



# Girls in Digital Week

Empower, Inspire and Celebrate!



Funded by  
the European Union



## Girls in Digital Week – Media Kit

We're excited to invite you to take part in the **Girls in Digital Week** initiative! This empowering event is designed to inspire, support, and amplify the voices of young women in the digital space, fostering opportunities for growth, innovation, and collaboration.

To help you learn more and get involved, we've prepared a comprehensive **media kit**. It includes key details about the initiative, our mission, event highlights, and ways you can participate or support. You'll also find brand assets and promotional materials to help spread the word.

We welcome all interested individuals and organizations to join us in making this event a success. If you have any questions or need further information, please don't hesitate to reach out.

Let's work together to shape a more inclusive digital future!

#GirlsInDigital #DigitalInclusion #WomenInTech #FutureOfDigital



www.codeweek.eu



Girls in Digital Week

Get involved!

# Campaign Launch from February 17th, 2025

Check the **Eu Code week** socials to follow our daily **Girls in Digital** campaign!



[codeweek.eu](http://codeweek.eu)



[linkedin.com/company/codeweek/](https://linkedin.com/company/codeweek/)



@CodeEU



@CodeWeekEU



@CodeWeekEU



## A campaign starting February 17th, 2025

The **Girls in Digital Week** initiative is a movement dedicated to bridging the gender gap in the digital and tech space. Our mission is to inspire and equip young women with the skills, confidence, and opportunities they need to thrive in an increasingly digital world. Through engaging workshops, mentorship programs, and collaborative events, we're creating a platform where innovation and inclusion go hand in hand.

We invite our partners and supporters to **help amplify this message**. By sharing, interacting with, and republishing our campaign, you can help us reach more voices and create a bigger impact. Together, we can inspire the next generation of digital leaders and innovators.

Join us in spreading the word — let's build a future where girls and women lead and shape the digital revolution.



# Canva Templates

As part of our outreach efforts for the **Girls in Digital Week** initiative, we've developed customizable **Canva templates** tailored for you. These resources, available in English, are designed to help you communicate and promote the initiative on your social media platforms and other channels.

We encourage you to localize these templates for your respective audiences, ensuring our collective message reaches and inspires as many people as possible. Your support in sharing and amplifying this campaign is crucial to building a more inclusive and innovative digital future.

Thank you for being a vital part of this movement. Together, let's empower the next generation of women in tech.



# Customizing the Templates

You can make the following customisations to the templates:

**Text:** Update the template text to include specific details about your local Girls in Digital events, dates, or calls to action. Ensure your text remains clear and concise for your audience.

**Photos:** Replace the placeholder images with your own event or local photos that align with Girls in Digital themes. Ensure the images are high quality to maintain a professional look.

**Logos:** You can add your organisation's logo alongside the EU Code Week logo if necessary. However, do not modify the EU Code Week branding or its core elements, such as colours or logo placement.

**Language:** Translate the text into your local language to make it more relatable for your audience. Ensure that the message stays consistent with EU Code Week's overall tone.





# Editing with Canva

**What is Canva?** Canva is an online graphic design tool that allows you to edit templates easily. You will need a **free Canva account** to access and modify the designs. It's user-friendly and requires no design experience.

**Copying the Design:** Before making any edits, **make a copy of the template** by clicking "File" > "Make a Copy" within Canva. This ensures you won't overwrite the original template and allows you to safely customize your own version.

## Exporting your custom design

Once you've made your changes, export the designs in the appropriate format for the platform:

**For Instagram, Facebook, LinkedIn, and Twitter posts:** Export in **PNG** or **JPEG** formats.

**For Instagram Stories:** Ensure you use the **1080x1920px** template size and export it as a **PNG** or **JPEG** as well.



# Scheduling and Posting

Use the right-sized template for each social media platform. The sizes are optimized for best display on each platform

# Maximizing Reach and Engagement

Don't forget to tag **@EUCodeWeek** on your social posts and use the hashtags **#EUCodeWeek** and **#GirlsInDigital**

Share your posts with local partners and encourage them to reshare to expand the reach.

Engage with your audience by replying to comments, answering questions, and resharing user-generated content that involves EU Code Week.



## Suitables formats

- Links for Instagram grid 1080x1350px:  
[Ready-made template](#)  
[Choose your image template](#)
- Links for Facebook and LinkedIn 1200x628px:  
[Ready-made template](#)  
[Choose your image template](#)

