

Funded by  
 UniCredit Foundation

# STEM *EduCamp*

## Programme Promotional Package

**THANK YOU** for joining in and promoting the new STEM EduCamp Program, funded by the UniCredit Foundation.

The Program is developed by OUI – Osnaži–usavrši–integriraj za razvoj based on the educational program OUI 4 STEM.

In this document, you will find information on how to promote the Programme 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 us at [oui@oui.hr](mailto:oui@oui.hr)

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# **MEDIA AND VISIBILITY KIT**

## **for the**

# **STEM EduCamp Program**

The Media and Visibility Kit has been designed to ensure that all participating organisations, schools, and project partners communicate about the program in a consistent, professional, and recognisable way.

Its purpose is to:

- Ensure clear and unified visibility of the project across all media and public materials.
- Support schools and partner organisations in promoting program activities to students, parents, and the wider community.
- Highlight the program's impact and values through accurate storytelling, visuals, and partnerships.

This kit provides guidance to help you design promotional content (press releases, social media posts, flyers, posters, presentations, and newsletters).

# Promoting the Programme

## About STEM EduCamp

**Title:** STEM EduCamp

**Provider:** OUI - Udruga “Osnaži-usavrši-integriraj za razvoj”

**Funding:** Unicredit Foundation under the EduFund Platform

**Objective:** Provide high quality content in the STEM field to young people aged 11 to 19 in the south of Croatia, especially in rural and island areas with difficult access to informal educational opportunities. By fostering curiosity and excitement we aim to enhance foundational STEM skills, promote equal access to quality education and support lifelong learning.

