"Building a School Digital Strategy with the SELFIE Tool" promotion package

Thank you for supporting the new online course "**Building a School Digital Strategy with the SELFIE Tool**", which will be launched on the School Education Gateway Teacher Academy on **25 October 2021**. The course is free, online and open to teachers and other school stakeholders from any country.

In this document, you will find information on how to promote the course in communications with your networks and audiences. Please feel free to adapt this for your own purposes and style as you need.

Should you have any questions, please contact the Teacher Academy team at teacher-academy@schooleducationgateway.eu. The School Education Gateway is funded by Erasmus+, the European programme for Education, Training, Youth and Sport. It is operated by European Schoolnet for the Directorate General for Education and Culture of the European Commission.

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Key information about the MOOC

Title	Building a School Digital Strategy with the SELFIE Tool
Provider	School Education Gateway
Objectives	• Identify how you use digital technology in your school to maximise student learning • Set out a clear vision for using digital technology in your school • Identify the foundations of your digital strategy and develop an action plan to achieve it
Dates	Monday 25 October – Wednesday 1 December 2021
Target audience	This course is relevant for any teacher or school leader who wants to develop a digital strategy for their school. However, due to the nature of the topic and the importance of getting input from a variety of school stakeholders, it is useful for participants to hold a transversal or leadership role in the school. The course offers an introduction to the topic.
Language	English
URL	https://bit.ly/SELFIEmooc

1 Promoting the MOOC

1.1 How you can help

We would like your help with promoting the MOOC, with immediate effect up until the end of the first module on Sunday 31 October.

You can do this in various ways, including:

- Use the suggested Facebook and LinkedIn posts, Tweets and visuals for dissemination of course and registration information on your social media channels.
- Use the information provided in this document to promote the MOOC via any other dissemination channels you may have available to you (for example, newsletters, bulletins, digests, blog articles).
- Circulate information (including this document) to relevant contacts: members of your network, organisations you know are active in on the topic as well as individual contacts.

If you would like to promote the MOOC in ways not outlined above, or require any specific information or assets, please contact the Teacher Academy team at teacher-academy@schooleducationgateway.eu.

1.2 Key information on the promotion of the MOOC

Promotion dates	From now until Sunday 31 October
Hashtag	#SELFIEmooc
Promo pack URL	https://academy.schooleducationgateway.eu/en/web/school-digital-strategy-with-selfie/promotion

The course is developed and provided by the School Education Gateway Teacher Academy:

Provider hashtag	#EdGateway
Service hashtag	#TeacherAcademy

2 Suggested messages and visuals

We have prepared a couple of messages that you can use to promote the course. Please feel free to take and adapt them to your liking!

2.1 Newsletter item

Is your school making the most of digital technologies for teaching and learning? SELFIE, a free online easy-to-use self-reflection tool, is the first step in reflecting where your school stands in digital age learning and seeing what next steps could be taken. The course shows you how to use SELFIE in your school and how to develop a more comprehensive strategy based on the results offered by the tool. Register now: https://bit.ly/SELFIEmooc

2.2 LinkedIn

Digital technologies are transforming many areas of daily life, including education. Schools and classrooms are changing their ways of teaching, but are they ready to make the most of digital technologies for learning?

In this course you will be encouraged to take a snapshot of your school's current use of digital technologies using SELFIE, a free online easy-to-use self-reflection tool. Based on the report you receive, you will develop an action plan and set your goals for improvement.

Shall we create the digital strategy of your school together? Register now!
https://bit.ly/SELFIEmooc

2.3 Facebook

1)

A new online course that will help you see digital learning as an opportunity instead of a challenge! Explore the SELFIE tool and learn how to improve the use of technology in your school. Check out the new "Building a School Digital Strategy with the SELFIE Tool" MOOC. Sign up: https://bit.ly/SELFIEmooc

2)

Intrigued by digital technologies but don't know where to start using them in your school? Don't hesitate to jump into this "Building a School Digital Strategy with the SELFIE Tool" MOOC and find out how to create a digital strategy that incorporates digital learning tools in classrooms. https://bit.ly/SELFIEmooc

3)

Whether you are starting a digital strategy from scratch or simply adapting it, this is the right course for you! Explore the SELFIE tool and learn how to improve the use of technology in your school. Check out the new "Building a School Digital Strategy with the SELFIE Tool" MOOC: https://bit.ly/SELFIEmooc

4)

How can your school improve the way it uses technology for teaching and learning? The SELFIE tool can help you reflect where your school stands in digital age learning. Join the new "Building a School Digital Strategy with the SELFIE Tool" MOOC and learn how to create a school digital strategy. Sign up https://bit.ly/SELFIEmooc

5)

Interested in finding out if your school is making the most of digital technologies for teaching and learning? Try out the SELFIE tool and discover what next steps could be taken to improve the use of digital technology for learning. Join this free "Building a School Digital Strategy with the SELFIE Tool" MOOC: https://bit.ly/SELFIEmooc

2.4 Twitter

1)

Whether you are starting a digital strategy from scratch or simply adapting it, this is the right course for you! Explore the SELFIE tool and learn how to improve the use of technology in your school. Check out the new #SELFIEmooc: https://bit.ly/SELFIEmooc

2)

5 weeks to learn how to

✅plan

✅structure

✅use

technology in your school so you can deliver effective teaching & learning that fits with the current demands.

