



Published on *Heinnovate* (<https://heinnovate.eu>)

[Home](#) > The HEI has a dynamic digital presence supporting all its activities.

The HEI has a dynamic digital presence supporting all its activities.

Digital communication is increasingly pervasive across all sectors of the economy and society, and enhances the reach of the institution beyond its initial audience or community base. It has many applications, from marketing to fostering partnerships.

A dynamic digital presence goes beyond webpages and digital brochures, and must incorporate active communication. An institution should take a coordinated approach to its digital communication, encompassing:

- Outreach and engagement, including internal and external stakeholders at local, national and international levels
- Knowledge exchange, networking and collaboration
- Marketing and promotion
- Consultation, for example with local employers

To enact this, institutions should consider how to enhance both staff and students' digital productivity and how to build their capacity to communicate effectively through digital media. All staff and students should take responsibility for their institutional profiles covering aspects of teaching and learning, as well as research teams and groups, and enhance their discoverability. There should be institutional guidelines and common practices which promote the use of social media platforms and ensure continued usefulness and relevance of the institution's digital presence.

Source URL: <https://heinnovate.eu/en/resource/hei-has-dynamic-digital-presence-supporting-all-its-activities>