**Target audience:** youngsters age 11-19 and primary and secondary school teachers.

**Language:** Croatian and English

**URL** <https://www.oui.hr>

**Official project hashtag:** #STEMEduCamp

**Supporting / Thematic Hashtags:**

#InnovativeEducation, #LearningForFuture,  
#LearningCommunity

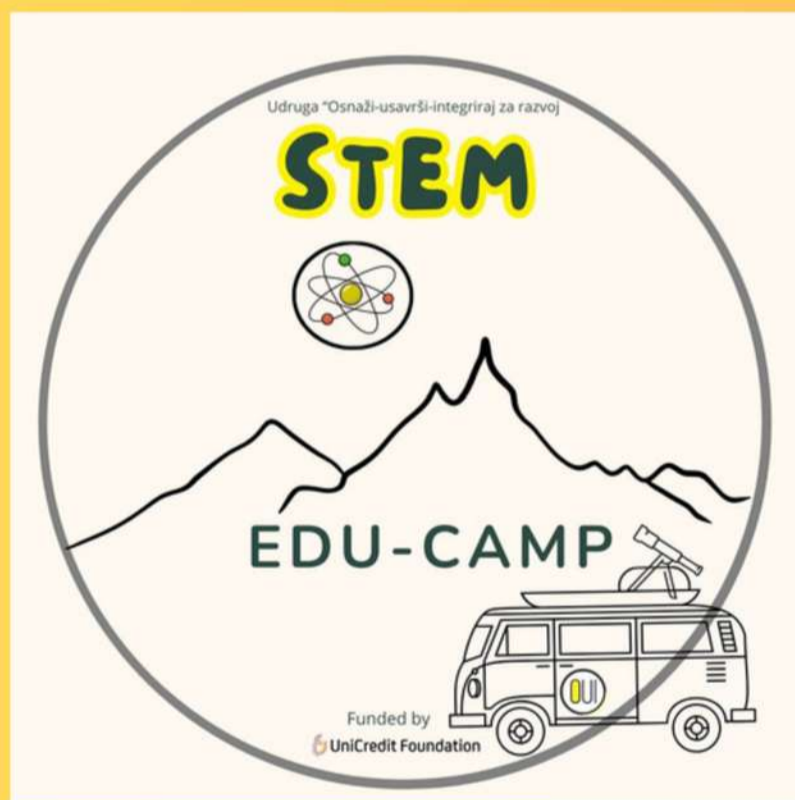
# Visual Identity

## Logos

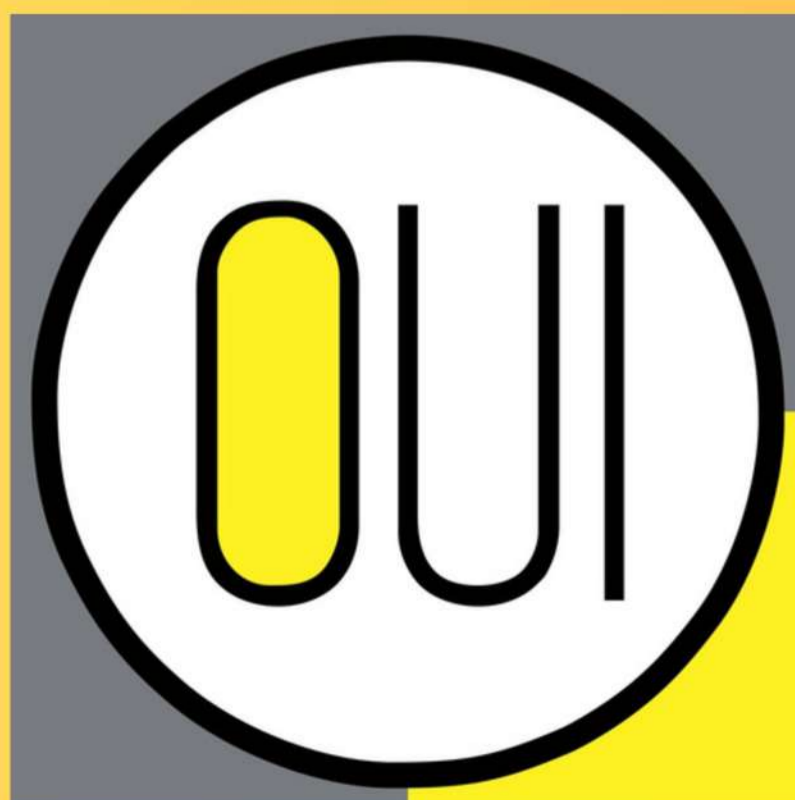
Always display the STEM EduCamp logo with the NGO logo and the UniCredit funding acknowledgment (if applicable). Do not use the UniCredit Foundation logo without prior approval.

Logos must appear clearly and proportionally, with sufficient space around them.

Do not alter colors, shapes, or proportions.



STEM EduCamp  
logo



Organisation  
logo

# Digital and Social Media

## Official Platforms

Schools and partners are encouraged to share posts on:



Facebook  
Instagram  
LinkedIn



School or municipal websites



## Frequency

1–2 posts per month (minimum) highlighting project progress, events, or student engagement.

## Tone of Communication

Positive, clear, and inclusive.

Use active voice (“Students created...”, “Teachers explored...”).

Highlight collaboration and community benefits.

# Communication Guidelines for Schools

## When sharing content:

**Always include the STEM EduCamp and your school logos.**

### **Use the official hashtags:**

**#STEMEduCamp**

### **or additional thematic hashtags:**

**#LearningForFuture,**

**#LearningCommunity,**

**#InnovativeEducation**

Tag the project's official social media accounts (to be listed) and mention the project name in the first sentence of the post or caption.

Include at least one photo or video

# Content Calendar

Each participating school and organisation is encouraged to plan its communication activities in advance using the Content Calendar Template.

This helps ensure:

- Regular and balanced visibility across the project period.
- Coverage of different activity types (events, teacher training, student projects, results).
- Coordination with the programme’s official communication channels.

## Instructions:

Fill in the calendar with the date, type of content, target audience, and platform. Reuse and adapt materials shared by the STEM EduCamp team (press releases, visuals, hashtags).

Follow and engage with STEM EduCamp social media accounts – like, share, and comment to amplify visibility. Share your own posts with the coordinating organisation for cross-promotion.

| Nov 2025   |                          |                 |                                      |  |
|------------|--------------------------|-----------------|--------------------------------------|--|
|            |                          |                 |                                      |  |
|            | Stories:<br>IN+FB Post:  |                 | Post:<br>IN+FB+LI                    |  |
|            |                          |                 |                                      |  |
|            | Stories:<br>IN+FB;       | Blog<br>article | Stories:<br>IN+FB;                   |  |
|            |                          |                 |                                      |  |
| Newsletter | Post:<br>IN+FB+LI+T<br>W |                 | Stories:<br>IN+FB;<br>Post:<br>LI+TW |  |

# Photo and Video Rules

**Facebook post** - Landscape photo

**Facebook story and Instagram story or reel cover-**

Portrait photo

Obtain written parental consent before filming or photographing minors.

