

Communication and administration protocol

University of Pécs, Faculty of Business and Economics

1. Basic principles, general communication considerations

The communication of all employees of the Faculty of Business and Economics of the University of Pécs (hereinafter referred to as the Faculty), regardless of their professional title and hierarchical position, should express the specific collective identity of the Faculty and the University of Pécs (hereinafter referred to as the University), based on the Manual of Communication and Code of Conduct (hereinafter referred to as the Manual) in force since 1 October 2015.

In accordance with the above document, our aim is to ensure that the communication and behaviour of the staff representing the University **reflect the University's basic style and values**, which are as follows:

- respect for traditions,
- firmness,
- unity and loyalty, outwardly shown and assumed,
- employee cooperation, mutual respect,
- commitment to innovation,
- emphasis on the positive,
- helping others,
- strengthening the collective University interest.

"Professional integrity and mutual courtesy to others must be expressed in precise, professional, expressive, at the same time courteous utterances that effectively serve the combined implementation of teaching, research, healing, and other organizational activities."

Collegiality is an essential element in all of this.

2. Naming, visual image, design and content guidelines

2.1 Naming

The name of the Faculty may take the following forms:

- **University of Pécs, Faculty of Business and Economics** – official communication, press releases, written or oral communication with external parties,
- **FBE of UP** – in internal communication within the faculty or the university, or where the abbreviation is justified (e.g. in the case of captions in video interviews),
- **Pécsiközgáz** – can be used in this form as a brand name, written as a single word with capital initial letter in the case of FBE of UP's promotional publications, statements and advertisements, with the logo provided.

2.2 Image

For the image, the UP's image requirements must be followed and the FBE of UP's image elements, which can be found on the Intranet, may be used. In case of questions or problems, the staff of the Marketing Office of the FBE of UP will assist you.

2.3 Guidelines for design and content

The FBE of UP has formulated guidelines for the visual look and content of its own interfaces and those of the faculty's departments. In view of the diversity of these interfaces, these principles are set out in Annex 1.

3. Communication with the faculty leadership (management protocol)

Efficiency is a key element in the functioning of the Faculty. In order to maintain and further improve this characteristic, it is important that staff members **communicate issues and problems relating to Faculty matters directly to the manager responsible for resolving the matter or problem** with the minimum possible delay.

The table below summarises the most frequently occurring issues/problems and the managers (responsible for the area) assigned to them. Faculty staff should endeavour to direct their queries to the appropriate manager in all cases.

Issues and questions not listed in the table or not clearly identifiable should be referred to the Director for Faculty affairs.

Type of issue/problem	competent manager
<ul style="list-style-type: none"> • employment-related issues • performance appraisal • faculty business plan, budgets • matters of general importance affecting the Faculty strategy, KPIs included in the strategy or maintenance indicators 	dean
<ul style="list-style-type: none"> • questions about the launch of study programmes • curriculum development and modification • general questions relating to the content of subjects • thesis requirements, questions concerning thesis consultation • matters relating to plagiarism • organisation and administration of examinations (including matters relating to breaches of examination regulations) • general issues concerning the timetable • reviewing faculty regulations, proposing changes to faculty or university regulations • proposing amendments to university regulations • general questions concerning faculty scholarships (e.g. Alma Mater, Pécsiközzgáz, MNB) (except: company scholarships) • general questions on admission procedures • teaching cooperations (e.g. joint courses, double degree programmes) • offering and hosting of Campus courses • issues concerning teaching and training at other faculties 	vice dean for educational affairs
<ul style="list-style-type: none"> • employment issues for administrative staff, performance appraisal, leave, representation of interests • issues related to the physical infrastructure of the Faculty (IT equipment, building, rooms, courtyard) – repairs, lease contracts, development projects • room sponsorship projects • organisation of faculty elections, awards and prizes • tendering issues (e.g. TKP, OTKA) • coordination of major events 	director for Faculty affairs
<ul style="list-style-type: none"> • inquiries received by the Faculty from companies, public organisations, NGOs, private individuals, alumni members, related to education, knowledge exploitation, market cooperation, career opportunities • making organisations and individuals from the Faculty's entrepreneurial ecosystem available to employees working in education and research • World of Practice issues and questions • entrepreneurship competence development courses, training • organisation and integration of micro-credit opportunities into the curriculum, registration of student achievements • issues related to short cycle training courses • tendering opportunities 	director for innovation and relations
<ul style="list-style-type: none"> • issues related to the Faculty's scientific activity: subject areas, groups • questions and information on the Faculty's academic performance 	director for researches

