



Communications **HANDBOOK**

Image, Communication and Outreach Office

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About this handbook

This document serves as a practical guide for researchers and collaborators on how to properly proceed in matters related to communication and outreach. It outlines the correct procedures for:

- a. Proper use of the CIIMAR logos, email signature, and virtual backgrounds for online meetings;
- b. Submitting content for the internal newsletter;
- c. Promoting events and other institutional initiatives;
- d. Contacting the Press Office when sharing news or media opportunities;
- e. Social media guidelines;
- f. Photographic coverage;
- g. Website updates, including:
 - Requests for edits to other pages (for CIIMAR services only);
 - Personal profiles and research group updates
 - Projects
- h. Requests for CIIMAR merchandising and communication materials (flyers and roll-ups)

These guidelines aim to ensure that all communication and visibility actions across CIIMAR are consistent, professional, and aligned with the institution's identity. They are meant to make internal processes clearer and smoother for everyone involved.

For consistency purposes, all content produced in English should follow UK English spelling, grammar, and style conventions.

CIIMAR Community section on the website

The [Community](#) section of the CIIMAR website is an internal area available to researchers, staff, and collaborators, providing a single access point to institutional information, tools and useful links.

This section is only accessible when connected to the CIIMAR network. When working remotely, users must connect through the institutional VPN.

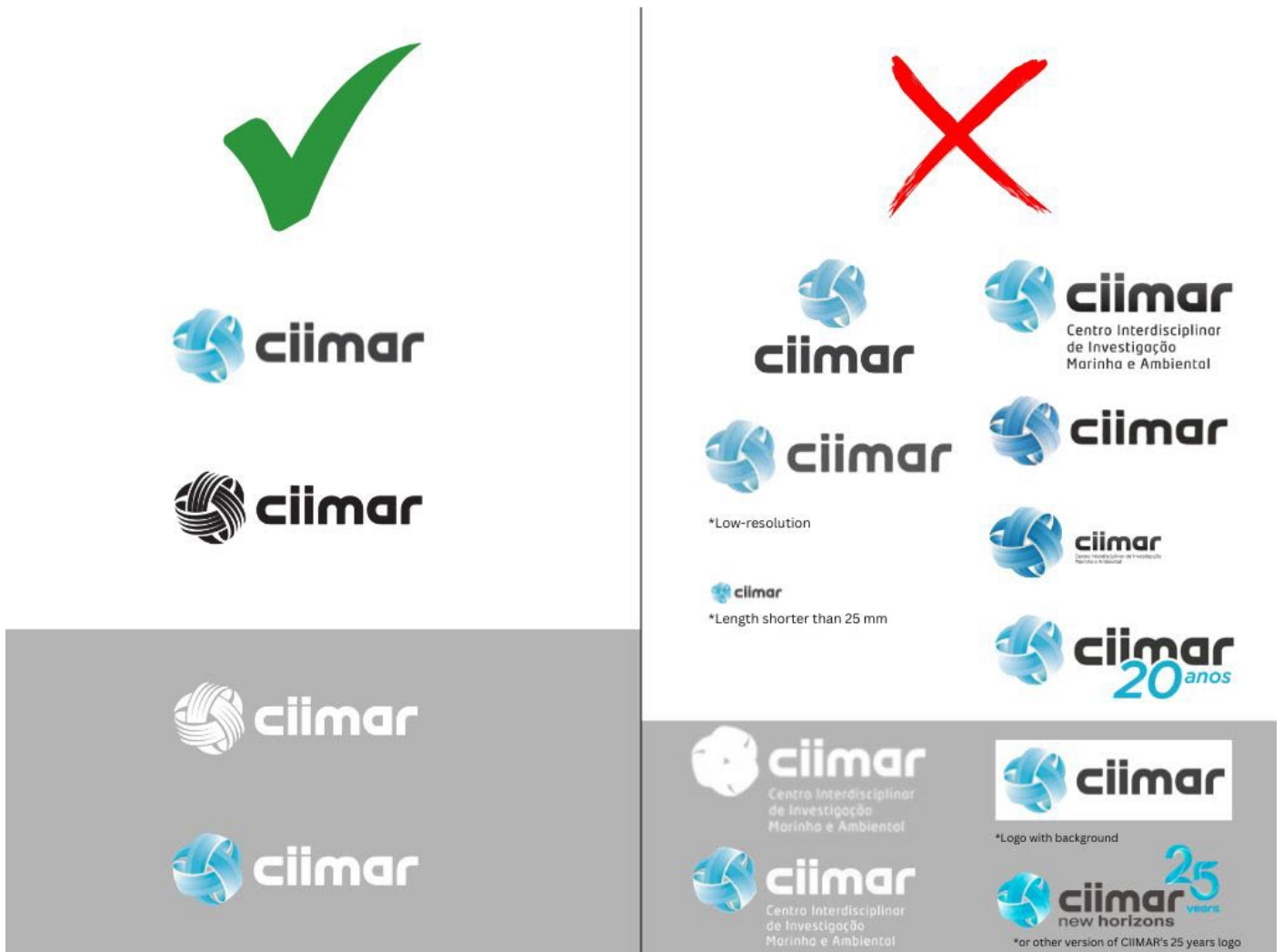
The Community section includes access to key platforms, such as HR and reservations, helpdesk, institutional documents, and guidelines, supporting the day-to-day activities of the CIIMAR community and facilitating navigation across essential internal resources.

