

Digital Outreach and Communication – Schedule

Timeframe	Channel / Tool	Practical Actions
T-6 Weeks	HEI Website (Landing Page)	Publish landing page - upload workshop descriptions - add CTAs - ensure mobile optimisation - activate analytics tracking
	Digital Briefing Kit	Finalise text blocks, visuals, newsletter inserts - prepare downloadable pack for schools
T-5 Weeks	Email to Schools (Initial Invitation)	Send first announcement - include landing page link - provide “save the date” message for internal forwarding
	Internal Prep	Prepare social media assets (videos, graphics, countdown templates)
T-4 Weeks	Email to Schools (Briefing Kit)	Send second email with full digital briefing kit - encourage schools to publish on their website and newsletters
	School Digital Channels	Schools to post about event on their website, digital noticeboards, and internal platforms
	Social Media (Awareness Phase)	Launch first wave of posts: event announcement, behind-the-scenes organisation clips, student ambassador content-the-scenes
	Analytics Review	Monitor engagement - boost high performing posts - adjust messaging based on data-performing posts
T-3 Weeks	Interactive Tools	Release interactive challenges (“Find your STEM superpower”) - link to landing page
	QR Codes	Email QR codes to schools - instruct them to display on digital screens and virtual boards
	Discord/Slack (Optional)	Open channels for schools with digital communities: begin posting updates and pre-event prompts-event prompts
	Analytics Review	Monitor engagement - boost high performing posts - adjust messaging based on data-performing posts
T-2 Weeks	WhatsApp (Family Outreach)	Provide teachers with WhatsApp ready messages for parents - include visuals and direct links-ready messages for parents

	Social Media (Event Previews)	Publish workshop teasers, speaker highlights, and short videos - promote again interaction with engagement content and tools
	School Facebook Pages	Encourage schools to share event posts on their community pages
	Analytics Review	Monitor engagement - boost high performing posts - adjust messaging based on data-performing posts
T-1 Week	Email to Schools (Final Confirmation)	Send final logistical email with schedules, instructions, and last-minute reminders
	Social Media (Countdown Phase)	Begin daily countdown posts - activate student ambassador amplification
	Partner Networks	Industry partners, and STEM organisations publish anticipation posts and newsletter mentions
	Analytics Review	Monitor engagement - boost high performing posts - adjust messaging based on data-performing posts
Event Week	WhatsApp (Final Reminders)	Send short, actionable, reassuring reminders to families via teachers
	Social Media (Final Push)	Publish “last chance to join” posts, where applicable - share final teasers; keep interactive tools active
	Landing Page Update	Add final instructions or updates - ensure clarity for participants through a collection of Q&A from previous weeks
	Discord/Slack	Keep channels open for further Q&A and last-minute support.
	Analytics Review	Monitor engagement - boost high performing posts - adjust messaging based on data-performing posts
Post Event (T+1 to T+7 Days) - Event (T+1 to T+7 Days)	Email to Schools	Send thankyou message - share follow-up materials, certificates, and resources-you message-up materials, certificates, and resources
Post Event-Event	Social Media	Publish highlight reel, photos, and key outcomes
	Analytics and Reporting	Review email metrics, social engagement, QR scans, landing page traffic; document insights for final reporting and improvement