



*The University of Hohenheim provides information on the use of Instagram.*

## **Instagram use concept of the University of Hohenheim**

The University of Hohenheim also undertakes public relations work on Instagram. 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 Instagram use](#).

### **General information on Instagram**

Instagram is a social network for photos and videos with short accompanying texts as well as for short stories consisting of several photos and/or videos. Registered users can use this service to publish their content free of charge, network with other users, comment on, and “like” their posts. Users can “like” or subscribe to profiles so that users can read the messages of the others in the users’ own Instagram feed. The advantages of Instagram are its wide reach and the use of hashtags to categorize and search for content by topic.

For more information on Instagram, visit: <https://www.instagram.com/about/us/>

### **Disclaimer on the use of Instagram by the University of Hohenheim**

The Instagram profile is a useful addition to existing communication channels such as the website, press releases, newsletters, print products, and events. With the help of the Instagram profile, 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.

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 and existing students, we have found that we can reach them much more directly and quickly via Instagram, particularly since interested recipients can simply subscribe to our profile. The Instagram profile enables us to disseminate our photos, stories, and images extensively, and to react immediately to events.

Instagram 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,” Instagram enables the university to communicate closely and directly with its young target groups on an even footing. Instagram can thus convey an informative, inviting, human image of the university.

## **Type and scope of the use of Instagram by the University of Hohenheim**

The University of Hohenheim Instagram profile puts users in the know about the rich tapestry of and interesting facts about life on campus. Moreover, it also provides details on current university-specific subjects, events, and service provision. However, we do not use Instagram as an advisory channel. Inquiries that reach us via the Instagram 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 @unihohenheim are:

- information about campus life at the university, student initiatives, and student involvement,
- interviews with students and other personalities at the University of Hohenheim,
- current information on upcoming university events and student initiatives,
- information on developments and changes on campus,
- information about ranking results and other university successes,
- information on semester deadlines such as re-registration or exam registration,
- tips and links for applying to university.

## **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 Instagram profile is merely an additional option for contacting the University of Hohenheim or receiving information from it. Alternatively, the information offered can also be accessed via the corresponding

links on our website at <http://www.uni-hohenheim.de/en> or on the other linked websites.

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

*Last updated: October 2024*