

使命

傳訊處作為對外傳播窗口，致力提升香港教育大學（教大）在本地、區域及國際的知名度和聲譽。我們透過開展具策略性的傳播計劃，有效聯繫各持份者及公眾，加強教大品牌形象，同時推動其核心項目的發展。主要工作範疇包括：

- 品牌推广
- 媒體關係
- 數碼傳播
- 刊物編撰
- 活動籌劃
- 內外協作

傳訊處與大學管理團隊、各學院部門及教大社群一直緊密協作，提供專業傳播策略支持，確保所有宣傳推廣工作與大學願景、使命及核心價值保持一致。

Mission

The Communications Office (CO), serving as the external communications channel, is committed to elevating the visibility and enhancing the reputation of The Education University of Hong Kong (EdUHK) at local, regional and global levels. Through strategic and impactful communications initiatives, we actively engage stakeholders and the public to strengthen the University's brand and advance its core priorities. Our major responsibilities include:

- Brand promotion
- Media relations
- Digital communications
- Publications
- Event coordination
- Engagement

Collaborating closely with senior management, faculties and the EdUHK community, we provide professional advice and support to ensure all communications align with the University's vision, mission and values.

品牌推广

傳訊處專責統籌教大品牌的策略發展，確保視覺形象統一，以強化跨平台傳播協同效應，突顯教大在高等教育界的獨特優勢。我們製作各類傳播與宣傳素材、策劃具影響力的推廣活動，並制訂和完善品牌識別指引。

Brand Promotion

Serving as the University's brand guardian, CO oversees the development of its brand strategy and promotes a cohesive visual presence, with the aim of facilitating seamless communications and distinguishing EdUHK in the competitive landscape of higher education. We create communications and publicity materials, plan impactful brand-building campaigns, and establish and continue to administer comprehensive brand identity guidelines.

媒體關係

有效的媒體傳播不僅對提升教大的整體聲譽及形象至關重要，更有助於展示其在教學、學術及研究等方面的成就，以及師生及校友的傑出表現。傳訊處協助大學積極建立策略性的媒體關係，不僅立足於本地媒體，亦重視中國內地和國際傳播，透過制訂精準的傳播策略，持續一致的訊息傳遞，將有關大學發展的重要資訊擴大到更大範圍，觸及更廣泛的受眾。

Media Relations

Effective media engagement is essential for elevating EdUHK's profile and branding, showcasing its achievements in teaching, academics and research, as well as the remarkable accomplishments of its faculty, students and alumni. CO actively builds strategic media relationships for the University, engaging not only with local outlets but also strengthening connections with the Chinese Mainland and international platforms. By developing nuanced communications strategies and ensuring consistent messaging, we aim to amplify the University's key institutional developments to reach a broader audience.

數碼傳播

傳訊處負責管理大學網站、內聯網及多個社交媒體平台的官方賬號。透過多元化數碼渠道適時發放大學重要資訊，並以符合當代年輕人閱聽習慣的方式，以圖文、音視頻等內容形式，向持份者與公眾提供即時、鮮活且跨越地域的訊息傳播服務。

Digital Communications

CO manages the University's main website, the Portal intranet and official accounts of multiple social media platforms. Through these diverse digital channels, we deliver key university updates in timely and engaging formats including visuals, and audio and video content. This approach ensures agile and boundary-transcending dissemination of messages in line with contemporary audience preferences, thereby keeping stakeholders and the public consistently informed.

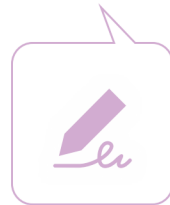


歡迎瀏覽我們的平台
Please visit our platforms

刊物編撰

傳訊處透過收集、整理、編撰並提供具洞察力的內容，聚焦教大的各項倡議、理念、成就及核心價值，在向大學社群、持份者、主管部門及社會大眾傳遞資訊、提煉經驗、總結進展等，發揮着至關重要的作用。我們透過各類出版刊物敘述和分享教大故事，包括：

- 《年報》
- 每年出版兩期的雜誌《教大未來》
- 校內網上通訊《iCONNECT》



Publications

CO plays a vital role in gathering, organising, compiling and crafting insightful content that highlights EdUHK's initiatives, achievements and values. Acting as a central bridge, we disseminate information, refine experiences and summarise institutional progress to engage the university community, stakeholders, competent authorities and the general public. The narrative of EdUHK is shaped and shared through various publications including:

- the *Annual Report*
- biannual magazine *EdUHK Futures*
- internal online newsletter *iCONNECT*



活動籌劃

傳訊處專責策劃及統籌全校重點活動，致力聯繫社區，同時推動師生、校友及校外持份者的互動參與，以及深化教大社群的歸屬感與協作文化。



Event Coordination

CO plans and organises a diverse range of university-wide events and initiatives. In addition to nurturing connections with the community, these events aim to enhance engagement among staff, students, alumni and external stakeholders, fostering a sense of belonging and collaboration across the EdUHK community.



內外協作

傳訊處致力推動校內協作，積極促進締結對外的策略性合作夥伴關係，以加強校內協同效應的同時，鞏固教大在中國內地及國際的知名度和影響力。我們緊扣大學發展策略，重點拓展內地及海外網絡，透過與政府部門、高等院校及各類機構建立協作關係，推動合作項目，以提升教大在本地、區域及全球的教育領先地位。



Engagement

CO is dedicated to fostering internal collaboration and external strategic partnerships, with the aim of enhancing institutional synergy and strengthening EdUHK's national and international presence. We align our efforts with the University's goals, focusing on expanding outreach in the Chinese Mainland and beyond. By cultivating collaborations with government bodies, universities and various institutions, we advance joint initiatives that enhance EdUHK's leading position in education at local, regional and global levels.



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