Recommendations for Official Use of “Facebook”

- The University of Bonn uses its Facebook page to communicate with students, potential students, employees and former members of the University.
- All institutes, degree programs and other university organizations can also set up their own Facebook pages. The head of the organizational unit is responsible for making this decision. Do not set up a personal profile for organizational units. Facebook does not allow this and it could lead to the profile being deleted later.
- The head of the organizational unit is responsible for the content of Facebook pages. Administrators must be appointed to moderate and maintain the Facebook pages, and arrangements must be made for substitutes in the event of their absence.
- Facebook provides the option of using its services for a page. Page administrators should consistently make use of this option.
- Please report new Facebook pages and their administrators to Online Communications.
- If a University or institute Facebook page is managed by more than one person, it may be helpful to use short forms to identify different posters and explain them in the “About” section (e.g. “/arc” stands for Press Officer Dr. Andreas Archut).
- Employees in Online Communications act as coordinators for the http://facebook.com/unibonn page, where they post under the name “Rheinische Friedrich-Wilhelms-Universität Bonn.”
- To make the connection with the University of Bonn clear, please add the central University of Bonn Facebook page, http://facebook.com/unibonn, to the list of “Favorites” for your Facebook page.
- The central Facebook page and other Facebook pages for the University will work together best if they frequently quote each other and share content.
- Questions that Facebook users submit on University Facebook pages should be answered quickly, within 24 hours if possible on work days.
- The University of Bonn places great importance on its international image. Because its Facebook pages are also of interest to students, researchers and the general public in other countries, as many posts as possible should include an English translation in addition to the German version. The translation should be integrated into the post.
- Page administrators should immediately delete spam on University Facebook pages in accordance with the “Netiquette Rules.” This means they have to check the pages regularly. Note: Spammers are also active outside normal office hours!
- According to the current legal situation, every Facebook page requires an “Impressum” page notice. This can be done, for example, by including a link to the corresponding website notice in the “About” section.