



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

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

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

### **General information on LinkedIn**

LinkedIn, based in Sunnyvale (California)/USA, is a social career network for maintaining existing business contacts and establishing and linking new business connections. With over 350 million users, LinkedIn is currently the largest online professional network in the world. It is used internationally, particularly in English-speaking countries. Compared to other career networks such as Xing, which is predominantly used in German-speaking countries, LinkedIn has a large international reach. There is a free basic version, but premium services with additional functions can also be booked for a fee.

LinkedIn is primarily aimed at managers and specialists, as well as people interested in careers in general. The network enables its users to communicate directly and exchange ideas with people who have the same professional interests. The network is also used for personnel recruiting; users present themselves as qualified employees and companies and organizations as attractive employers. Although LinkedIn typically focuses on the professional sector, the network is also used by many users to connect private contacts.

You can create personal profiles or corporate pages on LinkedIn, whereat corporate pages can only be set up via a personal profile with administrator rights; there is no policy regarding whether a user uses their real name. To use the network functions, you must be registered as a user. Some content shared by the LinkedIn user can also be read without the need to log in.

Posts in the form of texts, photos, videos, and live streams can be made available on LinkedIn. Registered users can use this service to publish their content free of charge, network with other users or business pages, comment on their posts, mark such with "Like" or "No longer like," and share such. Users can recommend or subscribe to company pages so that relevant posts are displayed in the users' own LinkedIn feed.

For more information on LinkedIn, visit: <https://www.linkedin.com/help/linkedin>.

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

The LinkedIn corporate page of the University of Hohenheim is a useful addition to existing communication channels such as the website, press releases, newsletters, print products, and events.

Social career networks are becoming increasingly important for success on the international labor market. Especially with regard to our target groups of graduates/alumni and their (potential) employers, but also for those interested in further training, our own internationally operating employees and our own employee recruitment, LinkedIn offers the advantage that we can reach them much more directly and quickly, especially as interested users can simply subscribe to the corporate page. The University of Hohenheim's LinkedIn page thus enables a wide-ranging dissemination of posts and impressions of the University of Hohenheim and monitoring of the reactions that immediately follow.

LinkedIn can facilitate communication at the University of Hohenheim, as target groups can contact the University of Hohenheim with questions, suggestions, or criticism in a straightforward and uncomplicated manner. LinkedIn enables quick and uncomplicated communication on an even footing and can thus convey an informative and inviting image of the university with its offerings, qualities, and objectives.

The University of Hohenheim offers a wide range of international study programs. These offer domestic students the opportunity to gain international experience abroad or for foreign students to participate in an international program at the University of Hohenheim. This results in a heterogeneous composition of the student body, even outside the German-speaking countries and also in non-European countries. As many former students of the University of Hohenheim register independently on LinkedIn, the University of Hohenheim uses this additional channel to inform its alumni worldwide about developments and subject matters at the University of Hohenheim, and to increase alumni identification with their university. Many alumni of the University of Hohenheim also use the LinkedIn corporate page autonomously to stay in touch with their former fellow students.

With the help of the LinkedIn corporate page, the LinkedIn audience, such as potential employers of our graduates and those interested in further education, can gain insights into teaching and research at the University of Hohenheim. It also supports the activities of internationally networked and active employees as part of their individual networks with international project partners, for example. This can support the University of Hohenheim in its efforts to further internationalize its

education and research programs and to qualify its graduates for the international job market.

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

The University of Hohenheim operates a corporate page on LinkedIn in the LinkedIn basic version with logo and short profile.

The University of Hohenheim LinkedIn corporate page puts users in the know about current reporting on university-related subjects, events, news from science, research, and teaching, as well as other interesting facts about the campus. Furthermore, the University of Hohenheim displays its own job vacancies for the acquisition of qualified employees for the University of Hohenheim.

The University of Hohenheim's posts correspond to the content posted on other University of Hohenheim social media channels.

Regular contents of the posts on the University of Hohenheim LinkedIn corporate page are:

- information about ranking results and other university successes, as well as successes by and prizes awarded to researchers, employees, students, and alumni of the university,
- information on current research projects and research results,
- notifications of events taking place at the university,
- notifications of press releases from the University of Hohenheim,
- selected topics from the Hohenheim Online Courier, e.g. in relation to start-ups,
- sharing profiles of and interviews with successful alumni and students of the University of Hohenheim from our own media.

## **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 LinkedIn corporate page is merely an additional option for contacting the University of Hohenheim or receiving information from it. Alternatively, the information offered via LinkedIn can also be

accessed via the corresponding links on our website at <https://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.

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