STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH

STREAM IT

D6.2 STAKEHOLDER MAPPING AND DIGITAL ENGAGEMENT STRATEGY

31.05.2024

STREAM IT

Project full title

STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH

Project acronym

STREAM IT

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AI	Artificial intelligence
APM	Association for Project Management
STEM	Science, Technology, Engineering, Mathematics
R&I	Research and Innovation
HEI	Higher Education Institutions

EXECUTIVE SUMMARY

This document presents the Stakeholder Mapping and Digital Engagement Strategy for the STREAM IT project. It is a part of the **Work Package 6 – "Communication, Dissemination and Stakeholder Engagement."** The document defines the actions, and implementation measures envisioned to communicate project objectives and activities and disseminate project outputs via social media channels to ensure the engagement of target groups and the best exploitation of the project's results. It defines target groups and stakeholders of the project and presents the strategy for the stakeholder mapping during the project's implementation. It also describes the digital engagement strategy by channel, as well as chosen hashtags and the KPIs foreseen for social media.

It will be updated after the finalisation of the D6.1 "Communication and Dissemination Strategy" and further during the project's lifespan.

PROJECT SUMMARY

The project **STREAM IT/STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH (STREAM IT)** initiates change about the persisting gender inequality in STEM education, R&I with a particular focus on fostering girls' participation in STEM education and career and supporting the breakdown of institutional barriers for reaching gender equality and inclusion. To reach this envisioned aim, the project implementation is underpinned by the following guiding principles: Synthesis, Competence and Commitment.

Objectives and expected impact:
- identifying gender-based institutional/structural barriers hindering young girls' opportunities and motivation to enter into STEM tertiary education and then developing their career (scientific or other) in STEM fields;
- developing gender- and diversity-inclusive, innovative STE(A)M toolkits and approaches;
- supporting skill development and career opportunities in STEM for all genders, with a particular focus on young girls aged 14-18;
- up-skilling STEM educators;
- supporting HEIs/STEM education providers for becoming gender-responsive institutions;
- launching sustainable collaborative networks of education actors and R&I involved in STEM education on the national/regional and European level;
- contributing to EU policy objectives on increasing gender equality and inclusion in STEM education, R&I;
- raising awareness on the institutional/structural barriers including gender stereotypes that hinder gender equality and inclusion in STEM education and R&I.

STREAM IT addresses barriers and challenges that hinder the young girls' and women's attraction toward STEM education, by developing innovative gender- and diversity inclusive tools for educating young people with a particular focus on young girls and by mobilising actors of different sectors of STEM education, and the R&I ecosystem to create sustainable networks for providing ongoing support for the STEM education providers. STREAM IT seeks to introduce solutions that can be widely used by different kinds of stakeholders during and beyond the scope of the project.

INTRODUCTION

The STREAM IT project **aims** to initiate change in the persisting gender inequalities in STEM education, research, and innovation to contribute to the implementation of the 'The European Manifesto for gender-inclusive STE(A)M education and careers'.

The envisioned aim of the project will be achieved by: **1)** empowering underrepresented groups in STEM; **2)** piloting and fostering the integration of STEAM approaches in STEM education by synthesising previous knowledge and networks; **3)** promoting gender inclusive career paths and increasing the talent pipeline in the STEM fields together with the attractiveness of STEM careers; **4)** supporting STEM education providers through knowledge sharing, capacity building to remove gender-based barriers including gender stereotypes in STEM education. By encouraging sustainable collaboration of STEM-oriented businesses, secondary and higher education institutions, research organisations, as well as informal science education establishments, NGOs, and civil society organisations, STREAM IT provides several tools for closing the existing gender gap in STEM education and career.

A fundamental objective of WP6 is to develop a communication and dissemination strategy that will support wide dissemination and exploitation of the project, awareness-raising campaigns, stakeholder engagement and promoting the 'Manifesto'. Awareness raising and engagement have a special focus on young people and STEM educators, hence a separate strategy is dedicated to the different target groups. The strategies include concrete objectives, key messages for each stakeholder and target group, a definition of the tools and channels through which stakeholders are reached and a timeline for all related activities.

The Stakeholder Mapping and Digital Engagement Strategy proposes a strategy for identifying key stakeholders and reaching all of the targets of the project, especially younger people, via social media and stakeholders' engagement. By engagement we understand non-direct dynamics that are created via social media. At the same time, involvement should be understood as dynamics created via direct interaction with target groups and stakeholders, such as focus groups, events etc.

Each member of the STREAM IT project will be responsible for applying the strategy in their work and to their social media channels.

1. Objectives of the strategy

Stakeholder engagement is key to the successful implementation of the project. The project aims to involve stakeholders from the beginning to pave the way to a successful and sustainable collaboration between different sectors. Stakeholders will be continuous partners in STREAM IT activities, starting from the Co-creation Working Lab (T2.4) that defines the gender- and diversity-inclusive methodologies for project actions. Furthermore, stakeholders will be invited to the public parts of project partner meetings (T1.1 Coordination and T6.2 Awareness raising campaigns and dissemination,) that will be organised back-to-back with international days dedicated to gender equality (e.g., International Day in Women and Girls in Science, International Girls in ICT Day etc.). The defined target groups are the main beneficiaries of project activities in WP3, WP4, and WP5. Stakeholder engagement is key to sustaining the national Inspiration Hubs and the Virtual Makerspace in the long run.

Digital engagement strategy is targeted at young girls/women and group STEM educators/institutions through STREAM IT social media platforms (Facebook, Instagram, YouTube, LinkedIn).

The STREAM IT Stakeholder Mapping and Digital Engagement Strategy is developed in order to overcome the difficulties of attracting young people to be engaged in project activities, and engaging stakeholders from all levels. It can be revised throughout the lifetime of the project.

2. Target groups

The STREAM IT consortium will actively communicate with the project's target groups through its social media channels, presented in the table below.