<ul style="list-style-type: none"> • academic performance measurement, research incentive scheme • the Faculty's scientific events, conferences, seminars • scientific networking, research links with foreign partners • research support, research infrastructure issues: library (journal) databases, open access publications, research databases 	
<ul style="list-style-type: none"> • internationalisation at home (I@H) events • international partnerships, cooperation • mobility programmes, partner information • mobility (for teachers and students), administrative guidance on travel • management of applicants and parties interested in Visiting Professor Programme, or other forms of funding • cooperation with the UP's International Directorate, liaison • international student recruitment (in cooperation with the director for marketing) • issues related to the admission process for international students • tasks related to the Foreign Affairs Action Plan • international issues and topics affecting schooling • organisation and administration of international admission procedures 	<p>director for foreign affairs</p>
<ul style="list-style-type: none"> • national issues and topics affecting schooling • support for the international issues and topics (in cooperation with the director for foreign affairs) • management of the Faculty's communication interfaces (website, social media sites, etc.), content management • communication needs, content, graphic design and production, photography and video production, production of souvenirs and other promotional materials, printing relations • external communication and relations, especially with the media, PR and protocol contacts and tasks • internal marketing communication, mainly for events and activities, to students • matters relating to the organisation of events organised by or at the Faculty, planning and scheduling of new events and activities, and the procurement of catering and other services • liaising with the UP's central marketing staff, issues and tasks concerning the UP's central communication platforms • marketing research, faculty information and decision preparatory tasks 	<p>director for marketing</p>
<ul style="list-style-type: none"> • questions and problems related to academic administration (both for teachers and students) • issues related to the study system • specific issues related to curricula, syllabuses • communication with students of the Faculty (DM letters, marketing materials, calls, information on academic deadlines, etc.) • questions concerning the administration of the Faculty's scholarship programmes • issues related to educational events and deadlines set out in the academic year (e.g. orientation, Open Day) • organisation and administration of national admission procedures • support for international admission procedures 	<p>head of study departments</p>

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| <ul style="list-style-type: none"> • questions and tasks related to international accreditation and related processes | dean's advisor for international accreditation |
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4. Internal communication

4.1 Internal communication – general principles

The basic principles of internal communication at the FBE of UP, in line with the university principles, are as follows:

- In both oral and written communication, maximum **respect and responsiveness** to the other party, regardless of their position in the hierarchy.
- In communication, **professional accuracy and factuality** should be sought as much as possible.
- **Problem-solving thinking** should be the primary goal.
- **Cooperation** is a fundamental aim of communication, which is of paramount importance in potential conflict situations.
- Even in the case of hierarchical differences, maximum **courtesy and elementary respect** is expected from each party towards the other.

The above principles apply to both oral (conversation and telephone) and written (paper and electronic) communication.

Outside normal working hours (8:00-16:00), email is the preferred channel, and telephone contact outside these hours is only recommended in truly justified cases.

4.2 Internal written communication

4.2.1 Communication by email

A significant part of the internal communication of the FBE of UP takes place via e-mail. When communicating by email, the following principles are expected to be observed by the Faculty's staff:

- For emails from external or internal sources that require a response or reaction (except e.g. newsletters), the **deadline for response is 3 working days**.
- In all email exchanges with external partners, a **formal correspondence style** (using appropriate formality and objective wording, avoiding emoticons and confidentiality) is expected. Within the faculty, a more informal style is allowed, taking into account the principles of formal communication, but the working relationship and hierarchical position of the sender and the recipient must be taken into account when exchanging correspondence at work.
- The **time limit for replying to e-mails** from students of FBE of UP **on academic matters is 3 working days**. A formal, **official style** is expected in all communications with students.
- If, due to holidays or work commitments, the above deadlines cannot be met, an **automatic reply message should be set up** indicating the time by which a reply is expected or the name and contact details of a colleague who can deal with the matter in your absence.

- The text of the e-mail should always include the **basic courtesies**, even for short information messages: greeting and/or address by name or title, goodbye, signature.

