



The University of Hohenheim provides information on the use of Facebook (Meta).

Facebook (Meta) use concept of the University of Hohenheim

The University of Hohenheim also undertakes public relations work on Facebook (Meta). With this use concept, the University of Hohenheim is adopting the ["Guideline of the State Commissioner for Data Protection and Freedom of Information \(LfDI\) on the use of social networks by public bodies"](#) as a public body to assume its responsibility and act as a role model for the use of social media. Please also refer to our [Privacy Policy](#) and [Assessment of the Consequences of Facebook \(Meta\) use](#).

General information on Facebook (Meta)

Facebook is a social network for texts, photos, videos, and live streams. Registered users can use this service to publish their content free of charge, network with other users or fan pages, comment on, "like," and share their posts.

Users can "like" or subscribe to fan pages so that users can read the messages of the others in the users' own news feed.

The advantages of Facebook are its wide reach and – in contrast to some other social networks – its readability without the need for the user to register. Fan page content can also be read by users without logging in to Facebook.

For more information on Facebook (Meta), visit:

<https://about.fb.com/de/company.info/>

Purpose of the use of Facebook (Meta) by the University of Hohenheim

The Facebook fan page is a useful addition to existing communication channels such as the website, press releases, newsletters, print products, and events. With the help of the Facebook fan page, a multifaceted picture of learning, teaching, research, and life at the University of Hohenheim can be painted, which appeals to prospective students and increases the identification of students, alumni, and alumnae with their university. It also provides the public with an insight into research and teaching at the university as well as the work of university facilities, student bodies, and initiatives.

For some target groups, the "traditional" instruments alone (print and website) were no longer sufficient. Especially with regard to the target group of prospective

students, students, and employees, we have found that we can reach them much more directly and quickly via Facebook, particularly since interested recipients can simply subscribe to our fan page. The Facebook fan page enables us to disseminate our messages, stories, and images extensively, and to react immediately to events.

Facebook is also a channel for communication and listening. Here, students and prospective students can contact their university with questions, suggestions, or criticism in a straightforward and uncomplicated manner. As a “listening medium,” Facebook enables the university to communicate closely and directly with its target groups on an even footing. Facebook can thus convey an informative, inviting, human image of the university.

Type and scope of the use of Facebook (Meta) by the University of Hohenheim

The University of Hohenheim Facebook fan page puts users in the know about current reporting on university-related subjects, events, news from science, research, and teaching, services on offer, student jobs, as well as other interesting facts about the campus. However, we do not use Facebook as an advisory channel. Inquiries that reach us via the Facebook news channel associated with the page are forwarded directly to the responsible department and referred to communication channels such as telephone and email.

Regular contents of the posts on the University of Hohenheim Facebook fan page are:

- event announcements, live coverage, and reviews
- reminders of dates and deadlines
- press releases and content from the Hohenheim Online Courier (e.g. rankings, “Better would be better,” election results)
- tips on current topics
- special commitment and successes of the students
- extracurricular offerings (university sports, music, theater, language courses, etc.).

Responsible for editorial/technical support

Responsibility for editorial support lies with the Press Relations, Internal Communications and Social Media department, in particular the social media editorial team.

Alternative information and contact options

We would like to point out to users that the Facebook channel is merely an additional option for contacting the University of Hohenheim or receiving information from it. Alternatively, the information offered via Facebook can also be accessed via the corresponding links on our website at <https://www.uni-hohenheim.de/en> or on the other linked websites.

You can send all inquiries to our [central inbox](#) at post@verwaltung.uni-hohenheim.de. Please send press inquiries to presse@uni-hohenheim.de. You can reach our social media team at: presse@uni-hohenheim.de

You can reach the University of Hohenheim by telephone on +49 711 459 0.

VISITORS' ADDRESS

Schloss Hohenheim 1
70599 Stuttgart

MAILING ADDRESS

University of Hohenheim
70593 Stuttgart

You can find an overview of the various ways to contact the University of Hohenheim here: <https://www.uni-hohenheim.de/en/disclaimer>

Self-commitment

We evaluate this use concept once a year with regard to whether and how it is used. This evaluation of the use concept takes into account the use figures and reach, as well as the target group structure of the networks.

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