

Social Media Netiquette

Dear colleagues, the Office of University and Science Communications would like to introduce you to the netiquette applicable to the University's official social media presences for further use:

We have drafted these rules of netiquette in order to create a safe, pleasant, and peaceful environment for users of the University's social media presences (Facebook, X, Instagram, YouTube, Mastadon), in which they can obtain information about the University of Freiburg, ask us questions, exchange ideas, make contacts, and remain in contact.

You are welcome to post the netiquette rules on all of the social media channels you operate in the name of your institute or other University institution. We ask you to fill in the relevant languages for your page, as set out under no. 6 below.

1. **Offensive or unlawful remarks** will not be tolerated on this social media page. In particular, you must refrain from:
 - 1.1. Making comments which are in any way threatening, harassing, insulting, demeaning, vilifying, negatively insinuating, defamatory, or malicious, including all forms of hate speech
 - 1.2. Posting items or comments expressing views which are xenophobic, sexist, or discriminatory towards minorities, communities, or individuals
 - 1.3. Posting items or comments explicitly supporting party-political, religious, and/or ideological platforms and goals
 - 1.4. Approving, glorifying, or calling for violence, war, discrimination, or unconstitutional or anti-democratic actions
 - 1.5. Material which is pornographic or sadistic.
2. Do not post **any kind of advertising or spam**.
 - 2.1. Any commercial content will be deleted by us at the earliest opportunity.
 - 2.2. It is equally forbidden to use the social networks to send advertising or other marketing material to others via private messages (spam).
3. Respect users' **privacy** and **anonymity**! Please help us to secure the privacy and the rights of other users. Do not divulge other people's personal/private details, regardless of whether they are also users of the network or not. Such details include first and foremost names, addresses, and other personal data, but also photos and videos. Be aware that it is not always possible to fully delete such content once it has been posted.
4. As a user of the site, you must respect **copyrights** and **intellectual property rights**! You must take particular care to ensure that you have the rights to publish material, photos, works of art, or any other content protected by copyright, trademark rights, or legal name rights when you post it on these social media sites. By posting certain content, you confirm that you have the necessary permission to do so. In addition, you are giving permission for the further use of such content on various social media sites run by the University of Freiburg.

5. **“Be careful what you say!”** You are welcome to be informal and to use dialect or colloquial language; however, insulting language, obscenities, and the like will not be tolerated. Similarly, sexist comments will not be tolerated. You must remain **good-natured** and **tolerant!** Even if you feel attacked or offended by a post or comment, remain objective and fair. If you feel you have been treated wrongly, you are welcome to inform us. The simplest way to do so is to send a message directly to the page administrator or an email to the University’s social media coordinator at socialmedia@zv.uni-freiburg.de.
6. In order to make communication accessible and comprehensible to all, please post in **German** or **English** only.
7. Comments, opinions, and links posted by users on social media operated by the University of Freiburg **do not necessarily reflect the view of the University of Freiburg**. Furthermore, University of Freiburg copyrighted works and trademarks may not be used without the prior written consent of the University.
8. All posts must have a **concrete, immediate relevance to the University of Freiburg** and comments must relate to the post commented upon. In cases of doubt, you should consult the relevant page administrator.
9. Posts/content infringing the principles set out here will **be removed at the first opportunity**. The author of the offending content will be informed and reprimanded.
10. Users who ignore the netiquette rules for our social media despite repeated reprimands **will be banned from using our social media sites**. Depending on the nature of the content and/or the degree of the insult, discrimination, threat, etc., we reserve the right to report the matter and the offending user to the relevant service provider. The providers have their own community standards, which form the basis of our own netiquette rules. As an example of this, we urge users to read the Facebook community standards: <https://www.facebook.com/communitystandards/>
11. We cannot monitor all our users’ posts immediately. The page administrators therefore cannot be held responsible or legally liable for comments made on their sites. On the contrary, each user is responsible for his/her own posts and comments. We remind users that comments which violate German law are subject to prosecution wherever they are made – including online – and that they may be reported to the authorities by the University or by other users.

Updated: August 2023

Web: https://kommunikation.uni-freiburg.de/the_media/social-media