4.2.2 Official email signature

- All employees of the FBE of UP are obliged to use the **official faculty email signature** in their correspondence. An official email signature (in Hungarian and English) can be requested from the Marketing Office of the FBE of UP and inserted into the personal mail system.
- The official email signature of the lecturers is displayed as follows:
 1. The name is preceded by a prefix indicating the highest academic degree or title:
 - PhD degree: "Dr."
 - habilitation: "Dr. habil."
 - university professorship by the President of the Republic: "Prof. Dr.",
 2. The position held ("assistant lecturer", "senior lecturer", "associate professor", "professor", etc.) is indicated under the name.
 3. The existence of the Doctor of Science (DSc) title must be indicated in the same line as the job title, separated by a comma (e.g. "professor, DSc").
 4. Occupied managerial or institutional management position(s) are listed below (e.g. "Director of the Institute", "Director of Marketing", "Head of Doctoral School").
- In the English signature, the European form of the name is required: Dr./Dr. habil./Prof. (first name)(family name).
- The signature of administrative staff should indicate the title of the post held (e.g. "administration expert") and, if applicable, the managerial or institutional management position held (e.g. "faculty director", "head of department", "head of office"), in the same way as for academic staff.
- The official email signature will also include the name of the Faculty and the organisational unit employing the colleague, as well as appropriate graphic elements (University and Faculty logos, accreditation-related branding).
- For signatures and markings on official documents other than email (e.g. faculty website, conference flyers, other scientific or professional events), the same format as the email signature (prefix, job title, managerial or institutional management position) should be used.

4.2.2. Correspondence lists at the FBE of UP

The Faculty has several mailing lists, the most commonly used of which are:

- ktk-oktatok@listserve.pte.hu – colleagues with teaching status
- ktk-adminisztracio@listserve.pte.hu – colleagues working in administration, chancellor's rapporteurs
- ktk@listserve.pte.hu - colleagues in teaching and administrative posts, chancellor's rapporteurs
- ktk-csitt@pte.hu – FBE collective, retired colleagues, Ph.D. students

The above lists should be used with special precaution. **When using the 'Reply to all' button, please only share information that is relevant to everyone.** When writing to the list, **special attention should also be paid to the use of style in relation to colleagues of different ages and positions on the lists.**

The lists ktk-oktatok@listserve.pte.hu , ktk-adminisztracio@listserve.pte.hu and ktk@listserve.pte.hu will be removed from the lists on the date of the termination of employment, and the colleague concerned is added to ktk-csitt@pte.hu on retirement. Requests to join or leave the lists should be addressed to the Marketing Office.

5. Media and press communication

5.1 Basic principles

Fair, well-founded, multifaceted communication with the media, which is in line with the ethos of the FBE of UP, is a priority, as set out in the UP's Media Code. Maximum compliance with the UP's Media Code should be pursued by the FBE of UP and all its staff.

The FBE of UP also strives for **open relations and professional information** in its media relations, **without any political or religious commitment**. In accordance with the Press Act, it assists the press in any way it requires in order to provide the colleagues of the press most credible information about the Faculty, if needed.

The basis of professionalism is that all questions should be answered or information provided by a person who works in the field and is familiar with the strategy of the University and the Faculty, the problem and its context.

The Dean of the Faculty and his/her designated Marketing Director are responsible for managing the relationship between the FBE of UP and the media, while the Head of the Marketing Office is responsible for coordinating it.

5.2. Relations with the press

The FBE of UP may also initiate contact with the press if it is compatible with and serves the objectives of the Faculty (e.g.: enrolment, fulfilling application requirements, research network, information of academic staff).

In all cases, the press enquiry **must be answered as soon as possible in a professionally sound manner, covering all aspects of the specific issue**, provided that it is in line with the principles of the UP as adopted by the Faculty and it serves, or does not harm the interests of the Faculty.

5.2.1. Declarations

In the case of press inquiries (written, visual or audio), the declarant must act as follows:

- All staff members of the FBE of UP are **entitled, but not obliged**, to make statements to the Hungarian and international media on issues related to their own work.
- **The person interviewed is full responsible for the content of his/her statement.**
- All non-live statements by any person speaking as a Faculty staff **must be sent to the Head of the Marketing Office of the FBE of UP before publication.**
- In accordance with the provisions of the University's Media Code, the heads of the faculties and of the autonomous organisations and non-autonomous organisational units defined in the UP's Organisational and Operational Regulation are authorised to make statements on issues concerning these bodies. In professional matters, it is always the manager or member of staff whose area of work is affected by the question or problem who makes a statement to the media.
- In the case of expert inquiries not related to the University, the person making the statement has a duty to protect the reputation of the University and the FBE of UP.

