



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

TikTok use concept of the University of Hohenheim

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

General information on TikTok

TikTok is a social network for short cell phone videos created by users. Registered users can use this service to publish their content free of charge, network with other users, comment on, share, and "like" their posts. Users can subscribe to profiles so that they can view videos of others in the users' own TikTok feed. The advantages of TikTok are its wide reach and the use of hashtags to categorize and search for content by topic.

For more information on TikTok, visit: <https://www.tiktok.com/about?lang=en>

Purpose of the use of TikTok by the University of Hohenheim

The TikTok 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 TikTok 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 TikTok, particularly since interested recipients can simply subscribe to our profile. The TikTok profile enables us to disseminate our photos, stories, and images extensively, and to react immediately to events.

TikTok is also a channel for communication and disseminating short information videos. This is a straightforward and uncomplicated way for prospective students to get to know the university, find out about degree programs, campus life and the university, and ask the university any questions they may have. In this way, TikTok

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

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

The University of Hohenheim TikTok 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 TikTok as an advisory channel. Inquiries that reach us via the TikTok 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 of the University of Hohenheim,
- current information on upcoming university events and student initiatives,
- information on semester deadlines such as re-registration or exam registration,
- tips and links for applying to university,
- memes about the topic of studying, students, and student life,
- interviews with students about their degree program,
- explanatory videos on important terms relating to the world of university and studying

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 and the Marketing and Events department, particularly Student Marketing.

Alternative information and contact options

We would like to point out to users that the TikTok 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. Please send press inquiries to presse@uni-hohenheim.de. You can reach our social media

team at: presse@uni-hohenheim.de. You can reach Student Marketing at hochschulmarketing@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: December 2024