Use of the CIIMAR logo

The official CIIMAR logos are available on CIIMAR's website, under the Resources → [Branding](#) section. There you will find the current institutional logo.

Please make sure to download the logos exclusively from this official source. Do not use versions obtained from other websites, as they may be outdated or incorrect. This is a common good practice followed by many institutions to ensure visual consistency and proper use of their identity.

Below you can find examples of the correct logo usage, which should always respect the proportions, colours, and space.



Use of the CIIMAR email signature

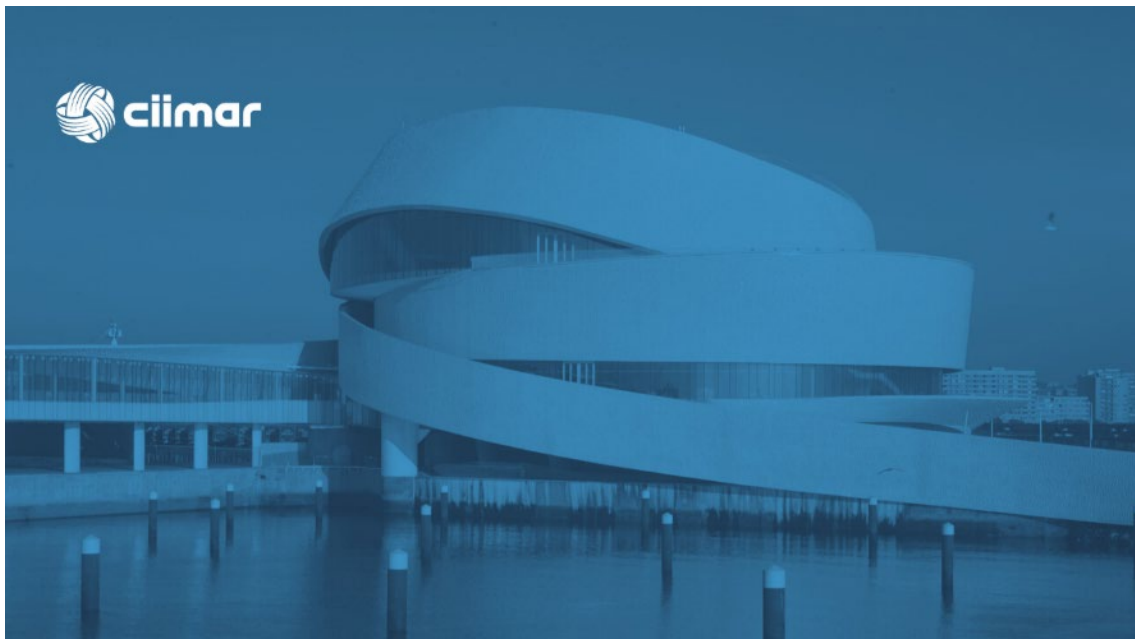
As of March 2026, the 25th anniversary email signature is no longer in use and a new signature has been introduced. The IT team has prepared an online tutorial to guide you through the setup:

<https://helpdesk.ciimar.up.pt/knowledgebase.php?article=37>

This tutorial is also available in the helpdesk and at <https://www.ciimar.up.pt/community/>

Online video call background

The Image, Communication and Outreach Office has made a Zoom background, available in the [Community](#) section of the website. Please note that this section is only accessible via the CIIMAR network or CIIMAR [VPN](#). We invite everyone to use it in online meetings, seminars, and other virtual events to present a cohesive image of the institution.



Submitting content for the internal newsletter

The Image, Communication and Outreach Office has prepared guidelines (“Guidelines for the Internal Newsletter”), available in the [Community](#) section of the website. All content should be in English and submitted by 23h59 on the Tuesday of the week the newsletter is sent.

The newsletter relies on contributions from researchers; therefore, providing content is highly encouraged to guarantee its success.

Promoting events and other institutional initiatives

To ensure a coherent and efficient communication strategy across all CIIMAR activities, all events organized by CIIMAR must be included on the CIIMAR website.

1. Event Inclusion on the Website

It is essential that the Communication Office is aware of all events organized by CIIMAR. Please do not proceed with public dissemination (e.g., on social media) before the event has been officially included on the website and confirmed by the Communication Office.

CIIMAR has a dedicated page on its website listing all upcoming [events](#). Events that require ticketing, such as conferences and congresses, are also available on a separate [platform](#) where tickets can be purchased and payments made directly.

Organizers must complete the Event Submission Form which can be found in the document “Guidelines for Events” available in the [Community tab](#). Please follow the guidelines carefully when completing the submission form. Incorrect or incomplete information may delay the review and dissemination process. Also, note that if event details are sent by email, the Communication Office will still request the form to be filled in. To streamline the process and avoid delays, always use the form as the first step.

The forms must be filled at least 15 days before the desired communication date. For big events, such as conferences, it is recommended that the communication occurs at least one month prior to the event.

Please note that this does not guarantee publication exactly within that period, as dissemination is subject to the Communication Office's internal schedule and editorial priorities.

2. Confirmation and dissemination

Once the event is included on the CIIMAR website, the Communication Office will notify the responsible organizer via email (with the event name in the subject line) and provide additional information regarding its dissemination.

The Communication Office will determine the appropriate communication channels for each event (e.g., website, social media, press release) based on its nature, target audience, and relevance.

3. Events related to training

If the event is part of CIIMAR's Advanced Training and Careers Office activities (e.g., courses, training workshops, seminars), please follow the specific Training Communication Guidelines and refer to the Training FAQs for further clarification. Both documents are available in the [Community tab](#).

Press office

The Press Office, integrated within CIIMAR's Communication Office, is responsible for managing all interactions with the media and ensuring a coordinated and consistent communication strategy.

1. Sharing research with the media

If you have a scientific article or results that you believe could be of interest to the general public or relevant for media dissemination, please complete the [Press Release Form](#). You should fill out this form, or at least inform the Communication Office, as soon as the paper is accepted for publication.

Please be aware that the fulfilment of the form does not entitle the subject to a press release. The Press Office will use this information to assess the potential for media outreach and determine the most appropriate communication channels.

2. Contact from journalists

If you are contacted directly by journalists for an interview, comment, or participation in a media piece, please always inform the Communication Office immediately via email (divulgacao@ciimar.up.pt) before proceeding with any participation

This ensures that the Press Office can provide guidance, mediate contacts and coordinate responses when necessary, and maintain a coherent institutional image.

3. Filming and media visits

If journalists or production teams request to film, photograph, or record interviews at CIIMAR facilities or laboratories, always contact the Communication Office as soon as possible via email.

No filming or external media access should take place without prior communication and coordination with the Press Office.