Table 1. Project's target groups and main messages

Target groups	Main messages
Secondary school girls (aged 14-18)	Raising awareness of the various possibilities of careers in STEM. Promoting female role models in STEM fields. STEM career is an exciting adventure that gives opportunities to further develop your skills and interests. **Key messages from audience mapping workshop:** - Change the world with science *(*to consider also engineering, technology, mathematics, arts and humanities*); - Be free to explore.
University and (BA, MA) and PhD students of STEM fields	Raising awareness on gender stereotypes and barriers they might face while developing their career. Raising awareness of the various possibilities of careers in STEM, with a particular attention of becoming a researcher/successful professional in STEM fields. STEM career as an exciting adventure contributing to solving key societal challenges. **Key message from audience mapping workshop:** STEM is for everyone

STEM educators	Hands on learning that makes school subjects more attractive, familiarising with new gender- and diversity inclusive STEAM approaches, STEAM.

3. PROJECT STAKEHOLDERS

The STREAM IT consortium will actively communicate with the project's stakeholders through its social media channels, presented in the table below.

Table 2. Project's stakeholders and main messages

Stakeholders	Main messages
STEM educators	Hands on learning that makes school subjects more attractive, familiarising with new gender- and diversity inclusive STEAM approaches, STEAM.
Policy makers	Connecting the project objectives and impacts to their policy field, emphasising that necessity and possibility of policy intervention to make careers in STEM, R&I attractive, to exploit the unexploited potential of women in STEM-related economy and in innovation, to make Europe leader in innovation and technology, etc.
Parents	Support children's curiosity and creativity, let them experience, and they can build a career in STEM fields.
Schools and school networks	STREAM IT offers unique, innovative, non-formal methodologies and experience-based learning. Endorsing innovative teaching methods may improve the performance of their students and their teachers.
Universities and research institutions	They should put more focus on recruiting talents at an earlier age. By using the developed toolkits, they can successfully launch programmes through which their activities will become attractive for young people. Toolkits for mentoring sessions and knowhow on initiating change for improving gender equality on institutional level will be the main offer. They can incorporate the findings and the methodologies of the project in their research agenda/ curriculum.
Business intermediaries	Offer mentoring opportunities from an early age to make STEM education, R&I attractive for the young generation, make them familiar with the importance of skills and the mind-set needed for a career in STEM.
Science museums and centres	Raise awareness of the importance of offering gender- and diversity-inclusive tools and activities to schools and visitors (e.g., families)
Possible role models	Their life stories and strategies may inspire girls to follow a similar career path which might contribute to closing the gender gap in innovation and in entrepreneurship.
National and EU projects	STREAM IT aims to build on the available experiences and develop widely exploitable toolkits

Other stakeholders	General information on the project and its products with the possibility to elaborate on them.

4. Stakeholder mapping

4.1 Objectives of stakeholder Mapping

Two of the specific objectives of the STREAM IT project are engaging target groups and identifying synergies with similar initiatives and networks, to be able to make concerted efforts. In order to reach this goal a stakeholder analysis and mapping is performed to identify and prioritise various target audiences and highlight relevant authorities and policy makers at all levels. To ensure the highest dissemination and exploitation of the project's activities all partners will activate their local networks, while potential synergies with interested organisations and initiatives will be examined. The goal is to reach in an effective manner all the stakeholders, HEIs, STEM education providers, public authorities etc.

Each partner is performing stakeholder mapping on the local, regional and national levels when applicable. The task and WP leader is responsible for EU level stakeholders. In order to do so they can use the directions on how to conduct the stakeholder analysis together with an excel file to perform a stakeholder analysis (*ANNEX 1*). This document presents the methodology and respective guidelines.

4.2 STREAM IT stakeholders' analysis methodology

A stakeholder is anyone who has interest in the project or will be affected by its outcomes. This stakeholder analysis aims to identify, list, and assess organisations, institutions and people in terms of their interest over the STREAM IT project and importance for its success, dissemination and sustainability.

STREAM IT stakeholder analysis follows three main steps:
1) stakeholders' identification;
2) mapping of stakeholders;
3) identification of engagement actions.

4.1.1 Step 1: Stakeholders' identification

The first step consists in the identification of relevant stakeholders and it is carried by each project partner. They will create stakeholders lists (using provided template – see *ANNEX 1*) of organisations, institutions, public authorities and individuals potentially interested or important for the project, with identification of the correct contact person within each stakeholder.

Stakeholders are classified according to:

1) Type of stakeholder:
- STEM educators;
- Policy makers;
- Parents;
- Schools and school networks;
- Universities and research institutions and universities;

- Business intermediaries;
- Science museums and centres;
- Possible role models;
- National and EU projects;
- Other stakeholders.

2) Geographical level of influence:
- European;
- National;
- Regional;
- Local.

4.1.2 Step 2: Stakeholders' mapping

The second step of the analysis is the classification and mapping of stakeholders, undertaken according to their interest and power/influence over the project. Using the same template, STREAM IT project partners classified their stakeholders in high, medium, low levels of:

INFLUENCE/POWER over the project;
INTEREST in project activities/results.

The identified stakeholders are mapped following the power/interest grid method for stakeholder prioritisation:

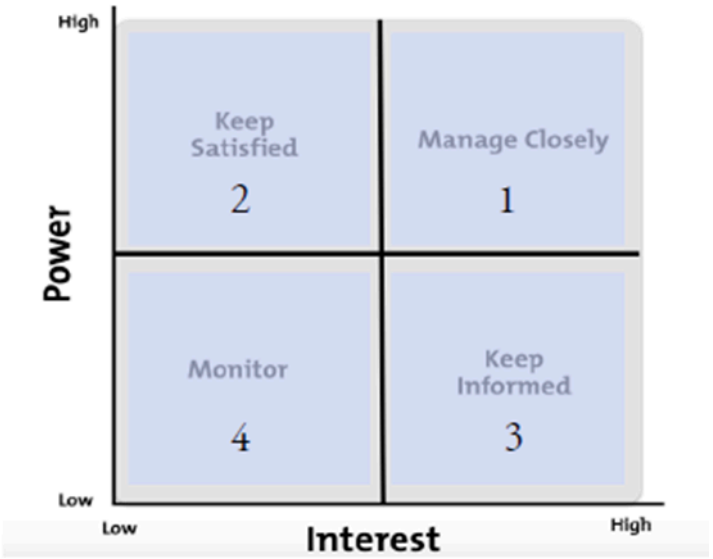

Figure 1. Power/interest grid (Bryson, 2004; Eason et al., 2011)

According to this grid, the identified stakeholders are positioned in one of the four quadrants, and for each of these, a specific strategy of interaction is suggested to project partners:

- **High power interested stakeholders** (classified with high level of power and interest, upper right quadrant) - They are the decision makers, organisations and people that can turn in powerful supporters for the project. STREAM IT partners are recommended to

engage with them actively in relevant project activities and to keep them informed regularly about the project.
- **High power, less interested stakeholders (upper left quadrant)** - This group of subjects have power but don't have interest. STREAM IT partners should consider them as stakeholders to keep informed of project activities and results in order to clarify project objectives and increase their level of interest.
- **Interested stakeholders** (low right quadrant) - People that show some consideration for the project. These kinds of stakeholders should be informed of project results or involved in consultations.
- **Less interested stakeholders** (low left quadrant) - It is sufficient to reach these organisations with a basic level of information on the project.

