



The outreach and networking plan for the AI4Uni project

Work package n°5 - Outreach and networking
Erasmus+ Cooperation partnerships in higher education
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Internal use only



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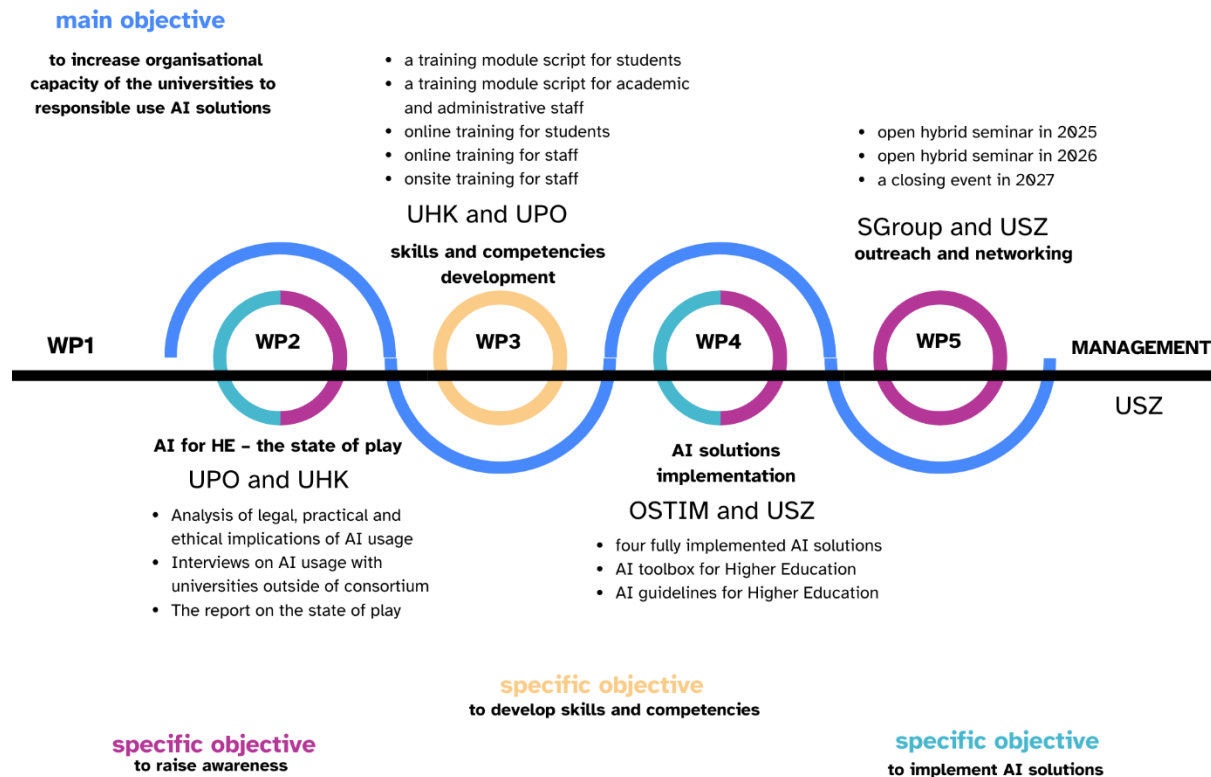
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Introduction

The general objective of the project is to increase the organisational capacity of the universities to responsibly use AI solutions. This aim will be achieved by the following specific objectives: 1. raising awareness about responsible AI usage, 2. developing necessary competences and skills, and 3. implementing tailor-made AI solutions for the participating universities.



The specific objective of Work package n°5 - Outreach and networking is to raise awareness. In order to ensure that the AI4Uni project will be visible not only to the participating universities, we will be actively reaching out and engaging with individuals or groups not associated with the project with the goal of building awareness, generating interest, and fostering collaborations. We will nurture these newly created relationships with individuals or groups who have similar interests.

We intend to maintain regular communication with them in order to keep their interest in our project high. In order to keep in line with main goal of the project, we need to ensure a successful communication, dissemination of the project goals and, at a later stage, it's results; as well as increasing awareness in the general public of the benefits arising from the project. We hope to build an informal network of stakeholders interested in AI4Uni who will follow our endeavors and benefit from results of our work such as reports, training scripts or AI toolbox and guidelines for higher education.