4. Media requests received by the Communication Office

The Press Office regularly receives requests from journalists and media outlets seeking expert opinions, comments, or interviews on various topics.

When appropriate, the Press Office will contact the most suitable CIIMAR researchers or staff members to address these requests. When media requests involve filming at CIIMAR, staff working in those spaces will be informed beforehand, whenever possible.

Social media guidelines

CIIMAR maintains an active presence across several social media platforms to promote its research, events, and community initiatives.

Our goal is to communicate science in an engaging, transparent, and accessible way, while reinforcing CIIMAR's institutional identity.

Note: The Communication Office is only responsible for CIIMAR's official institutional channels and will not manage accounts associated to projects or research groups.

1. Official CIIMAR accounts

- a. **Facebook:** facebook.com/ciimar.up.pt
- b. **Instagram:** instagram.com/ciimar.up
- c. **LinkedIn:** linkedin.com/company/ciimar
- d. **X (formerly Twitter):** x.com/CiimarUp
- e. **Bluesky:** bsky.app/profile/ciimar.bsky.social
- f. **YouTube:** youtube.com/@ciimarcomunicacao

CIIMAR also manages a [Linktree](#) (@ciimar.up) where relevant institutional links - including upcoming events, open opportunities, and other news - are regularly shared and updated.

2. Tagging CIIMAR

We encourage CIIMAR researchers and collaborators to tag the institution when sharing content related to their research, publications, or participation in CIIMAR events. Tagging helps us reach a wider audience, ensures consistency in institutional communication, and increases the visibility of your work.

Official handles:

- a. Facebook: @ciimar.up.pt
- b. Instagram: @ciimar.up
- c. LinkedIn: @ciimar
- d. X (formerly Twitter): @CiimarUp
- e. Bluesky: @ciimar.bsky.social
- f. YouTube: @ciimarcomunicacao

3. Hashtags

The following hashtags are available for community use. You are encouraged to include them in your posts whenever relevant to the topic:

#CIIMARresearch #CIIMARevents #CIIMARnews #CIIMARexpeditions
#CIIMARintheworld #CIIMARscicomm #CIIMARcmias #CIIMARtechtransfer
#CIIMARSustainability #CIIMARsport #CIIMAROpenDay #CIIMAR25years
#CIIMARphdcommittee #CIIMARjobs #CIIMARtraining #CIIMARawards
#CIIMARpapers #CIIMARbyt #CIIMARvisits

Additionally, the **CIMAR Associated Laboratory** has its own hashtag. If your work is within the framework of the Associated Laboratory, please use this hashtag:

#CIMARLA

Photographic coverage

The Image, Communication and Outreach Office provides photographic coverage only for institutional events, that is, events organized by CIIMAR as an institution, not by individual researchers, research groups or projects. Examples include large-scale or strategic institutional events such as the New Horizons Conference, Annual Meeting, and Blue Think Conference.

1. Other initiatives

Requests for photographic coverage of non-institutional initiatives will be evaluated on a case-by-case basis. These requests must be sent via email (divulgacao@ciimar.up.pt) with all relevant details and sufficient advance notice.

2. Use of photographs

Please note that photographic coverage does not imply that the photos will be published on CIIMAR's social media channels or featured on the same day as the event. All dissemination decisions are made case by case by the Communication Office, according to relevance, editorial criteria, and the overall communication schedule.

Credit note: When sharing photos, please provide appropriate credit. For social media posts, you may include a camera emoji 📷 followed by CIIMAR's handle on the used platform, or use "Photo credit: © CIIMAR". Stylistic variations are allowed, but credit should always be visible.

Website management

The Image, Communication and Outreach Office manages the content and updates the CIIMAR institutional website. To ensure accuracy and consistency, all website updates must follow the procedures described below.

1. Requests for Changes to Other Pages (only for CIIMAR Services)

This section applies to other administrative or support offices within CIIMAR. If you wish to update the webpage corresponding to your office, please send an email with all requested changes clearly detailed to divulgacao@ciimar.up.pt.