- **In the case of an expert enquiry not related to the University or the Faculty, the person making the enquiry must not appear to be acting on behalf of the University or the FBE of UP.**
- In all expert declarations, care should be taken to ensure that the University and its organisational units are clearly identified.
- The coordination of statements to the press or at the initiative of the University or the FBE of UP is the responsibility of the University's Press Spokesperson or, in the case of the Faculty, the Head of the Marketing Office.
- The University's Press Spokesperson will make a recommendation to the Dean or the Director of Marketing on the person to be interviewed or the subject of the statement. The contact details of the interviewee may also be released to the press in consultation with the designated interviewee.
- In the case of a statement to the press, a **draft of the newspaper article should be requested, or permission should be asked to listen to the audio recording or view the video recording.** In the case of interviews and portraits, the journalist must provide the full text before publication, while in other cases the journalist must provide the passages where the interviewee is quoted, referred to or mentioned by name.
- If the published material deviates from the agreed material, this must be reported immediately to the Head of the Marketing Office of the FBE of UP, the Press Spokesperson, who will contact the reporter on the basis of the press monitoring.

4.2.2. Press statement, principles of disclosure

All University citizens have a duty to **protect the reputation of the University** in their interactions with the press and to respect the principles of professional secrecy and loyalty.

It is forbidden to make statements or disclose information to any person who is not named in the University's Media Code or authorised to do so by the person who has the right to make the statement.

It is prohibited to transmit or disclose internal University information to the media without permission. Such information is deemed to be such if it contravenes the prohibitions of Section 3(1) of Act II of 1986 or if it breaches any public, official, commercial or private secret.

Disciplinary action shall be taken against a university citizen who violates the provisions of the media code.

Crisis communication may be used in cases that develop in an unforeseeable way and effectively jeopardise the positive image of the University or the FBE of UP. In the event of an emergency, the first person to become aware of the crisis shall first notify the head of the area or unit concerned, who shall **immediately forward the information to the Dean of the FBE of UP**, who may convene a crisis team if necessary. In the event of a crisis situation, whether it concerns the University as a whole or a specific area, the Dean (or the Deputy Dean acting on his/her behalf) may determine the persons entitled to make a declaration.

5.2.3. Written press materials

All events and announcements about which the University or the FBE of UP wishes to inform the media shall be the **subject of written press material, and, if necessary, a press conference shall be held.**

The **professional preparation** of the press material **shall be the responsibility of the person whose field of activity is most closely related to the event in question**. The Head of the Marketing Office or the Press Spokesperson of the PTE shall revise the professional material submitted, taking into account the needs and language of the press, and, after consultation with the professional responsible, shall make it available to the media in a suitable form and by the deadline.

The University publishes a regular **weekly news bulletin** on Thursday of each week, which includes news, events and activities scheduled for the following week. The weekly news bulletin is edited by the Press Spokesperson. It is prepared with the help of the staff of the FBE of UP and university citizens in general, who provide information from their own areas of competence and consider which events and news from the faculty should be included.

In matters not requiring personal information of media representatives, but of interest to internal and external public opinion, the **FBE of UP issues a press release or places it on the following public platforms under its own management**:

- a. website and related subpages www.ktk.pte.hu
- b. Facebook <https://www.facebook.com/ptektk/>
- c. Instagram <https://www.instagram.com/pecsikozgaz/>
- d. YouTube <https://www.youtube.com/user/PecsiKozgazOFFICIAL>
- e. TikTok <https://www.tiktok.com/@pecsikozgaz>
- f. LinkedIn <https://www.linkedin.com/school/university-of-pecs-faculty-of-business-and-economics/>
- g. UP online interfaces, university media www.pte.hu
- h. UNIV TV <https://univtv.pte.hu/> <https://www.youtube.com/user/PTE1367>
- i. UNIV Pécs University newspaper and magazine <https://univpecs.com/>

The **FBE of UP Marketing Office is responsible for editing the content (a-f)** of the faculty platforms. The editing and presentation guidelines of the content have been developed in accordance with the needs of the target groups and the strategy of the Faculty (see: <https://ktk.pte.hu/hu/strategiaink>).

The publications of the University's units (hereinafter referred to as 'faculty publications') are published by one or more faculties, institutes or departments and are used as a means of internal communication for the unit(s) concerned. At the FBE of UP such a journal is the newspaper "FÉSZEK" (i.e. "NEST"). Its contents should be agreed upon by the current editor-in-chief with the head of the Marketing Office of the FBE of UP.

For media published and operated by the University or its units, the rules for external media apply.

