



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

Threads use concept of the University of Hohenheim

The University of Hohenheim also undertakes public relations work on Threads. 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 Threads use**.

General information on Threads

Threads is a social network of the Meta Group and offers similar functionalities to X. Registered users can use this service to publish their content free of charge, network with other users, comment on, and “like” their posts. Users can “like” or subscribe to profiles so that users can read the messages of others in the users’ own Threads feed. At the moment, however, it is not possible to make any statements about the further development of the network and the community; the channel must be monitored and the content adapted if necessary.

For more information on Threads, visit:

https://help.instagram.com/280495901606863/?helpref=hc_fnav

Purpose of the use of Threads by the University of Hohenheim

The Threads 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 Threads 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.

Threads is linked to Instagram and aims to combine its visual DNA with text-oriented communication. Unlike X, Threads is designed less for viral content and more to strengthen existing communities. The Threads profile enables us to disseminate our contents extensively, and to react immediately to events.

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

The University of Hohenheim Threads 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 research and service provision. However, we do not use Threads as an advisory channel. Inquiries that reach us via the Threads 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,
- information on developments and changes on campus,
- 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 (Tweet) 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 Threads 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 the University of Hohenheim by telephone on +49 711 459 0.

VISITORS' ADDRESS

Schloss Hohenheim 1
70599 Stuttgart

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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: February 2025