Each of the project's partners will use this matrix and the STREAM IT Stakeholder analysis tool (***ANNEX I***) in the way most useful to the tasks they are involved in and to the stage of the project.

4.1.3 Step 3: Strategy for stakeholders' engagement

The final step is to define how and when to engage with the different stakeholders through proper project dissemination actions.

The following table shows the primary means of communication to be used to reach the main STREAM IT groups of stakeholders with **three main objectives:** *Inform* (e.g., through website, social media, information materials, policy briefs), *involve in a dialogue* (e.g. interviews, surveys, workshops, conference), *co-producing knowledge* (e.g. Co-creation Working Lab in T2.4):

Table 3. Engagement strategy by stakeholder group

Stakeholders	Main messages
STEM educators	They will be reached via participation in the national Inspiration Hubs and the Virtual Makerspace, newsletters, social media, participation at events, online promotion of the activities, website, Scientix website, collaborations with science museums and the involvement in the national and international STEM teachers' community. **Social media channels: Facebook, YouTube**
Policy makers	The consortium has a broad network in their countries offering significant opportunity to disseminate project results and channel them into relevant policy-making bodies on the national level. Potential dialogue partners include European Institute for Gender Equality (EIGE), DG JUST High-Level Group on gender mainstreaming, DG JUST Advisory Committee on equal opportunities for women and men, European Parliament FEMM Committee, Women@EIT. Directed emails, conversations, briefings, invitations for presentations underlining the added value of their participation and engagement will be formulated. **Social media channels: LinkedIn**

Parents	STREAM IT invites parents to participate at open events providing info sessions and special activities within T3.1. Upon collecting written consents for minors, parents will be informed about the benefits of joining the program. They will be reached out via the schools of students, e-mail, social media and website. Disadvantaged social groups will be included in the communication activities via targeted channels. **Social media channels: Facebook**
Schools and school networks	Each partner nurtures direct connections to local schools, school networks, educational NGOs, or ministries of education. Collaboration with science museums and the involvement in the STEM teachers' community will be promoted for them. **Social media channels: LinkedIn and Facebook**
Universities and research institutions	Project results will be circulated through partner' networks, websites, newsletters, project events and social media by underlining their relevance. **Social media channels: LinkedIn**
Business intermediaries	Partners' network is the key channel to reach this target group - by newsletter, social media, direct emails and invitation to events. The actors of Business intermediaries are invited to become key external experts in the Coworking Lab, data providers within WP2 and as mentors for T3.3. **Social media channels: LinkedIn**
Science museums and centres	Their local networks and international collaboration of partners is essential to disseminate project results. Involvement in National Inspiration Hubs, The Virtual Makerspace, dedicated emails, newsletter, website are the main channels to reach them. **Social media channels: Facebook, Instagram, YouTube**
Possible role models	Partners' national networks cover a good number of possibly involved role models who can be reached. STREAM IT will invite winners of EU prizes directly via email. Each partner country will recruit at least 1 project ambassador. **Social media channels: Instagram, YouTube, Facebook, LinkedIn**
National and EU projects	EU funded projects are identified via European databases. For relevant national and regional initiatives, the consortium relies on partners' networks and reach out via e-mails and invitations. **Social media channels: Facebook, LinkedIn**
Other stakeholders	Existing networks of the partnership and by attending related events to disseminate the project. Thanks to the diverse set of partners, their networks cover many relevant sectors that will be used to disseminate project results and engage them in sustainability of the project. **Social media channels: Instagram, YouTube, Facebook, LinkedIn**

5. Social media channels

STREAM IT will have its social media accounts on platforms such as **Facebook, YouTube, Instagram** and **LinkedIn**.

These channels were chosen by the partnership due to the types of content that can be shared through them and the possibilities to reach the project's target groups. They also allow stakeholders to receive regular updates on the project, its activities, events and finalised products.

Facebook is one of the most convenient communication tools to promote projects to a large number of stakeholders from different groups, as it allows the partners to post a variety of content including pictures, videos, event invitations or reports, as well as links to presentations or available multimedia material.

YouTube allows its users to share longer promotional and informative videos and shorts, and embed them further onto various platforms, instantly reaching a large audience, including youth.

Instagram is a platform widely used by youth and other types of stakeholders, and it allows its users to share pictures, text messages, reels and stories, use hashtags, go live and co-produce content with other users.

LinkedIn is a networking site for professionals and has established networks on specific topics. Hence, it's convenient for sharing content and connecting with already established groups.

NOTE: Tik Tok, mentioned in the project's proposal, was later excluded from the list of acceptable social media channels by the partnership due to a number of issues with users' privacy protection and the vulnerability of one of the main target groups – underaged girls (aged 14-18). There are also formal proceedings against TikTok under the Digital Services Act currently opened by European Commission (as of 19.02.2024)

Project accounts will be created by the WP6 leader F6S (Ireland) and maintained on these channels to engage stakeholders, disseminate the information on the project and its results, highlight the project's part in events, etc. and drive traffic to the project's website.

Partners will also use their institutions' social media channels to enhance the outreach and communicate the project's results to the wider public.

5.1 Facebook

The project's Facebook page showcases the STREAM IT project's results in an informal, highly accessible way and will provide all of the necessary contact information. Due to the fact that Facebook allows its users to share both text and visual information, as well as to create events and live streams, share videos and articles, this tool will be highly useful for the dissemination of the project's results and the engagement of the majority of the target groups, as it is used by a larger audience.

