence the programming of message sending is preferable, except for urgent communications.

3. Gmail chats

- **Contents**: Chats must not be used as a substitute for e-mails for official communications.
- **Tone of voice**: informal but respectful.
- **Times**: when possible, avoid sending messages out of office hours. Remember to set your status so as to make it clear when you are available.

4. Online meetings

- **Sending of links**: links must be sent in advance, preferably via Calendar, stating subject and agenda.
- **Times**: compatible with the working hours of the various components.
- **Procedure**: you are advised to turn on the video camera when possible, switch off the microphone when you do not need to intervene, and to utilise the "raise hand" tool to ask to speak.

5. Mailing lists

- **Participants**: these are created automatically, by role (lecturers, technical and administrative personnel [PTA], undergraduates, PhDs, researchers and so on). They are not subject to moderation.
- **Contents**: must be used solely for institutional and operational communications.
- **Senders**: communications to the community are sent by the competent authorities or structures responsible for the information. Official communications of a general nature and those relating to institutional ceremonies must be sent by direzione@sns.it
- **Tone of voice**: formal and cordial, in conformity with the SNS Guide to the use of extended language.
- **Times**: avoid sending in the evening or during rest days.

6. E-mail groups

- **Participants**: participation is voluntary and is not subject to moderation.
- **Contents**: communications on shared topics and interests.
- **Tone of voice**: informal, respectful and cordial, even in cases of disagreement, in conformity with the SNS Guide to the use of extended language.
- **Times**: avoid sending in the evening or on rest days.
- **forum.sns@sns.it**: This group is dedicated to open discussion among members of the SNS community. All users subscribed to the institutional mailing lists are automatically included, but they can unsubscribe or re-subscribe at any time entirely on their own.

7. Digital signage

- Usable on application to the Communications Office.
- Brief contents of general interest, valid for short periods.

8. Posters and flyers

- Planning to be applied for well in advance at the Communications Office using form https://forms.sns.it/rwe2/default.jsp.
- Must be affixed in the appropriate spaces assigned in the communal areas.

Institutional Telegram channels

The activation of official SNS channels is proposed for specific topics:

- **Cultural events**
- **Teaching services**
- **EELISA communications**

Each channel will be managed by internal representatives, using brief and informative messages. No direct interaction is envisaged (solely channels, not groups).

Internal social media policy

Since social networks are public spaces for social interaction, all those belonging to the SNS community are expected, in the management of their personal accounts, to maintain a correct and respectful conduct towards the institution that they represent, observing its Ethical Code.

In addition, employees of the Scuola Normale Superiore are required to adhere to the Code of Conduct, with particular reference to articles 11-bis (Use of information technologies) and 11-ter (Use of information media and social media).

Conclusions and updates

These guidelines are a dynamic tool: they will be updated periodically on the basis of the evolution of the tools, the demands of the community and the feedback received.

Anyone may propose changes or report problems by writing to the e-mail address comunicazione@sns.it.