Please note that updates are not immediate, as the Communication Office manages a high volume of requests and ongoing tasks. All updates will be made as soon as reasonably possible within the established workflow.

2. Personal Profiles and Research Group Updates

If you wish to update your personal profile on the CIIMAR website, please start by updating your information with the [Onboarding Service](#).

The same process applies if you need to update your [research group page](#) on the website.

3. Projects

The inclusion of projects on the CIIMAR website is coordinated by the [Research and Innovation Strategy and Funding Office](#). Any matter related to project updates should be handled directly with this office. After review, the Research and Innovation Strategy and Funding Office will communicate with the Communication Office to ensure that the project is added to the website. Researchers are responsible for the images they provide for website publication. They must ensure that all submitted images are owned by them or properly licensed for use, that the corresponding credits are correctly identified, and that the images do not infringe third-party rights or originate from unauthorized sources. Images generated using artificial intelligence should not be submitted.

Mailing Lists

CIIMAR uses mailing lists to circulate internal information to specific groups. Each researcher is associated with one or more lists according to their role. Subscriptions can be checked at <https://listas.ciimar.up.pt/>.

When sending an email, always select the mailing list that best matches the content and target audience. Messages should be relevant to the scope of the list used. For communication related to events organised or co-organised by CIIMAR, please follow the guidelines described above.

Community@listas.ciimar.up.pt is reserved for information of broad interest to the CIIMAR community. It should not be used for targeted requests or messages intended for a limited number of recipients. Messages sent to this list are moderated prior to distribution; content is not edited. If a message is rejected, the sender will be informed of the reason.

All communications intended for the general community should be sent directly to this list, and not to divulgacao@ciimar.up.pt.

The mailing lists below are open to their members. Subscribers may send messages without prior approval. Only use these lists for information relevant to the respective group:

- **Bolseiros@listas.ciimar.up.pt** – Fellowship holders
- **Doutorados@listas.ciimar.up.pt** – PhD holders
- **Funcionarios-servicos@listas.ciimar.up.pt** – Administrative and support staff
- **Labs@listas.ciimar.up.pt** – Research group representatives; for reagent requests and lab-related information
- **Phd.students@listas.ciimar.up.pt** – PhD students

If you need to send a message to a mailing list you are not subscribed to, contact a member or moderator of that list to circulate the information on your behalf.

Acquisition of CIIMAR merchandising products

1. Individual acquisition

If you wish to purchase CIIMAR merchandising products for personal use, please follow these steps:

- a. Contact the reception.
- b. Request the desired product(s).
- c. Complete the payment directly at the reception at the time of the request.

2. Acquisition for projects

If the purchase is to be made under a project budget, the following procedure applies:

- a. Contact the Communication Office with the subject “Merchandising” to obtain the supplier company’s details.
- b. Send an email to the supplier company requesting a quotation for the desired items (product prices may vary, as CIIMAR has ordered large quantities of merchandise. For this reason, prices for project orders could be different, as the number of units is usually much lower).
- c. Create a LO (Lab Order) corresponding to that purchase.
- d. Once the LO is approved, proceed to place the official order with the supplier.

If the items are needed before the order arrives, researchers may request the products directly from the reception, subject to availability of the current stock. When the order arrives, the newly received products should be delivered to the reception to replenish the stock.

Note: For any questions regarding merchandising products or procedures, please contact the Communication Office at divulgacao@ciimar.up.pt.

Requesting communication materials

To request institutional communication materials, such as flyers or roll-ups, please send an email to divulgacao@ciimar.up.pt with the subject line “Request for institutional communication materials”. In the message, specify the type of material you wish to request (flyers or roll-ups) and the quantity required (e.g., 50 CIIMAR flyers).

Requests should be made in advance, as the availability of materials depends on whether certain items, such as roll-ups, have already been loaned for other events, and on the current stock of materials like flyers. The delivery of materials is therefore subject to availability, and requests made with short notice may not be fulfilled.

Final note

Any questions regarding CIIMAR's communication procedures or materials should be addressed directly to the Image, Communication and Outreach Office at divulgacao@ciimar.up.pt.