



Social media netiquette at Baden-Württemberg International (BW_i)

Welcome to BW_i's social media channels!

BW_i is the central location marketing agency for business and science in the State of Baden-Württemberg. We use social media to provide information about Baden-Württemberg as a location and to make you aware of our diverse offerings. But we want to do more than simply provide you with information. We also want to engage in a dialogue with you. We are happy to see your comments, suggestions and questions in response to our posts as well as to receive praise or criticism. Like in face-to-face interactions, there are some ground rules that everyone needs to follow in order to ensure that we all benefit from this dialogue. Please note that this netiquette applies across all platforms.

Constructive posts, relevant content and factual discussions

We are happy to see your participation in discussions on the BW_i channels. However, we also want to make sure that all posts and comments are relevant to the topics being discussed. We will delete any irrelevant posts. If you have questions concerning other topics involving BW_i, please get in touch with us by [e-mail](#) or using our [Contact form](#).

We will delete any spam that disrupts or fills up discussion threads. Automatic or machine-generated comments, such as those created by bots, will likewise be deleted and the senders will be blocked. Posts split into several comments as well as multiple postings containing the same text will also be deleted. Any advertising or references to commercial offerings such as online shops will be deleted. We will block fake profiles.

We will endeavour to respond to your questions in a timely manner. However, please note that as the location marketing agency for business and science in the State of Baden-Württemberg, we are unable to respond to all queries immediately. There may be cases where we need to refer to specialist departments and to our stakeholders. If you have questions about the politics of the state government or the work of the ministries, please contact the corresponding bodies directly.

Respectful interaction

We insist that people interact respectfully with one another on our social media. Even if you do not agree with a certain view expressed on our social media, we request that you remain fair and factual. We will not tolerate any racist, xenophobic, sexist, insulting or otherwise discriminatory actions or statements. We will delete these and block the senders. Without exception, all content of relevance under criminal law will be reported to the authorities responsible.

Taking responsibility

As the sender, you are responsible for the posts and comments that you make.

Duty not to disclose personal details

Please do not post any sensitive personal data on social networks. Posts that contain personal information about the sender will be deleted immediately by us for your protection. Please also take a look at our [Data protection statement](#).

Within the framework of our netiquette, we wish to refer you to the General Terms and Conditions (GTCs) and/or terms of use of the respective platforms used by BW_i:

[LinkedIn](#) [Twitter](#) [Facebook](#) [YouTube](#)

Note: BW_i has no control over the GTCs and/or terms of use of the platforms. We will not be liable for the conduct of the operator of the respective platform. More detailed information is available in our [Data protection statement](#).

We reserve the right to block users who do not obey these rules and/or repeatedly disrupt discussions.

We would like to thank you for following these rules and hope that you enjoy using our socials!