Name/handle: Project Stream It

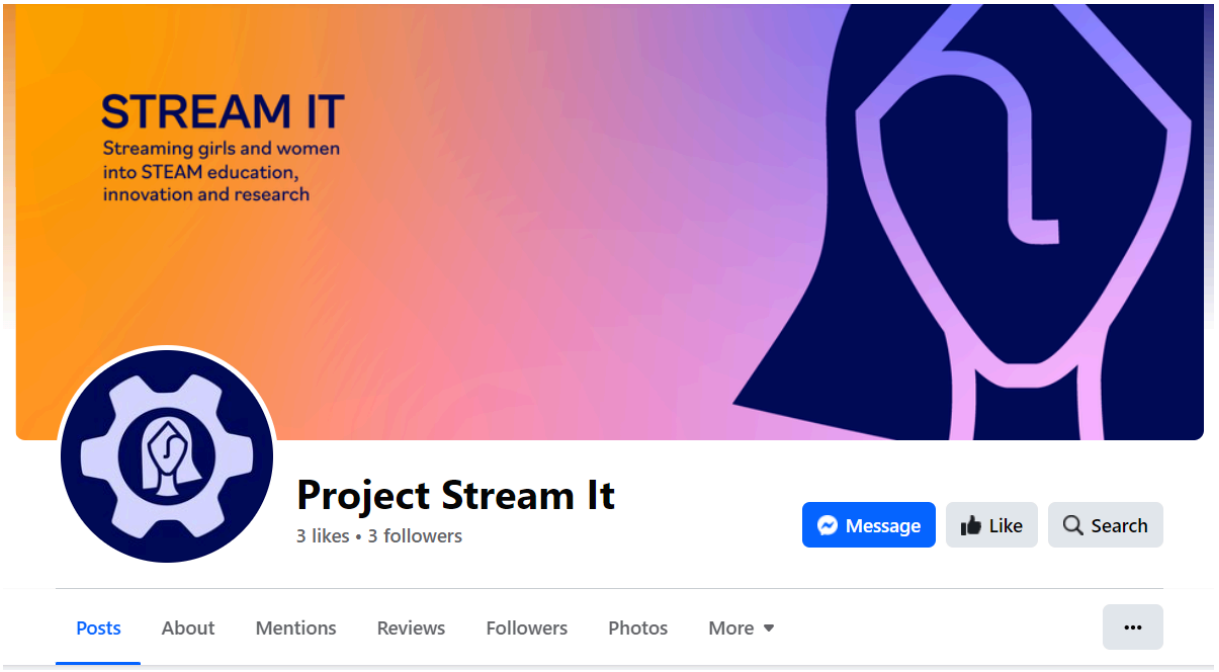

Figure 2. STREAM IT Facebook page

Targets:
- University and (BA, MA) and PhD students of STEM fields;
- STEM educators;
- Parents;
- Schools and school networks;
- Science museums and centres;
- Possible role models;
- National and EU projects;
- Other stakeholders.

Content to publish:

- Long messages;
- Articles;
- Photos;
- Photo albums (from meetings, events etc.;
- Infographics;
- Videos;
- Creating events.

Use of hashtags: all of the applicable hashtags should be used (see **chapter 5.5**)

Facebook strategy:
- Announce and promote all project publications and events;
- Use this medium as a flexible platform for getting involved and taking part in discussions;
- Exploit the partner's accounts by systematically citing it in order to maximise visibility;
- Promote the page in STEAM- and education-related communities.

Guidelines for reporting on engagement actions: partners will report the success of dissemination activities both on their and on the project's Facebook pages via the number of persons reached, as well as likes, comments, and shares. This information is shown on the bottom of each Facebook post.

5.2 YouTube

YouTube is an online video sharing and social media platform owned by Google.

Project's YouTube channel will share short and full videos that can instantaneously reach a large audience, especially youth, and used further (by embedding these videos in the project's website, newsletters, press-releases etc.).

Name/handle: @projectstreamit

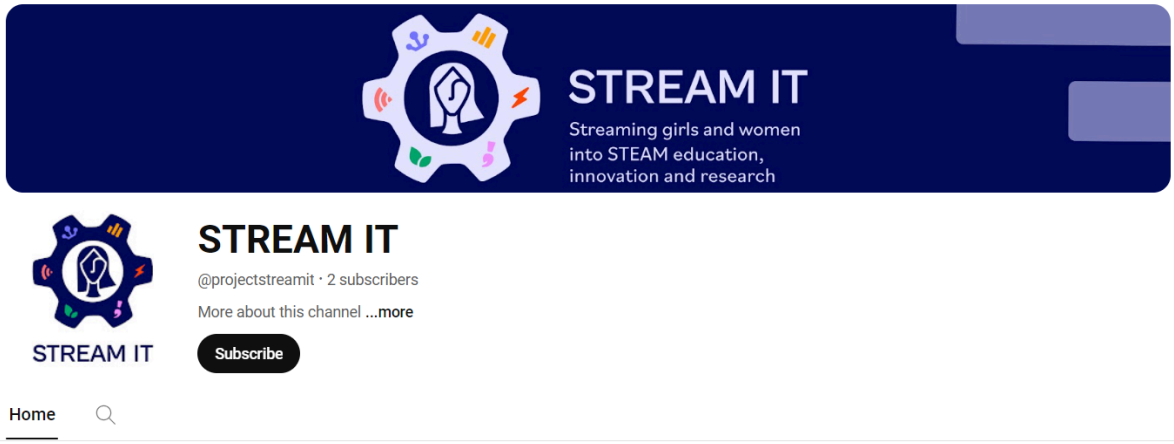

Figure 3. STREAM IT YouTube channel

Targets:
- Secondary school girls (aged 14-18);
- University and (BA, MA) and PhD students of STEM fields;
- STEM educators;
- Science museums and centres;
- Possible role models;
- Other stakeholders.

Content to publish:
- Promotional and informational videos;
- Shorts;
- Community posting.

Use of hashtags: all of the applicable hashtags should be used (see **chapter 5.5**)

YouTube strategy:
- Create shorts as they help gain visibility on the channel due to algorithm particularities;
- Publish promotional project videos on the channel;
- Embed the videos to the project website and both project's and partners' social media channels;
- Use the subtitles feature in order to reach targets in all partner countries.

Guidelines for reporting on engagement actions: partners will report with the number of likes and views, as well as subscribers.

