



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

Mastodon use concept of the University of Hohenheim

The University of Hohenheim also undertakes public relations work on Mastodon. 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.

General information on Mastodon

Mastodon is a social network for short messages, photos, and videos. Registered users can publish short messages via this service. These posts have a limited length and are usually visible to everyone.

Users can "follow" other users so that users can read the messages of the others in the users' own Mastodon feed.

The advantages of Mastodon are its wide reach and – in contrast to some other social networks – its readability without the need for the user to register, as well as its usability without the use of a real name.

For more information on Mastodon, visit: <https://joinmastodon.org/de/about>

For more information about the instance of the University of Hohenheim on the Mastodon server of the LfDI Baden Württemberg, visit: <https://bawü.social/privacy-policy>

Purpose of the use of Mastodon by the University of Hohenheim

The Mastodon channels are a useful addition to existing communication channels such as the website, press releases, newsletters, print products, and events. The Mastodon channel informs users primarily about current news from University Communications as well as from other departments, faculties, research groups, and alliances of the university and from student bodies and initiatives.

For some target groups, the "traditional" instruments alone (print, website, mailing) were no longer sufficient. Especially with regard to the target group of journalists and politicians, but also with regard to the scientific (research) community, and with the escalations by X-CEO Elon Musk, we have found that we can reach these target

groups much more directly, faster, and on a daily basis via Mastodon. The Mastodon channel enables us to disseminate our messages extensively, to network better with other institutions and sources of information, and to react immediately to events.

Furthermore, direct dialog with readers enables us to obtain opinions and feedback in order to optimize our scientific, organizational, and communication work.

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

The University of Hohenheim Mastodon account puts users in the know about current press releases, events, news from science, research, and teaching, as well as other interesting facts about the campus. However, we do not use Mastodon as a service or advisory channel.

Regular contents of the posts on @unihohenheim@bawü.social are:

- information about ranking results and other university successes,
- information on current research and research projects,
- current information on the range of degree programs,
- current information on upcoming university events,
- information on changes on campus,
- information on rankings, prizes, and awards of members of the University of Hohenheim.
- accompanying post to every press release of the 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 Mastodon channel is merely an additional option for contacting the University of Hohenheim or receiving information from it. Alternatively, the information offered via Mastodon can also be accessed via the corresponding links 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.

VISITORS' ADDRESS

Schloss Hohenheim 1
70599 Stuttgart

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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.

Last updated: January 2025