

AI for Educational Promotion: Digital Strategies for Schools and Kindergartens

Course Description

This 7-day Erasmus+ KA1 training course is designed for teachers and education professionals who want to strengthen the visibility and promotion of their educational activities using Artificial Intelligence tools. Participants will explore practical ways to create promotional texts, images, videos and social media campaigns for schools, kindergartens and educational projects. The course focuses on hands-on experience with AI tools while also addressing ethical and responsible use of artificial intelligence in education.

Target Group

- Teachers (preschool, primary and secondary education)
- School leaders and coordinators
- Erasmus+ project coordinators
- Communication officers in educational institutions
- Educators interested in digital promotion and AI tools

Learning Outcomes (Aligned with DigCompEdu)

- Use AI tools to create promotional texts, announcements and communication materials for educational institutions (DigCompEdu Area 2 – Digital Resources)
- Generate AI-assisted visual materials such as posters, banners and illustrations for school promotion
- Create short promotional videos using AI-supported video tools (Area 3 – Teaching and Learning)
- Design social media communication strategies using AI content generation tools (Area 5 – Empowering Learners & Communication)
- Develop dissemination materials for Erasmus+ projects using AI technologies (Area 2)
- Apply ethical and responsible practices when using artificial intelligence in educational communication (Area 6 – Facilitating Learners' Digital Competence)

Requirements for Participants

- Basic digital skills and familiarity with common online tools
- Laptop computer with internet access
- Basic knowledge of social media platforms
- Interest in using AI tools for educational communication and promotion
- Willingness to participate in collaborative activities and project work

AGENDA

Day 1 – Introduction to AI in Educational Communication

- 09:00 – 10:30 Course introduction, participants' expectations, overview of AI tools for education
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 Digital communication strategies for schools and educational organisations
- 12:30 – 13:30 Lunch break
- 13:30 – 15:00 Workshop: analysing examples of successful educational promotion

Day 2 – AI for Text and Content Creation

- 09:00 – 10:30 AI tools for writing promotional texts and storytelling
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 Creating website texts, project descriptions and newsletters with AI
- 12:30 – 13:30 Lunch break
- 13:30 – 15:00 Workshop: creating promotional content for participants' institutions

Day 3 – AI Image Creation

- 09:00 – 10:30 AI tools for generating images and visual materials
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 Designing posters, banners and promotional visuals
- 12:30 – 13:30 Lunch break
- 13:30 – 15:00 Workshop: creating visual campaigns for educational events

Day 4 – AI Video Creation

- 09:00 – 10:30 AI tools for video creation and editing
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 Creating scripts and short promotional videos using AI
- 12:30 – 13:30 Lunch break
- 13:30 – 15:00 Workshop: producing a short promotional video

Day 5 – Social Media Promotion

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| 09:00 – 10:30 | AI tools for social media planning and management |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Creating AI-assisted social media campaigns |
| 12:30 – 13:30 | Lunch break |
| 13:30 – 15:00 | Workshop: building a social media content calendar |

Day 6 – AI for Project Dissemination

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| 09:00 – 10:30 | Promoting Erasmus+ projects with AI tools |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Creating digital dissemination materials |
| 12:30 – 13:30 | Lunch break |
| 13:30 – 15:00 | Workshop: developing a communication strategy |

Day 7 – Final Project evaluation

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| 09:00 – 10:30 | Development of AI-based promotion plan |
| 10:30 – 11:00 | Coffee break |
| 11:00 – 12:30 | Participants prepare final presentations |
| 12:30 – 13:30 | Lunch break |
| 13:30 – 15:00 | Presentation of projects, feedback and course evaluation |