5.3 Instagram

Instagram is a photo and video sharing social networking service owned by Meta Platforms. It allows users to upload media that can be edited with filters, be organized by hashtags, and be associated with a location via geographical tagging. Posts can be shared publicly or with preapproved followers.

Name/handle: projectstreamit

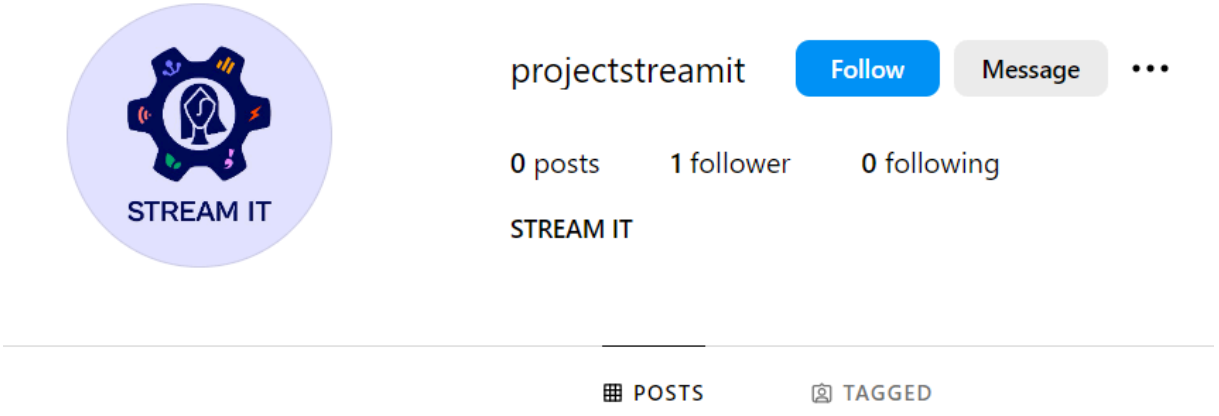

Figure 4. STREAM IT Instagram page

Targets:
- Secondary school girls (aged 14-18);
- University and (BA, MA) and PhD students of STEM fields;
- Science museums and centres;
- Possible role models;
- Other stakeholders.

Content to publish:
- Photos;
- Infographics;
- Carousels with informative and/or promotional information;
- Stories;
- Reels;
- Long posts;
- Instagram lives.

Use of hashtags: all of the applicable hashtags should be used (see **chapter 5.5**).

Instagram strategy:
- Create reels as they help to make account more visible;
- Publish promotional materials in visual form – photos, collages, infographics, carousels;
- Use stories;
- Organise lives with other thematic pages.

Guidelines for reporting on engagement actions: number of visualizations, likes, comments, and shares.

5.4 LinkedIn

LinkedIn will allow the project's team to share content and connect with already established professional and academic groups, researchers, potential collaborators etc.

Name: Projectstreamit

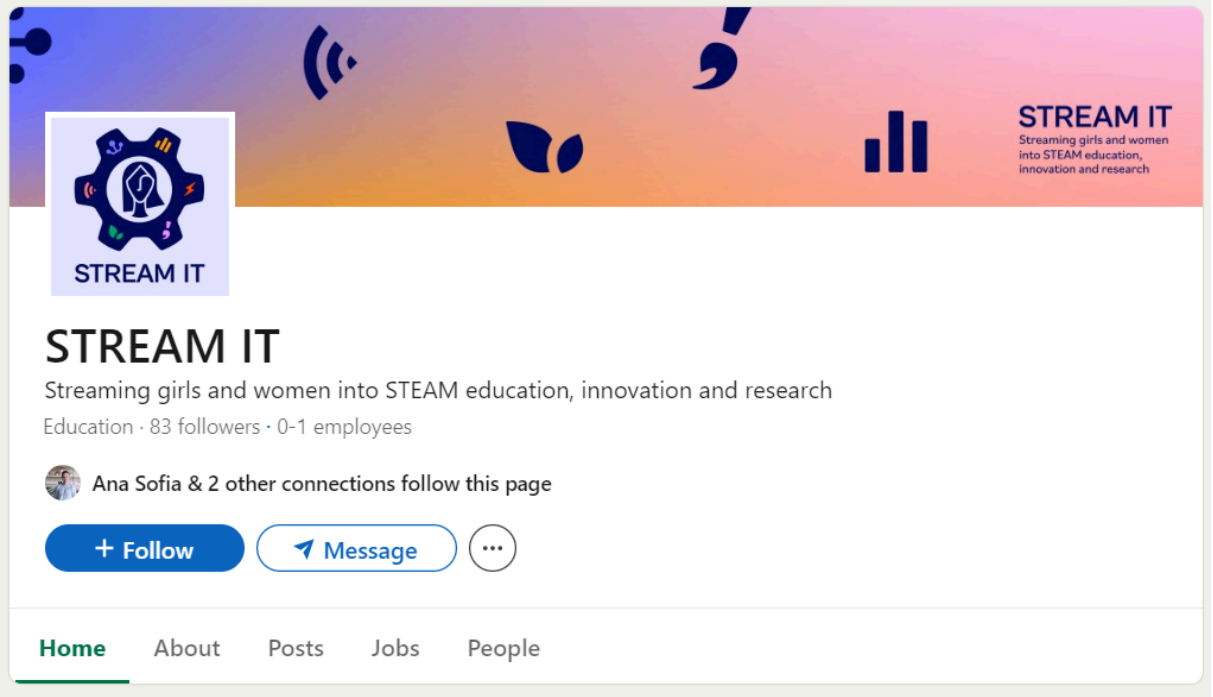

Figure 5. STREAM IT Instagram page

Targets:
- University and (BA, MA) and PhD students of STEM fields;
- Policy makers;
- Schools and school networks;
- Universities and research institutions and universities;
- Business intermediaries;
- Possible role models;
- National and EU projects;
- Other stakeholders.

Content to publish:
- Longer messages;
- Articles;
- Photos;
- Videos;
- Links.

Use of hashtags: all of the applicable hashtags should be used (see **chapter 5.5**)

LinkedIn strategy:

Create a project page to share content such as project updates, deliverables and invitations to public events. This is also important because Twitter is not equally popular in all countries or with all target audiences.