The outreach and dissemination plan will be reviewed annually and adapted, if necessary. This document is meant for the internal use only and is not a product/result of the project.

Communication Objectives and Strategy

The outreach and networking activities are based on the **AIDA marketing model**. The first project activities are designed to create awareness of the idea of responsible AI usage for Higher Education. At this point dissemination activities are focused on informing the audience about the project and the actions we are going to take. The culmination point for this step will be publishing WP2. AI for HE – state of play report. There are a few events in the lifetime of the project that will periodically create a spark of interest in the audience that will result in taking action and joining the network. After the report, the next impulse is the release of the training manuals and finally the release of the AI toolbox and guidelines for Higher Education.

The communication effort is reinforced by the open hybrid seminars planned for 2025 and 2026, and a closing event in 2027.

- ❖ **Project Website:** Central repository of outputs, news, and events.
- ❖ **Facebook:** For casual updates, student engagement, event promotion.
- ❖ **Instagram:** Visual storytelling (e.g., training sessions, infographics, behind-the-scenes).
- ❖ **LinkedIn:** For professional networking, research dissemination, and institutional visibility.
- ❖ **Newsletters:** Monthly updates sent to stakeholders and mailing lists.
- ❖ **Press Releases:** For key milestones like launch, report releases, and final events.

- ❖ **Events:** Hybrid seminars, webinars, conferences — promoted before, and documented after.

Communication methods

Activity	Communication Method	Audience
WP2: AI for HE – the state of play report	Publish report on website, share via LinkedIn and Facebook, host webinar/discussion	All target groups
WP3: training modules	Promote on social media, share registration links, testimonials from participants	Staff, students, general public
WP4: AI Toolbox and AI Guidelines for HE	Make downloadable on project site, promote via carousel posts on social media	Academic community, external HEIs
WP4: AI solution implementation (per university)	Document case studies, video interviews, blog posts	Internal audiences, other HEIs
WP5: Open hybrid seminars & closing event	Create events on social media, share recordings and summaries on website and social platforms	All audiences

Activity	Communication Method	Audience
WP5: Ongoing dissemination and outreach	Weekly updates on Facebook/Instagram/LinkedIn, articles in institutional monthly newsletters or press releases according to institutional communication policy	Broad outreach

Target Groups and Communication Channels

We have identified 5 target groups of the project:

1. Academic staff of the participating universities
2. Administrative staff of the participating universities
3. Students of the participating universities
4. Managers/authorities of the participating universities
5. General public (including students, academic and administrative staff, and authorities of other universities not involved directly in the project)

Each target group will benefit from the activities that are meant to meet their needs and contribute to the objectives of the project.

WP2. The report on the state of play - All five target groups

WP5. Open hybrid seminars – 5th target group

WP5. Closing event – All five target groups

WP3. training modules for academic and administrative staff – 1st and 2nd target group as well as respective part of 5th target group

WP3. training modules for students – 3rd target group as well as respective part of 5th target group

WP4.1. AI toolbox for higher education - All five target groups

WP4.2. AI guidelines for higher education - All five target groups

WP4.3. AI solutions tailored to your needs – Target groups: 1-4

Academic staff

LinkedIn, Institutional newsletters, Training sessions, project website, institutional websites

Administrative staff

LinkedIn, Institutional newsletters, Training sessions, project website, institutional websites

Students

Instagram, Facebook, Training sessions, project website

**University
leaders/management**

LinkedIn, Official university websites, dissemination events

**General public & non-
participating HEIs**

Project website, LinkedIn, dissemination, Facebook, Instagram, Open-access publications

Outreach and dissemination management

Outreach and dissemination management falls under WP5 and WP Management. Each of the partners contribute towards dissemination efforts with a focus on the project activities that they are leading.

Through SGroup, the AI4UNI project is able to liaise with the 48 higher education institutions and their staff, which greatly enhances the impact of the project giving it a truly European and global perspective.

The consortium partners disseminate information about the project according to their institutional procedures as well as joint communication channels set up especially for the project purposes.

The outreach and dissemination activities are implemented by the project and local coordinators with a support with local PR/communication teams, if necessary.

