

## 1. Virtual is real

I justify my online statements as I would do in person. I only share reliable and verified information. I respect my audience and I measure my explanations to make myself understood.

## 2. You are what you communicate

Scientific method and ethics guide me when communicating. I only speak of what I have studied and pondered. In my dissemination activity, I do not focus attention on myself, but on the beauty of science.

## 3. Words shape the way you think

I choose words and examples that can convey complicated concepts in a clear manner. I give value to rationality and critical thought, but I also consider the human side important.

## 4. Listen before you speak

Science progresses thanks to a respectful, open-minded and constructive attitude in respect of honest criticism. I say yes to reliable discussions, I say no to authoritarian and dogmatic ones.

## 5. Words are bridges

I communicate in a friendly way, avoiding both trivialization and unnecessary technical terms. Science speaks a language of peace, which welcomes, puts in contact, includes and helps everyone improve.

## 6. Words have consequences

I am aware that my opinion influences my audience. For this reason, I speak in a clear, responsible and truthful manner. I avoid creating illusions, I give space to empathy and, if possible, to hope.

## 7. Share with care

Checking of facts is crucial: I analyse sources, theories and data before disseminating them. I am aware that sharing methods and outcomes is a right and a duty towards the community.

## 8. Ideas can be discussed. People must be respected

Science progresses also by acknowledging and correcting its mistakes. Therefore, open-minded, respectful and interdisciplinary discussions are the core of science.

## 9. Insults are not valid points

I never use insults or an aggressive attitude, which prevent a fruitful discussion, demean science and could even discredit a correct opinion.

## 10. Silence says something too

If I am not competent in a specific topic, I do not talk about it. If there is uncertainty or disagreement on an issue, I say "I don't know". If the risk is fueling fruitless controversies, I do not say anything.