Sign up for this new course: https://bit.ly/SELFIEmooc

3)

Take a selfie of your school & get to know where it stands in the use of digital technologies. Learn how to use the SELFIE tool and develop an action plan to improve your practice & support digital learning https://bit.ly/SELFIEmooc

4)

A new online course that will help you see digital learning as an opportunity instead of a challenge! Explore the SELFIE tool and learn how to improve the use of technology in your school. Sign up https://bit.ly/SELFIEmooc

5)

How can you develop or improve the school digital strategy? SELFIE can help you reflect where your school stands in digital age learning. Join this course & learn how to create a school digital strategy. Sign up https://bit.ly/SELFIEmooc

6)

Have you ever initiated a self-reflection exercise at the school level to improve practices? This new Teacher Academy course can help you! Try out the SELFIE tool & discover how you can build a school digital strategy. Join today: https://bit.ly/SELFIEmooc

7)

Intrigued by digital technologies but don't know where to start using them in your school? Don't hesitate to jump into this MOOC & find out how to create a digital strategy that incorporates digital learning tools in classrooms. https://bit.ly/SELFIEmooc

8)

Interested in finding out if your school is making the most of digital technologies for teaching and learning? Use the SELFIE tool & discover what next steps could be taken to improve the use of digital technology for learning. Join this free #SELFIEmooc https://bit.ly/SELFIEmooc

9)

Interested in finding out if your school is making the most of digital technologies for teaching and learning? Learn how to assess where your school stands in digital age learning using the SELFIE tool & create your action plan: https://bit.ly/SELFIEmooc

10)

Integrating digital technologies in education is complex and requires schools to take a 360° approach. Where should you start? The new #SELFIEmooc will help you develop an action plan & set the goals for your school https://bit.ly/SELFIEmooc

11)

Learn how to create a digital strategy to incorporate educational technology in your school. The new #SELFIEmooc will help you assess where your school stands in digital age learning: create your action plan and set the path for improvement! https://bit.ly/SELFIEmooc

2.5 Visuals

We have images in different formats:

- Horizontal image to accompany a link that you post on Facebook, LinkedIn and Twitter
- More squared images that work well as a Facebook image

All files are available in the zip file of this promotion package.

3 Detailed information on the MOOC

3.1 Why

Integrating digital technologies in education is complex. It therefore requires a comprehensive digital strategy that covers all areas of a school. The Building a School Digital Strategy MOOC will help you to take a snapshot of your school's current use of digital technologies and set out a path for improvement, thereby setting the foundation for a school digital strategy.

3.2 What

In this course participants will identify how to use digital technology to maximise student learning and set out a clear vision for using digital technology in their schools. The course focusses on the SELFIE tool and will present the ways in which it can help schools develop their digital practices. Participants will be supported in identifying the foundations of their digital strategy using SELFIE and developing an action plan to achieve it, based on the results offered by the tool.

The course is organised around the principle of peer learning, with course content designed to stimulate reflection and discussion so that participants can learn from each other's experiences and ideas. In order to complete the course, participants are required to submit a final course product an action plan and review their peers' work.

To facilitate peer learning, a closed Facebook group has been set up which is available here: https://www.facebook.com/groups/buildingschooldigitalstrategy

3.3 Who

The course is relevant for any teacher or school leader who wants to develop a digital strategy for their school. However, due to the nature of the topic and the importance of getting input from a variety of school stakeholders, it is useful for participants to hold a transversal or leadership role in the school.

A basic level of digital literacy is required to navigate the course and engage with the course community. At the same time, interaction via social media is not a requirement, although it is highly recommended, as it can substantially improve the course experience.

As the course will be offered in English, participants must be able to understand education-specific oral and written communication and must be confident about expressing themselves and interacting in English.

3.4 When

This course starts on **Monday 25 October** but registering is already possible through the course page. The course will run for **5,5 weeks** with a total number of **4 modules** – one module per week, including 1.5 extra-grace week at the end of the course.

The estimated workload is **3-4 hours** per week. during the first four weeks, one new module opens every Monday. The deadline for the final assignment is **Wednesday, 1 December**.

3.5 Where

The course is offered on the School Education Gateway Teacher Academy and available through the following link:

- https://academy.schooleducationgateway.eu/en/web/school-digital-strategy-with-selfie/home

Participants need to create an account on the School Education Gateway if they do not have one already, or log in with their eTwinning account, in order to take part in the course.

3.6 Certification

Participants will receive a digital course badge and certificate upon completion of the full course. The badge can be exported to the Badgr Backpack.