Roles of Each Partner in the Communication Plan

Partner Institution	Communication Role
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University of Szczecin	Project website administration, main PR coordination, visibility materials, internal communication leadership
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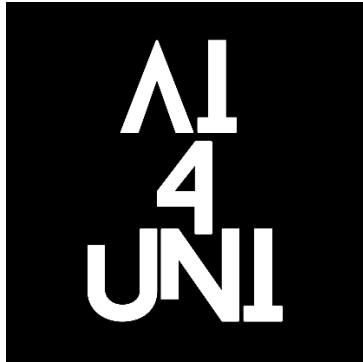
Partner Institution	Communication Role
University of Hradec Kralove	Lead for training promotion (WP3), responsible for content targeting academic staff and students
Pablo de Olavide University	Co-lead WP2, manages dissemination of legal and ethical insights, legal-language communication
OSTİM Technical University	Responsible for communication of implementation outcomes, case studies, and success stories of WP4
SGroup – Universities in Europe	Network-wide dissemination across 48 HEIs in Europe and beyond, promotes European-level visibility, ensuring post-project life of the produced results

Evaluation and KPIs

- ❖ Number of website visits/downloads.
- ❖ Social media engagement (likes, shares, comments, reach).
- ❖ Event attendance and participant feedback.
- ❖ Number of HEIs outside the consortium engaging with outputs.
- ❖ Media mentions or publications citing AI4Uni resources.

Visual design

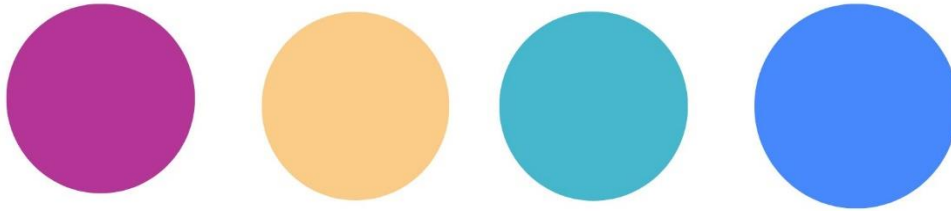
For the purposes of the project communication a project logo was created



The consortium partners have selected following logos of their institutions to be used for the communication purposes. The variations of the logos are permitted as long as they are officially approved by the institution.



The primary colours used in the project communication are black and white with complementary colours: #B43696, #FACC87, #47B7CD, #4888FD



EU funding communication and visibility

Communication activities related to the project activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate), and disclaimer as described in the grant agreement between the National Agency and the Beneficiary.

Appendix 1

Update of the communication and outreach strategy (2026)

In order to ensure that communication efforts are more targeted, measurable, and aligned with the project's strategic objectives, and ultimately increase the visibility and long-term impact of the AI4Uni project, the following changes will be adopted:

1. Strengthening Digital Presence and Content Visibility:

- A project website section acting as a communication hub: press releases issued by partner institutions, mentions in institutional and external newsletters, media coverage and articles related to the project.

2. Strategic Focus on LinkedIn:

- LinkedIn is widely used by academic staff, university management, policymakers, and professionals in higher education - the project's key target groups;
- Content shared on LinkedIn is more likely to be perceived as credible, research-oriented, and relevant to institutional development;
- Universities are active on LinkedIn, making it easier to secure reposts, endorsements, and cross-institutional visibility.

3. From Followers to Reach:

The AI4Uni project aims to influence practices and raise awareness in higher education area. The effective dissemination should be defined by visibility among the right audiences, not by passive audience size. The project team will monitor:

- post reach (number of unique users who see content),
- impressions and visibility across networks,
- engagement rates (shares, comments, clicks).

This approach is adopted since a large follower base does not guarantee that content is seen or engaged with. Reach better captures how far information spreads beyond the immediate network.

4. Engagement with the DigComp Community of Practice

The DigComp Community of Practice (CoP) was created as a collaborative space to support and engage adult education providers and stakeholders across Europe in their digital transformation journey. More information <https://all-digital.org/invitation-to-digcomp-cop/>

- Alignment with the AI4Uni project goals, especially WP3;
- Access to a targeted network and knowledge exchange:
- European visibility and sustainability