

Digital Outreach and Communication



Purpose

- Use digital communication to raise awareness and curiosity and support participation in STEM activities.
- Combine digital channels with supporting materials to reach schools, students, and families effectively.
- Integrate communication planning into the overall event preparation, not as a last-minute announcement.



HEI Website: Central Information Hub

- Provide a dedicated event web page as the main source of information for all stakeholders.
- Present main information clearly, including event purpose, type of activities, schedule, and practical details.
- Ensure content is accessible and structured to support easy navigation across devices.



Direct Digital Outreach to Schools and Educators

- Implement a communication campaign including invitation, reminder, and confirmation stages.
- Use email communication to inform schools about the event and provide key event details.
- Support dissemination within schools by providing ready-to-use information for school channels.
- Enable schools to share information with teachers, students, and families.



Student-Focused Social Media Engagement

- Deliver student-oriented dissemination content using appropriate formats and tone.
- Prioritise short-form, visual content to increase visibility and engagement.
- Emphasise hands-on STEM activities to enhance student interest and participation.



Digital Channels and Tools

- Use digital platforms to share event information and updates.
- Use QR codes and digital links to connect communication materials to online content.
- Use available institutional and school-based digital channels to reach student audiences effectively.



Institutional Networks and Partnerships

- Share information through institutional website, newsletters, and external channels.
- Use existing networks to extend the reach of communication activities.
- Collaborate with partner organisations, relevant networks and STEM communities to increase the visibility of the outreach activities and support dissemination of information.



Communication Effectiveness and Engagement Monitoring

- Position communication as an integral part of the event preparation, not as a standalone or late-stage activity.
- Consult the external document "**Digital Outreach and Communication — Schedule**" for details on the timeline, practical actions, and relevant channels and tools.
- Track engagement with digital communication activities where feasible.
- Identify which channels and messages reach target audiences.
- Use observations to inform future communication planning and improvement.



External documents – available under the section "*Useful detail info*" of the Discover Digital Programme web page on the [EU Code Week](#) platform

- *Digital Outreach and Communication — Schedule* ([07 Digital Outreach and Communication-Schedule.pdf](#)).