

COMMUNICATION TOOLKIT TO CELEBRATE THE 2ND ANNIVERSARY OF THE GUIDELINES ON DISINFORMATION AND ETHICAL GUIDELINES ON ARTIFICIAL INTELLIGENCE

1. Promotional Package: 2nd Anniversary of the Guidelines on Disinformation

Celebrate Two Years of Combatting Disinformation in Education

Date: October 11, 2024

Context:

The [Guidelines for teachers and educators on tackling disinformation and promoting digital literacy through education and training](#), empower educators with practical tips and activity plans to promote digital literacy and foster critical thinking. As part of the European Commission's [Digital Education Action Plan](#), they aim to build students' resilience against disinformation, ensuring responsible and safe digital technology use.

As we mark the second anniversary of these we reflect on the journey made in empowering educators and students to navigate the challenges of false information. These guidelines have been key in shaping educational practices and enhancing digital literacy.

Our Achievements:

- Our Guidelines on Disinformation have been downloaded over 12.000 times, demonstrating widespread adoption and impact.
- **Translations:** The guidelines have been translated into Western Balkan languages, expanding their reach and accessibility. As such, the guidelines are now available in the 24 EU languages plus Serbian, Macedonian, Montenegrin, Albanian, Bosnian and Georgian.

Ongoing Support: We continue to support schools, teachers, and educators by providing resources, training, and updates to help them address disinformation effectively.

Get Involved: We encourage you to [fill in our survey](#) before **3 November** to share your experiences and thoughts on the future directions for the guidelines.

Factsheet: Guidelines for teachers and educators on tackling disinformation and promoting digital literacy through education and training.

Download the factsheet [here](#).

Infographic: Guidelines for teachers and educators on tackling disinformation and promoting digital literacy through education and training.

Download the infographic [here](#).

Social Media Copies:

Twitter:

1. Celebrating 2 years of our Guidelines on Disinformation! Downloaded over 12.000 times and translated into multiple languages, these guidelines are shaping digital literacy in education. Share your feedback and help us improve! #DisinfoGuidelines #Education #DigitalLiteracy [[Link to survey](#)].
2. It's been 2 years since we launched the Guidelines on Disinformation! Join us in celebrating their impact and learn how they're making a difference. Have your say on future updates through our survey! #DisinfoAnniversary #EdTech [[Link to survey](#)].
3. Happy 2nd Anniversary to our Guidelines on Disinformation! With over 12.000 downloads and translations into Western Balkan languages, these guidelines are reaching far and wide. Share your thoughts and help us shape the future! #DigitalEducation #Disinformation [[Link to survey](#)].

Instagram:

1. Mark your calendars for October 11! We're celebrating 2 years of our Guidelines on Disinformation! With over 12.000 downloads and translations into Western Balkan languages, these guidelines are making an impact. Swipe up to share your feedback and be part of the next chapter! #DisinfoGuidelines #Education #DigitalLiteracy [[Link to survey](#)].
2. Celebrating 2 years of tackling disinformation in education! Our guidelines have been downloaded over 12.000 times and translated into several languages. Have your voice heard and help us shape the future! Swipe up to take our survey. #DigitalEducation #Disinformation [[Link to survey](#)].

Facebook:

1. We're celebrating the 2nd Anniversary of our Guidelines on Disinformation! With X downloads and translations into Western Balkan languages, these guidelines have had a significant impact. We want to hear from you—share your feedback through our survey and help us enhance these resources. [[Link to survey](#)].
2. Two years ago, we launched the Guidelines on Disinformation to support educators and students in combating false information. Join us in reflecting on our achievements and

contributing to future improvements. Fill out our survey and let us know your thoughts!
[\[Link to survey\]](#).



2. Promotional Package: 2nd Anniversary of the Guidelines on Artificial Intelligence

Celebrate Two Years of Advancing AI in Education

Date: October 25, 2024

Context:

The [Ethical Guidelines on Artificial Intelligence and data in teaching and learning for educators](#), developed under the European Commission's [Digital Education Action Plan \(2021-2027\)](#), help educators harness the potential of AI in education while addressing its ethical implications. These guidelines raise awareness of the risks and provide support for educators to engage with AI systems critically and responsibly, fostering an informed and balanced integration of AI in the classroom.

As we celebrate the second anniversary of the Guidelines on Artificial Intelligence, we reflect on how these guidelines have transformed educational practices and supported the integration of AI technologies in schools. These guidelines have been key in shaping educational practices and enhancing educators' understanding of AI's potential and risks.

Our Achievements:

- **Number of Downloads:** Our Guidelines on Artificial Intelligence have been downloaded over 29.000 times, illustrating their influence and adoption.
- **Translations:** The guidelines have been translated into Western Balkan languages, broadening their accessibility and impact. As such, the guidelines are now available in the 24 EU languages plus Serbian, Macedonian, Montenegrin, Albanian, and Bosnian.

Ongoing Support: We remain committed to supporting educators with resources, training, and updates to ensure they effectively integrate AI into their teaching practices.

Get Involved: We invite you to participate in our surveys to provide feedback on the guidelines by [filling in this survey](#) before **17 November**, and share your views on future developments.

Factsheet: Ethical Guidelines on Artificial Intelligence and data in teaching and learning for educators:

Download the factsheet [here](#).

Infographic: Ethical Guidelines on Artificial Intelligence and data in teaching and learning for educators:

Download the infographic [here](#).

Social Media Copies:

Twitter:

1. It's been 2 years since the launch of our Guidelines on Artificial Intelligence! Downloaded + 29.000 times and translated into various languages, these guidelines are advancing AI

in education. Share your feedback and help us evolve! #AIGuidelines #Education #EdTech [\[Link to survey\]](#).

2. Celebrating 2 years of transforming education with our AI Guidelines! Join us in reflecting on their impact and contribute to future improvements. Your feedback matters—take our survey today! #AIAnniversary #DigitalEducation [\[Link to survey\]](#).
3. Happy 2nd Anniversary to our Guidelines on Artificial Intelligence! With +29.000 downloads and translations into Western Balkan languages, we're making strides in education. Help us shape the future by sharing your thoughts in our survey! #EdTech #AI [\[Link to survey\]](#).

Instagram:

1. Save the date for October 25! We're celebrating 2 years of our Guidelines on Artificial Intelligence! With + 29.000 downloads and translations into Western Balkan languages, these guidelines are making a difference. Swipe up to provide your feedback and be part of the journey! #AIGuidelines #Education [\[Link to survey\]](#).
2. Celebrating 2 years of advancing AI in education! Our guidelines have been downloaded + 29.000 times and translated into multiple languages. Share your thoughts and help us enhance these resources—swipe up to take our survey! #DigitalEducation #AI [\[Link to survey\]](#).

Facebook:

1. We're marking the 2nd Anniversary of our Guidelines on Artificial Intelligence! With + 29.000 downloads and translations into Western Balkan languages, these guidelines have had a significant impact. We want your feedback—fill out our survey and help us shape the future of AI in education! [\[Link to survey\]](#).
2. Two years ago, we introduced the Guidelines on Artificial Intelligence to support educators in integrating AI technologies. Join us in celebrating this milestone and contribute to future developments. Share your feedback through our survey! [\[Link to survey\]](#).



**Join us in using the Guidelines
on Artificial Intelligence**

**Digital Education
Action Plan**