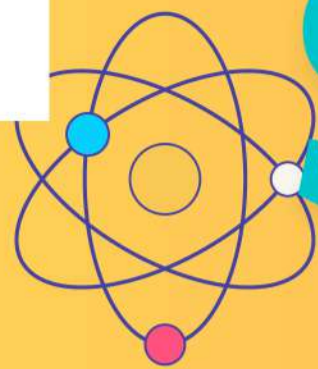
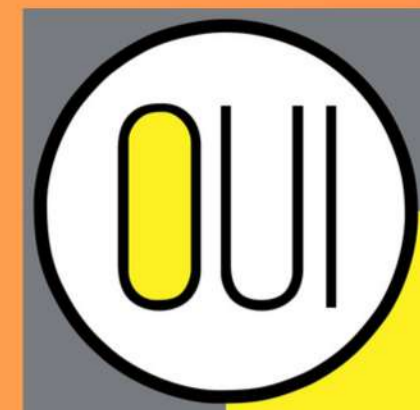
Show active, inclusive learning scenes.

Avoid close-ups without consent.

Ensure good light and neutral backgrounds.

# Poster template

your  
school  
logo



# STEM

## EduCamp

OSNAŽI-USAVRŠI-INTEGRIRAJ  
ZA RAZVOJ

PROJEKT JE FINANCIRAN OD STRANE  
ZAKLADE UNICREDIT - EDU-FUND PLATFORM

AKTIVNOSTI U PROJEKTU SU NAMIJENJENE UČENICIMA VIŠIH RAZREDA OSNOVNIH ŠKOLA I SREDNJOŠKOLCIMA IZ RURALNIH, PRIGRADSKIH I SA OTOČNIH PODRUČJA SREDNJE I JUŽNE DALMACIJE. KROZ NIZ STEM AKTIVNOSTI I IZVANŠKOLSKIH AKTIVNOSTI, PROJEKT NASTOJI POTAKNUTI RAZVOJ KLJUČNIH STEM KOMPETENCIJA VAŽNIH ZA NASTAVAK OBRAZOVANJA.”



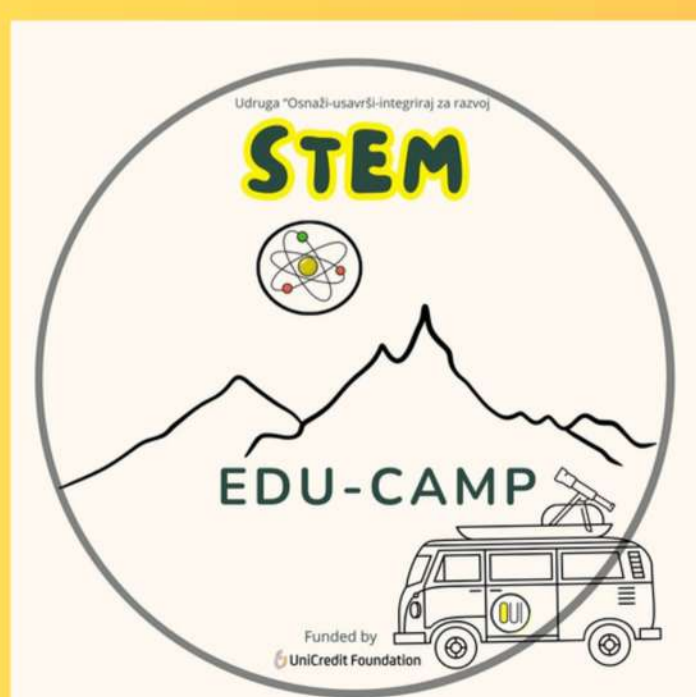
**AKTIVNOSTI**  
U OKVIRU  
**PROJEKTA**

- AKTIVNOSTI ZA UČENIKE I MLADE
- EDUKATIVNI MATERIJALI
- STRUČNO USAVRŠAVANJE
- ISTRAŽIVANJE
- DISEMINACIJA I ŠIRENJE ZNANJA



ZAŠTO ŠKOLE VOLE OVAJ PROGRAM?

BESPLATNO  
UZ STRUČNO VODSTVO  
ZABAVA I UČENJE KROZ EKSPERIMENTE,  
IGRU I IZAZOV  
FLEKSIBILNA LOGISTIKA



UniCredit Foundation