

Social Media Concept

ICSE, the International Centre for STEM Education at the Freiburg University of Education, is an internationally networked center that genuinely focuses on the transfer of research into school practice and on the cooperation of various key actors in STEM education.

The main goal of ICSE is to contribute to the development of STEM education in Europe that gives all students (regardless of their gender, cultural or socio-economic background) authentic insights into STEM subjects and their real-world relevance. We aim to raise students' performance levels in STEM subjects, provide them with a basic education in mathematics and science and promote their interest in STEM careers.

With the following usage concept, ICSE assumes its responsibility and role model function for the use of social media as a public body in accordance with the “Guideline of the State Commissioner for Data Protection and Freedom of Information ([LfDI](#)) on the use of social networks by public bodies”.

Please also refer to our [privacy policy](#) and assessment of the consequences of ICSE's social media use.

1. General information about Instagram, X, Facebook, LinkedIn, YouTube and Thingiverse

These platforms are free social networks. They offer the opportunity to edit images, videos and texts and share them with followers, like posts and comment on them. Individual posts can be uploaded that are permanently visible on the site (X, Facebook, LinkedIn, YouTube, Thingiverse, Instagram) or stories can be created from videos and images that are only visible for 24 hours (Instagram, Facebook). Users can subscribe to profiles and send private messages via the messaging function. Registration is required to use these functions. It is possible to make your profile public, i.e. visible to everyone, or private, i.e. only visible to subscribers.

The social media providers offer the opportunity to achieve a wide reach and to address a specific target group by using hashtags.

You can find more information about Instagram here:

<https://www.instagram.com/about/us/>

You can find more information about X here:

<https://about.x.com/en>

You can find more information about Facebook here:

<https://facebook.com/facebook/about/>

You can find more information about LinkedIn here:

<https://about.linkedin.com/>

You can find more information about Thingiverse here:

<https://www.thingiverse.com/about>

2. Purpose of the Use of Social Media by ICSE

By using social media, ICSE is adding another product to its communication channels and service areas. The aim of these communication platforms is to create a link between ICSE, students, researchers, pupils, teachers and policy makers. A target group analysis has shown that the current target groups of young teachers and pupils, as well as international partners, are much more difficult to reach via traditional media. For this reason, ICSE aims to create a new platform of communication through its social media presence. Here various target groups can inform themselves and exchange information with each other. These platforms enable an exchange at eye level and a quick response from ICSE.

Social media will also serve as a supplementary information channel to the websites and the newsletter. A colorful picture of information, events, research and teaching. Through this channel, we offer our target groups an additional communication tool with which they can contact ICSE directly with questions and concerns and thus enter into an exchange more quickly.

3. Type and scope of ICSE's use of social media

ICSE's various social media profiles inform users about interesting facts about ICSE's wide range of services, current events such as summer schools or 3D printing afternoons, exciting online activities such as our digital escape room, events such as international conferences and project meetings, as well as innovative teaching materials.

Regular contents of the articles are

- Promotion of offers and teaching materials
- Videos explaining our teaching approaches
- Interesting facts about ICSE
- Reports on activities
- Event information

4. Responsibilities for Editorial/Technical Supervision:

Responsibility for editorial and technical supervision of the social media channels lies with the ICSE Public Relations Department (<mailto:icse@ph-freiburg.de>).

5. Alternative Information and Contact Options:

ICSE would like to point out to all users that our social media channels merely serve as additional information and communication channels. Alternatively, all information can also be viewed via the usual platforms such as our websites.

For press inquiries, please contact icse@ph-freiburg.de.

For social media inquiries, you can also reach us at: icse@ph-freiburg.de.

Our postal address is:

International Centre for STEM Education

University of Education Freiburg

Kunzenweg 21

79117 Freiburg

Germany

6. Voluntary Commitment

This utilization concept is evaluated by us once a year with regard to whether and how it is used.

This evaluation of the utilization concept takes into account the usage data and reach as well as the target group structure of the networks.

Status: May 2024