Guidelines for reporting on engagement actions: number of visualisations, likes, comments, and shares. This information can be found at the end of the module or by clicking the Metric dropdown icon at the top of the module.

5.5 Hashtags

The partners will use a number of hashtags in order to efficiently promote the STREAM IT project and its results through social media channels.

Hashtags* used will be:
- **#STREAM IT**;
- **#H2020**;
- **#research**;
- **#innovation**;
- **#OpenScience**;
- **#InvestEUresearch** (the official hashtag of the EC);
- **#streamit**;
- **#streamgap**;
- **#futureEUSTEM**;
- **#future innovators**;
- **#futureSTEMreserachers**.

Some or all of these hashtags will be added to every Facebook post, Instagram post and reel, YouTube video or short and LinkedIn update. The list of the topic-specific hashtags can be updated during the lifespan of the project and can be changed based on the content of the message shared.

**The list of hashtags should be expanded based on the content of the message communicated.*

6. The use of social media channels for digital engagement

Till month 6 of the project, the Consortium will establish a Communication Team, responsible for the organisation and guidelines of the communication, dissemination, and exploitation of the results and objectives of STREAM IT.

The Communication Team will have one responsible Communication Officer who is to be determined by the Consortium.

All partners are to appoint one responsible staff member to form a Communication Working Group at the beginning of the project. This Communication Working Group member will be the only contact point between the Communication Team and the partner organisations.

All Communication Working Group members are to report on their communication activities directly to the Communication Team.

As no results will be available at the start phase, the Communication Strategy will focus on raising project awareness among the stakeholders' community. As the first project results will become available, dissemination of project outputs will start and last until the end of the project period.

6.1 Timing

The publication of the updates about the project will be programmed according to their availability and relevance. The Communication Team will keep a content calendar with dates relevant to the project's topics and national contexts.

The Communication Team should receive the notifications about any upcoming events 6 weeks in advance. If this period cannot be respected, the partner will have to notify the Communication Team as soon as possible. Four weeks before the Team will start the promotion in social media, using the hashtag prepared for the activity.

6.2 Content

All of the content will be disseminated through social networks (both the partners and those of the STREAM IT project), with the proper use of hashtags. The Communication Team will decide on the additional hashtags to be used in social media for every dissemination activity separately.

In case of using other platforms, the partners will replicate the information published in any of the official STREAM IT channels in order to increase the dissemination impact.

The information about each event will be placed on the organiser's website, in English, and in the local language (Hungarian, German, Bulgarian, Romanian, Lithuanian, Italian, Croatian, Slovenian, Ukrainian, Serbian, Slovak, Spanish, Macedonian, Swedish, French, Flemish, Polish or Icelandic): title and brief summary, information about organisers and participants, when will it take place (date and timetable), and where will it take place (online or offline, the venue). Besides, it should be accompanied by a representative image. It must be prepared both in English and in a local language.

7. Awareness Raising Campaign

HETFA is responsible for the coordination of the Awareness raising campaigns (at least 3/year), which accompany the project for its entire duration, including dissemination and exploitation activities. The continuous online presence of the project is coordinated by HETFA with the supervision of F6S and the Communication Manager.

The primary goal of this campaign is to enhance awareness of the gender-specific barriers and challenges in the fields of Science, Technology, Engineering, and Mathematics (STEM) the young girls and women face during their education. This campaign aims to highlight effective solutions, showcase established best practices initiated by educational institutions, and disseminate related research findings generated within the project with the aim to combat gender disparities.

7.1 Specific Objectives

The campaign is built around several key objectives:

- **Engagement of Key Stakeholders:** This involves actively involving teachers, pupils, and educational institutions to foster an environment that supports gender equality in STEM education.

- **Inspiration through Role Models**: Sharing stories of successful women studying or working in STEM fields aims to motivate and inspire the future generation, demonstrating the possibilities within these sectors.
- **Promotion of the STREAM IT Project**: The campaign will also focus on introducing the STREAM IT project to a broader audience. This will be achieved by creating and distributing campaign materials that align with the project's objectives.
- **Encouraging Dialogue**: Utilising social media platforms like Facebook, Instagram, and LinkedIn, the campaign seeks to promote discussions around gender equality and the status of women in science.

7.2 Specific Communication Objectives

In order to communicate the campaign's message effectively, the following specific objectives have been set:

- **Awareness of the Gender Gap**: Increase awareness about the gender disparities present in STEM education and research and innovation (R&I), emphasising how these issues affect everyday life, and explore strategies for overcoming these challenges.
- **Visibility of Female Achievers**: Make women scientists, innovators, and entrepreneurs more visible by sharing their success stories and testimonials, thereby serving as role models.
- **Showing Good Practices for Inspiration**: Share information about already established practices of institutions who managed to support girls/women in STEAM to increase awareness about the fact that change on the institutional level is crucial to increase gender equality.

7.3 Target Groups

The campaign targets a diverse audience, which includes:

- **Young Girls (Ages 14-18**): Both those who are already interested in STEM and those who may not have considered it but are open to learning more.
- **University Students (Undergraduate, Master's, and PhD Levels)**: Engage with higher education students who are at critical stages of their career decisions.
- **STEAM Educators:** Involve educators at all levels to integrate gender equality into their teaching practices and curriculum.
- **Parents and Educational Institutions:** Engage with parents and educational institutions to create supportive environments that encourage girls to pursue STEM fields.

7.4 Implementation Strategy

To successfully achieve these objectives, the campaign will build on social media activity and social media engagement of the target groups. Presenting real-life role-models and solutions for girls between the age of 14-18 and for women in STEAM on the higher education level will be an overarching theme over the years of the project. In order to reach a wider audience, the involvement of educational institutions in the dissemination of campaign materials will be important to ensure that the campaign messages are effectively disseminated.

Yearly 3 campaigns will take place between 2024 and 2026.

7.4.1 Campaigns in 2024

1. Campaign 1 (September 16-20, 2024). The campaign is scheduled to take place between September 16-20, 2024, with focus on the back-to-school season. This campaign

aims to highlight the crucial influence of teachers in shaping the careers of young girls and to foster a more gender-inclusive approach within STEAM education.

