

Logo

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make it open schooling

Promo package

18/11/2022

THANK YOU for supporting us with the promotion of the new online course named *Make it Open Schooling*, developed with financial and content support from the Make it Open project and the Scientix 4 - European Union’s H2020 research and innovation programme. The course is free, online, and open to formal as well as non-formal educators, school stakeholders and local community actors from any country and will be offered in the European Schoolnet Academy (EUN Academy).

In this document, you will find information on how to promote the course through communication 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 MOOC’s communications officers [jacques.vonlunen@eun.org](mailto:jacques.vonlunen@eun.org), or the MOOC coordinator at [giuseppe.mossuti@eun.org](mailto:giuseppe.mossuti@eun.org).

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KEY INFORMATION ABOUT THE MOOC

|  |  |
| --- | --- |
| Title | Make it Open Schooling |
| Provider | European Schoolnet Academy |
| Project | Make it Open / Scientix 4 |
| Funder(s) | European Union’s Horizon 2020 research and innovation programme under grant agreement No 872106.  European Union’s H2020 research and innovation programme, Grant agreement N. 101000063. |
| Description | The course will introduce participants to Open Schooling as well as Maker Movement’s ideas and pedagogy. It will illustrate how the Open Schooling approach to teaching and learning can be integrated in educational activities – particularly science education – and be coupled with Maker pedagogy.  To describe the benefits of Open Schooling, show how such approach to teaching and learning can be employed and inspire educators, the training course will also provide examples of best practises as well as teachers’ testimonials. Furthermore, free and ready to use materials (e.g., the Navigator, Open Schooling Information Packs, etc.) designed to guide and support the integration of Open Schooling and Maker pedagogy into educational activities will be presented, and their use thoroughly explained via tutorials.  The course will also provide tips on how to engage external experts and local stake holders to your Open schooling educational activity. Finally, it will also support the creation of a network of teachers/educators familiar with and enthusiastic about Open Schooling. |
| Objectives | • Introduce participants to Open Schooling (OS), Maker pedagogy, as well as Inquiry-Based Learning and help them understand how they can be integrated in their educational activities.  • Empower teachers with a new methodology and support its use via the creation of an engaged community.  • Introduce the Navigator as well as the other ready to use material created within Make it Open and guide participants to its use.  • Provide a detailed guide (and concrete examples) for the creation of an Open Schooling LS and/or education activity.  • Promote the Make it Open (MiO) project and its outcomes (the Navigator, the Hubs, etc.) as tools to empower teachers and educators.  • Create a network of teachers/educators familiar with and enthusiastic about Open Schooling. |
| Dates | From 9 January – to 15 February 2023 (5.5 weeks) |
| Estimated workload | 20 hours |
| Target audience | Primary and secondary school teachers, Science teachers, curriculum designers and non-formal education professionals who want to put schools at the heart of their local community (e.g., museum educators, etc.). |
| Pedagogical approach | 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. To complete the course, participants are required to submit a final course product and review their peers’ work. To facilitate peer learning, a [closed Facebook group](https://www.facebook.com/groups/3290500217869434) has been set up. |
| Requirements | No previous experience with the course topic is required.  A basic level of digital literacy is required to navigate the course and engage in the course community. Interaction via social media is not a requirement but recommended to improve the course experience.  The course is offered in English; participants must be able to understand education-specific oral and written communication and must be confident in expressing themselves and interacting in English writing. |
| Language | English |
| Certification | The course will offer a digital badge and a digital certificate upon successful completion. |
| URL | https://www.europeanschoolnetacademy.eu/courses/course-v1:MiO+OpenSchooling+2023/about |
| Disclaimer | Make it Open has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 872106. The work presented in this document has also received funding under grant agreement N. 101000063 (Scientix 4), coordinated by European Schoolnet (EUN). The content of the document is the sole responsibility of the authors, and it does not represent the opinion of the European Commission (EC), and the EC is not responsible for any use that might be made of information contained. |

PROMOTING THE MOOC

Your help is requested in promoting registration to the MOOC with immediate effect up until the end of the second module. Please find below the relevant information.

How you can help

You can do this in various ways, including:

Use the suggested Facebook 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 that you know are active on the topic and individual contacts.

If you would like to promote the MOOC in ways not outlined above, or require any specific information or assets, please find our contact details at the cover page.

