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First specialist guide about AI in education communications

The Education Comms Network (ECN) has published the first practical guide to focus specifically on how artificial intelligence (AI) is being used in education communications.

[*AI in Education Communications - a practical guide*](#) combines expert insight with real-life case studies from education communications professionals already using AI in their day-to-day work. The guide aims to help practitioners make informed decisions about using AI responsibly and effectively. As well as the case studies, contributed by members of the network, there are practical sections about security, ethics and strategy.

Susan Higgins, report co-editor and Director of Communications at the Edge Foundation said: *"This guide offers a snapshot in time. AI is evolving at an extraordinary pace, and the way communications teams use these tools will change just as quickly. The case studies we've included aren't intended as a blueprint, but as examples of how Education Comms Network members are already using AI."*

"At Edge, we're approaching AI with serious caution. As an organisation focused on improving outcomes for young people, we can already see AI reshaping the workplace and the pathways into employment. We hope this guide helps communications professionals engage with these technologies in a critical, informed and responsible way."

The guide is intended as the start of an ongoing conversation across the education communications community which the Education Comms Network helps to support.

Anna Pedroza, report co-editor and co-founder of the Education Comms Network added: *"It's essential we plan our use of AI strategically rather than using it simply as a tactical tool. The guide provides a valuable benchmark for education comms professionals to consider their own use of AI."*

The [guide is available free to download](#) and is intended as the start of an ongoing conversation which the Education Comms Network will continue to facilitate.

Chris Fairbank, Director of Communications, The Heads' Conference said: *"AI is already reshaping education communications, and this excellent report offers the practical, ethical and strategic guidance teams need to respond with confidence. Grounded in real-world case studies and expert insight, The Edge Foundation has produced something that helps education communicators use AI thoughtfully, safely and with impact."*

Aaron Hussey, Director of Communications, Oasis said: *"This report has arrived at the perfect time, as we as education communications professionals are getting to grips with the power, potential and pitfalls of AI, not just for our teams and work, but also for the communities that we serve."*

Download the guide here: <https://www.edge.co.uk/about-edge/our-networks/education-comms-network/ai-in-education-communications-a-practical-guide/>

ENDS

Notes to editors

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About the Education Comms Network

The Education Comms Network is a mutually supportive network of over 150 marketing and communications professionals working across the education sector. It was founded in November 2020 with support from the Edge Foundation. The network meets once a term online to learn, hear from experts and share their work. Through the Education Comms Network, Edge is helping support and improve the overall effectiveness of education comms teams across the UK. By supporting this report on AI in education communications, we're helping to spark vital conversations, bridge the gap between comms, policy and CPD in education, and strengthen a community that learns, reflects and grows together.

About the Edge Foundation

The world is changing fast and education needs to keep up. Edge is an independent, politically impartial education foundation. We want education to be relevant to the twenty-first century. We gather evidence through research and real world projects and partnerships and use this to lead the debate and influence policy and practice. Edge believes all young people need to be equipped with the skills that today's global, digital economy demands, through a broad and balanced curriculum, high quality training, engaging real world learning and rich relationships between education and employers. Visit www.edge.co.uk to find out more