The main goals of this initiative are:

- Emphasising the Role of Teachers: To highlight the significant impact that teachers have on girls' career aspirations and trajectories in STEAM.
- Promotion of National Inspiration Hubs: To communicate the opportunity for teachers to join the National Inspiration Hubs, which can provide them with support and resources to integrate a gender-inclusive approach into their pedagogical methods.
- Dissemination of Research Findings: To share recent research results from the STREAM IT project with teachers and educational institutions to encourage the adoption of more inclusive educational methods.

Main Message

The primary message directed towards teachers is: "Your Effort Matters." This message aims to reinforce the value of teachers' dedication in nurturing the potential of female students in STEAM.

Key Tasks

- Development of ‘Inspiring Stories’ Form: Create a form with open-ended questions targeting women currently studying or working in STEAM fields. Questions will explore their experiences and the influence of pivotal teachers in their educational and professional paths.
- Utilisation of Personal Stories: Collect and highlight personal stories to highlight the impact of motivational teachers in subsequent campaign activities.
- Selection and Highlighting of Research Findings: Identify and disseminate relevant research results from the STREAM IT project to STEAM educators.

Target Group

The target audience includes:

- STEAM teachers
- Educational institutions

Platforms for Campaign Execution

- Social Media Platforms: LinkedIn and Facebook
- Partner Platforms: Utilise platforms provided by partner schools and institutions for broader dissemination.

Partners in Content Creation

- Project Ambassadors will be asked to fill the ‘Inspiring Stories’ form aimed at gathering information about the stories and experiences of women in STEAM.
- Schools and Educational Institutions will be asked to distribute the form among female STEAM professionals and to share campaign materials on their platforms to ensure extensive reach.

Project Partners' Responsibilities

- Distribution of Questionnaire: Project partners will distribute the form to Project Ambassadors to gather stories that will be used to inspire and educate.
- Localisation of Campaign Materials: The campaign materials will be prepared by HETFA. Project Partners will be responsible to translate them into their local languages to make sure that the targeted teachers receive the message of the campaign in a suitable way.

- Promotion of Campaign Content: Partners will also be responsible for promoting the campaign on their respective platforms to maximise the visibility and impact of the campaign materials.

Deadline for Preparation
All campaign materials and preparations must be finalised by September 12, 2024, to ensure a smooth rollout of the campaign starting September 16, 2024

2. Campaign 2 (7 – 11 October, 2024). Scheduled for October 7-11, 2024, this campaign aligns with the International Day of the Girl Child, focusing on promoting the representation of women in the fields of STEAM. It aims to present inspiring stories of women who have pursued careers in STEAM, offering role models to young girls.

The main objective of this campaign is to provide visible and relatable role models for girls aged 12-18 by showcasing the experiences and achievements of women in STEM fields. This initiative seeks to motivate and empower young girls to envision themselves in similar roles and to consider STEAM subjects more actively in their education.

Main Message
To girls aged 12-18: "We Can Do It." This message emphasises that success in STEM is achievable for women and that the journey towards such careers can begin at a young age.

Key Tasks
- Engagement of Ambassadors: The Project Ambassadors will be asked to fill the form developed during Campaign 1/2024. The form will have open-ended questions about their paths in STEAM, which will be used for sharing posts about their stories alongside with selfies of them during STEAM-related activities.
- Content Selection and Preparation: Select sections of the gathered information for ‘Inspiring Stories’ and prepare them for dissemination through various media platforms.
- Engagement and Visibility: Encourage social media users to share their own selfies and stories related to STEM with a campaign-specific hashtag to boost visibility and engagement through algorithmic recommendations.

Target Group
- Primary: Girls aged 12-18.
- Secondary: Young women currently studying or starting their careers in STEM fields.

Platforms
- Instagram: Targeted at girls aged 12-18 and university students.
- Facebook & LinkedIn: Focused on university students and young professionals.

Partners in Content Creation
Women in STEM who are willing to share their inspiring stories will be key content creators for this campaign.

Project Partners and Their Tasks
- Project Partners for this campaign include HETFA, F6S, Steinbeis, RAPIV, BBU, Sunrise Valley Science and Tech Park, and CESIE. Their task is to provide at least one filled form from a Project Ambassador (or from any women studying/working in STEAM, in case this task cannot be completed with a Project Ambassador), which includes answers in a distributable quality and volume, and a selfie/picture of the person filling the form. These contributions to the ongoing series of ‘Inspiring Stories’ will be used for creating the campaign material for social media.

- HETFA will select the sections of the gathered information that will be used for the social media posts during the campaign.
- All Project Partners will be responsible for providing translations for the campaign materials.

Timeline for Preparation
All campaign materials and partnerships must be finalised by September 30, 2024

This campaign is designed to be an annual event, with each subsequent year building on the previous ones. The structure of the campaign will remain similar through 2025 and 2026, with the questionnaire being optimised based on the feedback and outcomes of earlier campaigns. Each year will highlight different aspects of the inspiring stories to keep the content fresh and engaging.

3. Campaign 3 (8 – 11 November 2024). The third campaign is scheduled to run from November 8-11, 2024, because the World Science Day for Peace and Development, which is themed annually by UNESCO, presents an opportunity to align our campaign goals with international efforts to promote science for peace and development.

7.4.2 Campaigns in 2025

1. Campaign 1 (10-14 February). The campaign is set for February 10-14, 2025, due to the International Day of Women and Girls in STEM on February 11. This campaign will spotlight the importance of providing inclusive and equal opportunities for women in STEM fields, advocating for a normalised approach where women are given equal chances and have influential roles in shaping scientific disciplines.

The key objective is to demonstrate that equal opportunities for women in STEM should be a standard, not a privilege. The campaign will disseminate effective practices and tools, like the HeForShe Activity Toolkits, that promote gender equality at an institutional level, thereby empowering women to become proactive participants in their careers and lives.

Main Message
"STEM and education-related institutions can help make a change—here is how..."

Key Tasks
- Collection of Best Practices: Gather established institution-level practices that empower women in STEM, involving Project Partners (PPs) to ensure a diverse representation from all partner countries.
- Selection of Practices to Share: Decide which practices are most effective and should be featured during the campaign.
- Material Creation: Develop appealing and accessible materials that clearly present these practices.
- Content Sharing: Throughout the campaign, share two posts daily highlighting a good practice from the prepared materials.

