



The University of Hohenheim provides information on the use of YouTube.

YouTube use concept of the University of Hohenheim

The University of Hohenheim also undertakes public relations work on YouTube. As a public institution, it sees the regular provision of information to the public about research, studies, teaching, and university events as an important task. 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 YouTube use](#).

General information on YouTube

YouTube is an online platform for publishing and distributing videos. Registered users can publish videos free of charge via this service. These videos are usually provided in such a way that they are publicly visible. Alternatively, it is possible to make videos accessible only to a certain group of people (“Private”) or only via a URL (“Not listed”). In the latter variant, the video does not appear publicly in the channel’s video list, but is only accessible via a link that the channel operators make available to specific people, e.g. by email.

YouTube is a platform of Google LLC (1600 Amphitheatre Parkway, Mountain View, California, 94043), which is operated in the EU by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). A Google account is required for you to register with YouTube.

Registered YouTube users can follow other YouTube users, rate their videos, and share the videos within YouTube as well as on other online platforms and websites. It is also possible to view video clips without a user account.

For more information on YouTube, visit: <https://www.youtube.com/yt/about/>

The advantages of YouTube are its wide reach and – in contrast to some other social networks – the usability of the videos without the need for the user to register. YouTube is one of the most widely used search engines in the world.

Another advantage is that users with their own YouTube account can use it without using a real name.

Purpose of using YouTube by the University of Hohenheim

Setting up a YouTube channel is a useful addition to the University of Hohenheim's existing communication channels to the public, such as the website, press releases, print media, and information events. The importance of videos for passing on information has increased significantly over the last ten years and they are very popular with prospective students and are explicitly visited. The YouTube channel informs users with videos primarily about research, studies, and events.

For some target groups, the existing instruments are no longer satisfactory. Especially with regard to the target group of prospective students, we have found that we can reach them much more directly via YouTube in some cases, particularly since interested recipients can simply subscribe to our channel. The YouTube channel enables us to widely disseminate our range of degree programs, our research topics, and special events on campus.

Furthermore, direct dialog with students, scientists, as well as the interested enables us to obtain opinions and feedback in order to optimize fulfilling our tasks.

Through the use of YouTube, the intention is for the public to be able to participate in university events more optimally.

Type and scope of the use of YouTube by the University of Hohenheim

The YouTube account informs users about current topics from research and studies at the University of Hohenheim and partner research institutions.

The videos are produced by the Media & Marketing department and other University of Hohenheim institutions and are approved by Media & Marketing before being published on YouTube.

The videos contain:

- presentation of degree programs and research topics,
- coverage of events, e.g. with prominent speakers,
- portrayal of student life,
- presentation of scientific topics (so-called science news videos),
- podcasts,
- explanatory videos on complex teaching and research topics at the university.

In addition to our own videos, videos from other research institutions and projects are also shared if there is a connection to the University of Hohenheim.

Tangible administrative services such as advice in individual cases, on the other hand, are not offered via YouTube. Please refer to the classic communication channels by phone or email of the responsible departments at the University of Hohenheim for such inquiries.

Responsible for editorial/technical support

Responsibility for editorial support of the [central YouTube channel of the University of Hohenheim](#) 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 YouTube channel is merely an additional option for contacting the University of Hohenheim or receiving information from such about research and studies. Alternatively, the information offered on this page can also be found, for example, on our website at 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. 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.

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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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