

Instructions for content on profile pages on ki.se

Reference 1-567/2026

Valid from 2026-07-01

Kommenterad [KI1]: Tillgänglighet kräver att ett dokument måste ha en titel och författare. Titelkontrollen (boxen) finns för att man inte ska behöva skapa egenskapen titel manuellt. I den tillåts inte att man trycker Enter, men man kan knuffa ned ord som avstavats konstigt med mellanslag om det behövs.

Man kan också ta bort titelkontroll (boxen) och bara använda KI:s formatmallar men då måste man ange titeln manuellt mha knappen "Egenskaper" på menyfliken Start längst till höger.

Ta bort denna kommentar genom att på menyfliken Granska välja "Ta bort".



**Karolinska
Institutet**

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Kommenterad [JS2]: could and should not may and should

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1. Introduction

These instructions describe what content may and may not appear on staff profile pages on ki.se.

Instructions on how to update information on profile pages are available on the Staff Portal and are not included here.

2. Purpose

Profile pages on ki.se are part of KI's official communication and an important part of how KI presents itself to the wider world. The pages are often the first result seen when searching for KI staff, and are used by students, researchers, the media, collaboration partners and the general public.

The profile pages should therefore:

- Provide an accurate and up-to-date picture of each staff member's role, expertise and contact details.
- Be factual, neutral and relevant to the person's role at KI.
- Maintain a high standard of language, structure and accessibility.

3. Roles and responsibilities

Role	Responsibility
Staff member	Is responsible for ensuring that text and images are accurate and factual. Updates their profile on an ongoing basis.
Manager with staff responsibility	Is responsible for ensuring that staff members are informed about the instructions and comply with them. Determines the visibility and protection of data based on objective criteria.
Communications Office	Adheres to instructions, language requirements, accessibility principles and brand guidelines. May edit or remove content that contravenes regulations if necessary.

KI RIMS administration

Maintains system support, logic and data integrations.

4. Content that could and should be included

A profile page should describe a staff member's *professional* role at KI – outlining the role in an accurate and relevant way.

Some content is added to the profile page automatically, but staff members can edit much of the content themselves.

Information must be directly linked to the individual's professional role at KI:

- A brief description of duties, areas of responsibility, expertise and academic assignments
- A research description such as an overall field, methodology, projects and interests
- Teaching assignments such as courses, supervision, areas of responsibility
- Collaborations within the scope of the individual's professional role at KI: expert assignments, expert roles, scientific committees
- A portrait image in accordance with KI's checklist for the use of images.
- Relevant and professional links (projects, collaborations, social media, academic profiles, etc.)

4.1 Language

Texts on the profile page should:

- As far as possible, be available in both Swedish and English.
- Be adapted to the language version – English on the English profile page and Swedish on the Swedish profile page.
- Be written in the first person and in an active voice.
- Be factual and written in a manner that is clear to external audiences
- Avoid internal jargon and unexplained abbreviations.
- Avoid value judgements, such as "prominent" or "leading".

4.2 Position/title

- Minor clarifying adjustments are permitted if they reflect actual duties.

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- Positions must not be simplified, expanded or rephrased in a way that imply qualifications or responsibilities that do not exist. This also applies to translations into English.
- Managers with staff responsibility may make minor clarifications to their position if they reflect actual duties, but the formal position must always be clearly stated on the profile page.

Examples of permitted adjustments:

Administrative Officer → Officer for EU funding
 Affiliated to teaching → Supervisor for clinically placed students
 Head of Department → Communications Director, Head of Office.
 Professor, called → Professor

Examples of adjustments that are *not* permitted:

Professor of X, with a specialisation in Y → Professor of X
 Docent → Associate professor
 Team leader → Head of Unit

4.3 Name

- The staff member may change their display name if another preferred name is used in work contexts.
- Middle names and initials may be added or removed.

Examples of name adjustments:

Charlotta Karlsson → Lotta Karlsson
 Lars Johansson → Lars K. Johansson
 Sara Nilsson Berg → Sara Berg

5. Content that should not be included

To ensure accuracy, consistency and KI's independence, profile pages must only contain information that is relevant to the individual's professional role at KI. Content of a private or personal nature must not be included.

Examples of content that should not appear on profile pages:

- Personal opinions and positions that are not linked to the person's role at KI.
- Marketing of personal companies, products, services or consultancy activities.
- Assignments in companies, associations or organisations that are not relevant to the individual's KI role.
- Political, religious or ideological messages or opinion-forming content.
- Content of a private or personal nature, such as leisure interests, private background, family circumstances or other information that is not relevant to the individual's professional role.
- Sensitive, confidential or security-classified information.

6. Visibility and protection of data

As a general rule, profile pages are *public*.

The following exceptions apply:

- Entire profile pages are *always* hidden in cases of protected identity.
- Entire profile pages *may* only be hidden on objective grounds, such as security-classified assignments, and following a decision by a manager with staff responsibility or HR.
- The staff member *may* personally control the visibility of certain information, such as previous employment, publications, research grants and mobile phone number.
- The name displayed on the profile page *may* be changed.
- Visiting addresses *may* be changed.
- Postal addresses *may* be changed.
- Email addresses *may* be supplemented for objective reasons, for example protective reasons, security-classified assignments, and following a decision by a manager with staff responsibility or an HR decision.
- Landline telephone numbers *may* be hidden for objective reasons, for example protective reasons, security-classified assignments, and following a decision by a manager with staff responsibility or an HR decision.