In accordance with Rector's Instruction No. 5/2000, the **head of the unit is responsible for the publication of information on the unit's website**. Publication of information on the central university websites is decided by the designated Vice-Rector or the Press Spokesperson or a person designated by them. Accordingly, they have the right to order the deletion of information not intended for publication on the Internet or to order its publication only on the internal (intranet) network.

Information of a news nature may be placed on the website at the initiative of the owner of the information or with the help of the authorised persons.

5.2.4. Film shooting permission

Television companies or private persons may only record sound and images on the entire territory of the University, including the FBE of UP, if they **have a valid filming licence**.

The issue of a filming permit is coordinated by the University's Press Spokesperson, and in the event of such a request, the **Head of the Marketing Office of the FBE** of UP may also be contacted, who will forward the request, considering its legitimacy.

The Rector of the University, the Secretary General of the University, the designated Deputy Rector and the Press Spokesperson, or the Dean of the FBE of UP may issue the filming permit for the entire territory of the University. This can be done by email or in writing. The Head of the Marketing Office of the FBE of UP is responsible for the coordination of filming, and any filming permission must be requested from him/her.

Clause

The present communication and administration protocol applies to the employees of the Faculty of Business and Economics of the University of Pécs, and the respective Faculty management requests that it be observed.

Pécs, 21 March 2023

Dr. András Takács

Dean

Display and content guidelines

The mission of the FBE of UP, as stated and published on its website, is to train excellent, solution-oriented, responsible economic professionals to promote sustainable development of the local and wider environment. To this end, we provide quality education and training, and as a result, we make well-prepared students and staff available to the labour market, and we develop our own knowledge and competences based on collaborations, with the including of external actors, if necessary.

Accordingly, the following themes will be given priority in the communication of the FBE of UP and on its own platforms, in the following order of priority:

- messages to attract excellent students,
- high quality publications, presentation of our scientific, educational and professional achievements,
- information about the Faculty and its staff concerning responsible corporate behaviour and sustainability,
- events, news, research, partnerships with local, regional and international impact,
- information on education, events of progress,
- achievements of our students, labour market success.

No proprietary content or external links may be displayed or shared on any of the FBE of UP interfaces that may contain content that is contrary to the University's principles and the Faculty's defined strategy and mission. However, paid or collaborative promotion may be displayed and shared in accordance with the Advertising Code of Ethics.

1. FBE website, main page design guidelines

The aim of the website is to provide a general overview of the Faculty in each of its fields of activity: education, research, corporate relations.

Target groups:

- the academic community (university management, other faculties, Hungarian and international partner institutions, etc.),
- applicants,
- those who influence the decisions of applicants (parents, teachers),
- national public opinion.

NEWS and EVENTS block (FBE main page)

- events concerning the whole Faculty (e.g. conferences, academic events, accreditation),
- key events related to recruitment, e.g. Open Day,
- selected press releases,
- highlighted scientific achievements (decided by the Faculty's management),

- news concerning the daily life of the Faculty (renovations, new content on the YouTube channel, prestigious awards),
- news concerning corporate relations.

2. Guidelines for FBE students subpage design

The main aim is to share all the information concerning students: deadlines, schedule of the academic year, NEPTUN, Moodle, etc. and to help them with the administration of their studies.

Target groups:

- students enrolled in a bachelor, master, Ph.D. or specialised further education course

NEWS and EVENTS block (FBE Students)

- important study deadlines,
- information on the academic year and administrative matters,
- scholarship opportunities,
- applications for students,
- sports and other student successes,
- student programmes,
- conference invitations,
- teaching awards, outstanding academic achievements,
- internships,
- job opportunities.

3. Guidelines for FBE applicants subpage design

Information of interest to applicants: open days, training portfolio, creation of a general image of the Faculty. Help with admission: calculation of points, admission deadlines, tips, suggestions, contact details. Providing information about the Faculty: innovative opportunities at the Faculty, Pécsiközzég Plus – what makes us different?

Target groups:

- secondary school students interested in FBE of UP courses,
- parents and teachers who follow the choices of secondary school students.

NEWS and EVENTS block (FBE Candidates)

- Events for admission: open day, Educatio, PTE Kulturfeszt, office hours,
- deadlines of the admission procedure,
- introduction of inspiring alumni,
- what an economist does – career opportunities,
- scholarship opportunities.