Key information for promotion

|  |  |
| --- | --- |
| Promotion dates | From December until the end of January |
| Short URL | [bit.ly/MiO-MOOC](https://bit.ly/MiO-MOOC) |
| Promo pack URL | <https://makeitopen.eu/wp-content/uploads/Make-it-Open-MOOC-Promo-Package-final.zip> |
| Promo video URL | <https://www.youtube.com/watch?v=5DHEXyBpuao> |

Useful Twitter handles and hashtags:

|  |  |
| --- | --- |
| Course hashtag | #OpenSchooling |
| Project handle/hashtag | #MakeitOpen  [@OStogether](https://twitter.com/OStogether)  [@eu\_schoolnet](https://twitter.com/eu_schoolnet) |
| Service hashtag | #EUNAcademy |
| Facebook Channels | [Open Schooling together | Facebook](https://www.facebook.com/ostogether/)  [European Schoolnet](https://www.facebook.com/european.schoolnet/) |

SUGGESTED MESSAGES AND VISUALS

We have prepared a few messages that you can use to promote the course. Please feel free to take and adapt them for your needs! If you adapt our messages, however, please make sure to respect the references to our funders.

Newsletter item

**The new Make it Open Schooling MOOC is out!**

The Make it Open project, in collaboration with Scientix, presents a new online course, designed to help **primary and secondary school teachers, science teachers, curriculum designers and non-formal education professionals** who want to put schools at the heart of their local community e.g., museum educators, etc.

The course introduces educators to Open Schooling as well as the Maker Movement’s ideas and pedagogy. It will illustrate how an Open Schooling approach to teaching and learning can be integrated in educational activities – particularly science education – and be coupled with Maker pedagogy.

Register for the Make it Open MOOC: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

Facebook

📢 Make it Open and @ScientixEU have a new MOOC!  
💡 “Make it Open Schooling” will introduce participants to Open Schooling as well as Maker Movement’s ideas and pedagogy  
🔗 Discover how the #OpenSchooling approach to teaching and learning can be integrated in educational activities – particularly #scienceeducation – and be coupled with Maker pedagogy  
📥 Register for the MOOC and enhance your lessons: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

🪟 Walk into the classroom and open the window to a greater education!  
🛠️ In the new MOOC "Make it Open Schooling" you will learn about #OpenSchooling (OS), Maker pedagogy, as well as Inquiry-Based Learning and understand how they can be integrated in your educational activities  
📥 Be one of the first to register here: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

📢 The new Make it Open and @ScientixEU "Make it Open Schooling" MOOC is out!  
🔑 It will open doors for you to engage external experts and local stake holders with your #OpenSchooling educational activity

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📢 Are you an educator who wants to start introducing #OpenSchooling as well as Maker Movement’s ideas and pedagogy in your school?  
💪 Join the new MOOC "Make it Open Schooling" and create learning scenarios that can be put into practice immediately: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

👀 Are you looking for new methodologies and engaged #education communities?  
🔭 Then join the "Make it Open Schooling" MOOC and explore how to integrate Open Schooling in Primary and Secondary school, and in non-formal education communities   
🔥 Be a part of the change here: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

🤔 Do you need materials designed to guide and support the integration of Open Schooling and Maker pedagogy into educational activities?  
🔥 Wait no further and join the #MakeitOpen Schooling MOOC to discover them!  
👀 Apply here: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO) https://bit.ly/39c8v92

🤝 Unity is strength, especially for teachers and #education professionals!  
🧍🧍‍♀️ Through peer learning, the "Make it Open Schooling" MOOC will give you the tools to add #OpenSchooling and Maker pedagogy into your school’s curriculum  
🔧 Create great learning scenarios with colleagues across the globe: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

Are you ready to give extra ✨spice✨ to your lessons?  
🔝 With the "Make it Open Schooling" MOOC you'll enhance your lessons with a new methodology and support from an engaged teachers community  
🔗 Connect with other educators and prepare a learning plan employing an #OpenSchooling approach: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

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LinkedIn

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Twitter

📢 @eu\_schoolnet has a new MOOC!  
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Instagram

Launch post

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📅 9th January – 15th February  
📥 Register for the MOOC and enhance your lessons in the LINK IN BIO

[bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

#OpenSchooling #MOOC #EUNAcademy

Three weeks before the starting date (20th December)

🪟 Walk into the classroom and open the window to a greater education!  
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📥 Last spots to register here: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

📢 The new @eu\_schoolnet "Make it Open Schooling" MOOC is almost here!  
🔑 It will open doors for you to engage external experts and local stake holders with your #OpenSchooling educational activity

📅 9th January – 15th February

📥 LAST SPOTS AVAILABLE HERE: [bit.ly/MOOC-MiO](https://bit.ly/MOOC-MiO)

Visuals

We have images in different formats:

Horizontal image to accompany a link that you post on Facebook

Horizontal images that work well on Twitter

More squared images that work well as a Facebook image

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