

CLAAS Social Media Community Guidelines / Netiquette

CLAAS as a family business, founded in 1913, is all about sharing passion for agriculture and farming. As one of the world's leading manufacturers of agricultural engineering equipment, we are proud of our hard-working, honest and enthusiastic community members.

These community guidelines help to make sure that everyone feels welcome to engage and participate on our channels. Whether in comments and messages on YouTube, Facebook, Instagram, TikTok or else, we expect everyone to follow these standards.

We will remove any content considered inappropriate by these standards. These rules may be updated as necessary. Engaging in any of the actions mentioned here will lead to the removal of your comment; severe violations will result in an immediate ban.

No matter what you do, please follow these standards:

Be respectful and tolerant. Respecting others goes beyond obeying guidelines and being polite. It involves encouraging positive discussions by warmly embracing others and considering the impact of your words and actions on them. Embrace diversity and be tolerant of different perspectives and cultures.

Be curious. CLAAS is about passion for agriculture and sharing it together. Participate and comment with the same curiosity we and others put in our posts. It's enjoyable to learn and we can collectively discover new and fascinating things. Keep in mind that people come from diverse backgrounds, so avoid assuming their thoughts, emotions, or intentions.

Be relevant. Contribute something fresh or distinct to the conversation. You might have valuable expertise others could benefit from. It's not about being the fastest, the loudest, or the most provocative. We encourage you to share interesting things with the community, especially if it's a unique insight only you can offer. Stay focused on the topic and avoid treating comments as a free-for-all. Your comments are more likely to be valuable if they relate to the discussion, ongoing disruption of talks might lead to being banned.

Cite Sources and Respect Copyright. Give credit where it's due. Properly cite sources, and respect copyrights when sharing content.

Help us out. We strive to create an inclusive environment at CLAAS where everyone is valued and feels welcome. You can assist us by reporting any comments that violate the rules, such as spam, personal attacks, or inappropriate remarks. In short, treat others with respect and kindness, if you encounter anyone displaying rude behavior in the comments, please inform us via direct message.

Always avoid any of the following:

- Personal attacks: refrain from attacking or insulting others, including labelling other users as trolls.
- Discrimination based on origin, gender, religion, military status, social demographic or any other form is unacceptable. Attacking entire groups of people is treated as seriously as attacking an individual, and such behavior will result in an instant ban.

- When commenting, please focus on the content rather than someone's physical appearance, voice, or style. Let's keep the discussion centered around the topic at hand. Even if you intend your comment as a compliment, it will still be removed.
- Spreading misinformation: We are not a platform for spreading conspiracy theories and misinformation and will remove posts promoting obvious falsehoods. This includes, but is not limited to company information, news on CLAAS, the industry, natural disasters and political ongoings globally. Comments and information might be corrected if applicable, others will be immediately removed. Accounts with multiple violations will be banned.
- Doxxing: Strictly forbidden to reveal someone else's personal information in any way, shape or form.
- Illegal activities: Posting links to illegal downloads, ways to steal service, and other nefarious activity leads to direct ban.
- X-rated / NSFW material: explicit content like videos, images or links that could be considered borderline are not acceptable. We reserve the right to remove any post we deem offensive. This goes for pornographic material, vile language, gore and generally gross stuff.
- Spam: If it comes from a human or a robot, spam will be deleted. This includes self-promotion. Generally speaking, promoting your projects here will be treated like any other spam.

These guidelines apply to all CLAAS social media platforms and its followers and users. CLAAS reserves the right to refuse admittance to, or remove any comment or user from, any at any time without notification or warning.

Our team will be happy to answer any questions you might have, feel free to get in touch with us via direct message on social media.