4. FBE alumni page design guidelines

The Alumni page operates as a separate page, with the primary aim of building an alumni community by increasing the number of registrations. It is linked to Openup.pte.hu – a joint registration is required to use both sites. The aim of the website is to provide benefits and

services to our alumni students, and to involve alumni students in mentoring programmes. Registered alumni can download graduation ceremony and class reunion photos here.

5. Guidelines for social media appearances

The [relevant UP regulations](#) apply to the posting of information on social media platforms. The editing of appearances on the dedicated platforms is based on the following guidelines:

Facebook

- communication of faculty and student news and events,
- announcements of rapid and important news (e.g., bomb alerts, COVID regulations, etc.),
- selected academic achievements,
- important deadlines of the admission procedure,
- priority events: for applicants, students,
- UP news.

Instagram

- a platform to communicate with our active students in the first place, and with interested secondary school students in the second place,
- daily life of the Faculty, atmosphere, community,
- games, polls, posts triggering activity,
- news of high importance only (not an information platform).

TikTok

- primarily an interface for students applying for admission,
- short playful videos, little and simple information,
- daily life, important events, programmes.

YouTube

- videos for applicants: image video, presentation of courses, introduction of teachers, admission-related content,
- videos for students: tutorial videos related to lessons, event videos,
- academic events, interviews, briefings,
- reports on faculty events.

LinkedIn

- primarily an interface for alumni and company contacts,
- CAL events, news,
- faculty news that may be of interest to alumni active in the business sphere,
- communication of continuing education and short cycle training,
- FBE social media.

6. Departments' and organisational units' social media pages

The management of the previously listed FBE of UP online spaces is carried out by the Marketing Office staff, under the direction of the Director for Marketing, according to the instructions of the Faculty's management.

In addition to the official faculty pages, the Faculty's organisational units and departments have the possibility to create and manage their own social media pages. When managing these platforms, the following guidelines must be adhered to in addition to those previously defined ones (principles, general communication considerations):

- It must be clearly indicated to all visitors, in an understandable way, which organisational unit manages the page, and its connection to the FBE of UP.
- The site should display the official logo of the unit/department (if any) but clearly communicate that the visitor is not visiting the official FBE of UP site.
- Sites may publish content related to their own activities, share external content including UP and FBE of UP content, but the publication of news and events concerning the whole of the Faculty is the right and responsibility of the operators of the official sites.
- Content management should be carried out in accordance with the FBE of UP guidelines for the sites of the departments.
- The social media platforms of institutional units and departments are not considered as official platforms of the FBE of UP.
- Social media allow for multi-directional communication, and contents can provide a platform for comments and discussion of opposing viewpoints. The administrator of the institute, department or organisation's social media page must respond to the questions posed, taking into account how the respective comment impacts the image of the University unit in question. If you are unsure about a post, sharing, or how to respond to a post/question, contact your immediate supervisor, the Marketing Office Manager, or the head of the organisational unit.
- Make sure that the facts are true before posting them. When sharing, cite the original source whenever possible. Make sure that there are no spelling or grammatical errors in the content you share. If you notice a content error, correct it quickly and visibly.
- Take extra care to avoid sharing material from "fake news" sites.
- As you represent a university, do not share pseudo-academic news.
- One institutional social media site does not represent the views of the University as a whole. Therefore, always indicate clearly whether you are communicating on your own behalf or on behalf of which entity.

When using your own social media platforms, pay attention to the following.

- Do not share confidential information or personal data about University citizens (students, staff, alumni) or other individuals.

- Respect copyright, only share content or photos that you have permission to share and/or freely use.
- Follow all University policies and guidelines, in particular the University of Pécs' policies and guidelines for the use of social media:
https://pte.hu/sites/pte.hu/files/page_attachment/2020-04/PTE_kozossegi_media_iranyelvek200402.pdf
- The logo of the University and the FBE of UP may not be modified or used for personal advertising, nor may the name of the University and the Faculty be used to promote products, causes, political candidates or political parties.
- You must not deny or conceal that you are a citizen of the University of Pécs. Nor does the University of Pécs aim to restrict the free expression of its citizens' opinions on social media – as the University is a community of intellectuals who think and shape the future. However, if you identify yourself in a post as an employee, lecturer or student of the University of Pécs, please remember to mention that your opinion does not represent the position of the institution.
- You may be held legally responsible for any post you share on your own or other social media sites. Posting and/or sharing content that is copyright infringing, obscene, defamatory or libellous may result in legal action by the respective social media, the individuals concerned or the authorities.
- Remember that what you make public as an individual can also affect your professional life, and have an impact on it!