

European Film Academy - Social Media Code of Conduct

Our Vision

The European Film Academy serves as a vibrant meeting place for filmmakers, industry professionals, and cinema enthusiasts across Europe and beyond. Our social media channels are dedicated to celebrating European cinema, fostering meaningful dialogue about film art and culture, and building bridges within our diverse film community.

We believe in the power of European storytelling to unite, inspire, and create understanding across cultures. Our platforms—including Instagram, Facebook, LinkedIn, TikTok, Letterboxd, and YouTube—are spaces where everyone can discover, discuss, and celebrate the rich tapestry of European cinema.

Community Guidelines

Keep It Cinema-Focused

We encourage passionate discussions about European films, filmmaking craft, industry developments, and cultural topics related to cinema. When participating in conversations, please:

- Stay relevant to the original post or discussion thread
- Share constructive thoughts, questions, and insights about European cinema
- Avoid repetitive posting across multiple threads

We may remove off-topic comments, spam, or irrelevant promotional content to maintain the quality of our discussions.

Respect Our Community

Our strength lies in our diversity—filmmakers, critics, students, and film lovers from across Europe and the world. To ensure everyone feels welcome:

- **Respect different perspectives:** Embrace the variety of viewpoints that make European cinema so rich
- **No personal attacks:** Disagreements about films or industry topics should focus on ideas, not individuals
- **Zero tolerance for hate speech:** We will not tolerate discriminatory, racist, sexist, or otherwise hateful content. Please also refer to our [Diversity & Inclusion Standards](#)

- **Professional conduct:** Remember that industry professionals, filmmakers, and Academy members actively participate in our community

Comments violating these principles may be removed, and users may be banned from our channels.

Protect Privacy

To ensure everyone's safety and privacy:

- **Keep personal information private:** Never share phone numbers, addresses, email addresses, or other sensitive details about yourself or others
- **No impersonation:** Representing yourself as someone else, particularly industry figures or Academy members, will result in immediate removal
- **Respect others' privacy:** Don't share personal information about filmmakers, industry professionals, or community members

Individual Voices

- **Personal opinions:** Views expressed by community members do not necessarily reflect the positions of the European Film Academy
- **Staff representation:** While our team participates in discussions, their personal views don't automatically represent official Academy positions
- **Diverse perspectives:** We celebrate the variety of voices that make European cinema culture so vibrant

No Commercial Promotion

Our channels are dedicated to celebrating cinema, not commercial interests:

- **No self-promotion:** Avoid posting content that primarily promotes yourself, your projects, or commercial services
- **No advertising:** Links, images, and videos advertising products or services will be removed
- **Industry updates welcome:** Genuine news about European film projects, festivals, or industry developments are always welcome when shared constructively

Respect Intellectual Property

- **Copyright compliance:** Only share content you have the right to post
- **Credit creators:** Always acknowledge filmmakers, photographers, and content creators when sharing their work
- **Festival materials:** Official Academy images, videos, and graphics may only be shared with proper attribution

Content Sharing and Permissions

Resharing Your Content

We love seeing our community engage with European cinema! When you tag our official accounts or use Academy hashtags (such as #EuropeanFilmAcademy, #EuropeanCinema, #EuropeanFilmClub, #WeloveEuropeanfilms, or #EuropeanFilmAwards):

- **Platform permission:** You grant us permission to reshare your content within the same platform
- **Cross-platform sharing:** If we wish to share your content on a different platform, we'll ask for your permission first
- **Attribution:** We will always credit your original account unless you specifically request anonymity

Film Clips and Images

When sharing film content:

- Ensure you have rights to share copyrighted material
- Use content for discussion and educational purposes
- Credit the film, director, and production when possible

European Film Club

All the points mentioned above also apply to the social media channels of European Film Club.

Important safeguarding measure: All communication with young people involved in the European Film Club programme must be conducted via the European Film Club's official channels. Direct contact via private messages on social media is strictly prohibited, as many participants are underage. This measure ensures a safe and transparent environment for all participants.

Our Commitment to You

Response and Support

- **Monitoring hours:** Our social media channels are actively monitored Monday through Friday, 9:00 AM to 6:00 PM CET
- **Response time:** We aim to respond to questions and comments within 5 business days

Multilingual Community

Recognising Europe's linguistic diversity:

- Posts in major European languages are welcome
- We primarily respond in English, but may accommodate other languages when possible

Special Events and Campaigns

During major events like the European Film Awards or special campaigns:

- Expect increased activity and engagement opportunities
- Special hashtags and guidelines may apply
- Live coverage and real-time interaction will be prioritised

Enforcement and Appeals

Violation Response

- **First violation:** Content removal with explanation
- **Repeated violations:** Temporary suspension from commenting
- **Severe violations:** Immediate ban from all Academy social media channels

Appeals Process

If you believe content was removed in error:

- Contact us through official channels with your concern
- Include the original content and context
- Appeals will be reviewed within 3-5 business days

Contact and Questions

For questions about these guidelines, content concerns, or general inquiries:

Email: contact@europeanfilmacademy.org

These guidelines may be updated periodically to reflect the evolving nature of social media and our community needs. Updates will be announced on our channels.

Let's celebrate European cinema together!