Target Audience
The primary target group includes professionals and decision-makers in institutions linked to STEM fields who are in positions to adopt and implement supportive practices for women. The campaign also aims to reach a broader audience, demonstrating that supporting women in STEM can be institutionally driven rather than left to individual efforts.

Platforms
LinkedIn and Facebook: These platforms are chosen to target professionals, institutions, and decision-makers effectively.

Partners in Content Creation
Project Partners are integral to the content creation process, tasked with collecting and sharing successful practices that support women in STEM. HÉTFA will prepare the social media post materials, but Project Partners are expected to provide translation to their local languages to increase the outreach of the campaign messages.

Timeline for preparation
The preparation of campaign materials needs to be finalised by February 7, 2025.

2. Campaign (19 – 23 May). Scheduled to run from May 19-23, 2025, this campaign, titled "Inspiring Stories Part 2," aims to further promote the representation of women in STEAM fields. The focus is on showcasing role models who inspire and encourage young girls to pursue careers in these fields.

The primary objective is to provide visibility for women in STEM, allowing girls aged 12-18 to see successful female role models in these sectors. The campaign seeks to demonstrate that success in STEM is achievable for women and to encourage young girls to explore STEAM subjects actively.

Main Message
To girls: "We Can Do It" - This message reinforces that it is possible to be successful in STEM as a woman and encourages young girls to start engaging with STEAM subjects from an early age.

Key Tasks
- Engagement of Ambassadors: The Project Ambassadors will be asked to fill the form developed during Campaign 1/2024. The form will have open-ended questions about their paths in STEAM, which will be used for sharing posts about their stories alongside with selfies of them during STEAM-related activities.
- Content Selection and Preparation: Select sections of the gathered information for 'Inspiring Stories' and prepare them for dissemination through various media platforms.
- Engagement and Visibility: Encourage social media users to share their own selfies and stories related to STEM with a campaign-specific hashtag to boost visibility and engagement through algorithmic recommendations.

Target Group
- Primary: Girls aged 12-18.
- Secondary: Young women currently studying or starting their careers in STEM fields.

Platforms
- Instagram: Targeted at girls aged 12-18 and university students.
- Facebook & LinkedIn: Focused on university students and young professionals.

Partners in Content Creation
Women in STEM who are willing to share their inspiring stories will be key content creators for this campaign.

Project Partners and Their Tasks
- Project partners include NaTE, Techpark Varazdin, UHE, BRIT, IMP, ADDSEN, and UBU. Their task is to provide at least one filled form from a Project Ambassador (or from

any women studying/working in STEAM, in case this task cannot be completed with a Project Ambassador), which includes answers in a distributable quality and volume, and a selfie/picture of the person filling the form. These contributions to the ongoing series of 'Inspiring Stories' will be used for creating the campaign material for social media.

- HETFA will select the sections of the gathered information that will be used for the social media posts during the campaign.
- All Project Partners will be responsible for providing translations for the campaign materials.

Timeline for Preparation
May 16, 2025

3. Campaign 3 (10 – 14 November 2025). Scheduled for November 10-14, 2025, this campaign is in accordance with the World Science Day for Peace and Development, a UNESCO-recognized event. Each year, UNESCO sets a theme for this day, and our campaign will align with the 2025 theme, incorporating a focus on gender equality and the achievements of female scientists.

7.4.3 Campaigns in 2026

The campaigns in 2026 will adopt the similar structure as the previous years. The details will be added later based on the project's progression.

8. KPIs OF DIGITAL ENGAGEMENT

A series of key performance indicators (KPI) has been defined to measure the impact of the dissemination and communication activities carried out by the project consortium via its social media channels from the project start. These can be seen below.

Table 4. Foreseen dissemination KPIs per social media

Channel	Number of followers	Number of posts	Targeted audience
Facebook	200 followers/partner country	5 posts/month per consortium member	- University and (BA, MA) and PhD students of STEM fields; - STEM educators; - Parents; - Schools and school networks; - Science museums and centres; - Possible role models; - National and EU projects; - Other stakeholders.
YouTube	200 followers/partner country	5 posts/month per consortium member	- Secondary school girls (aged 14-18); - University and (BA, MA) and PhD students of STEM fields; - STEM educators; - Science museums and centres; - Possible role models; - Other stakeholders.

Instagram	N/A	N/A	- Secondary school girls (aged 14-18); - University and (BA, MA) and PhD students of STEM fields; - Science museums and centres; - Possible role models; - Other stakeholders.
LinkedIn	N/A	N/A	- University and (BA, MA) and PhD students of STEM fields; - Policy makers; - Schools and school networks; - Universities and research institutions and universities; - Business intermediaries; - Possible role models; - National and EU projects; - Other stakeholders

To account for the dissemination of results via social media, WP6 will prepare a final report of dissemination activities.

9. Roles and responsibilities

This section defines the roles and responsibilities related to social media activities within the project.

All partners will:
- support dissemination activities;
- ensure communications reflect the project messages;
- include hashtags when mentioning the project on Facebook, YouTube, Instagram and LinkedIn;
- participate in carrying out the social media activities to the best of their abilities and resources;
- plan the media approach determined for each activity;
- prepare the appropriate contents as indicated for each activity;
- collect evidence of the execution of campaigns;
- report the information sent and evidence collected to the lead partner.

The **task leader together with the WP6 leader** will:
- determine the contents of the messages appropriate to each medium per action;
- indicate the evidence to be collected regarding the social media activities;
- manage the undertaking of all external communication activities;
- act as the central point of contact for all external communication activities.

To convey information on the social media activities, **WP leaders** will:
- provide regular updates on social media activities;
- keep the content plan for project's channels;
- provide information and content on the work carried out within their work package by producing communications outputs;
- inform the WP6 Leader whenever STREAM IT is promoted via social media means.

A calendar of partner responsibilities in regards to digital engagement of targets will be created at a general partner meeting in order to facilitate the process.

Conclusions

Through its social media activities, STREAM IT aims at creating a sustainable community (formed around the project's social media), which will be active after the grant period and thus be able to move forward the project's outputs. The social media community will be managed and maintained for at least one year after the grant period to continue to grow and be alive a long time afterward.

The Stakeholder Mapping and Digital Engagement Strategy will be systematically reviewed and updated on the occasion of each consortium meeting, if necessary.

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https://www.facebook.com/profile.php?id=61558486186687

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