



*The University of Hohenheim provides information about using its social media channels.*

## Social media netiquette of the University of Hohenheim

1. We do not tolerate offensive or illegal posts on this social media site. In particular, refrain from:
  - 1.1. threats, bullying, harassment, insults, humiliation, slurs, insinuations, defamation, slander, and hate speech in any form
  - 1.2. posts with attitudes/opinions that are xenophobic, sexist, or discriminatory towards minorities, communities, or individuals
  - 1.3. posts which explicitly purport party-political, religious, and/or ideological content, and goals
  - 1.4. approving, triggering, or glorifying: violence, war, discrimination, unconstitutional, or anti-democratic acts
  - 1.5. pornographic or sadistic depictions.
2. **Do not post any advertising or spam.**
  - 2.1. Any commercial content will be removed immediately.
  - 2.2. You must also not use social networks to send advertising or other marketing content to others via private messages (spam).
3. Respect **privacy** and **anonymity**! Please help us to protect the privacy and rights of other users. Do not disclose any personal/private details of other people, regardless of whether they are also users of the network or not. This primarily includes name, address, and other personal data, but also photos/videos. Bear in mind that it may be difficult to erase the data completely at a later date.
4. As a user of the site, please respect **copyright** and **intellectual property** rights! In particular, make sure that you have the rights to distribute the content, photos, works of art, or other works protected by copyright, trademark, or naming rights that you publish on this social media site. By posting certain content, you confirm that you have the necessary permission to do so. You also consent to the further use of this content on the various social media pages of the University of Hohenheim.
5. **“Watch what you say!”** There is nothing wrong with being informal and using dialect or colloquial language, but no offensive language, swear words, or the like will be tolerated. Sexist remarks are likewise not tolerated. Stay **friendly and tolerant**! Even if you feel attacked or offended by a post/comment, remain objective and fair. If you feel that you have not been treated properly, you are

welcome to let us know. The easiest way to do this is to send a direct message to the site administrator or an email to the university's social media coordinator at [presse@uni-hohenheim.de](mailto:presse@uni-hohenheim.de)

6. To make the dialog accessible and understandable for everyone, please post only in **German or English**.
7. The comments, opinions, and links posted by users on the social media pages operated on behalf of the University of Hohenheim **do not necessarily reflect the opinion of the University of Hohenheim**. Furthermore, copyrighted works or trademarks of the University of Hohenheim must not be used without the prior written consent of the University.
8. All posts must **have a tangible, direct reference to the activities of the University of Hohenheim** and comments must refer to the commented post. If in doubt, the respective site administrator should be contacted before posting.
9. Posts/content that violate the principles formulated here will be **removed immediately**.
10. Users who ignore the netiquette of our social media pages despite repeated warnings will be **excluded from using our social media pages**. Depending on the type of content and/or the intensity of the insult, discrimination, threat, etc., we reserve the right to report this incident and the user to the respective site provider. They all have their own community standards, which also form the basis of our netiquette. As an example, we refer here to Facebook's Community Standards.
11. It is not possible for us to check all of our users' postings immediately. The site administrators can therefore not be held responsible or liable for the content of the comments. Rather, each user is responsible for their own contributions. We would like to point out that comments that violate applicable law are also subject to criminal prosecution on the internet and can be reported to the police – by the University of Hohenheim or by users.

*Last updated: August 2024*