

Campaign Messaging Framework

Please note that these are for internal reference and guidance only. No localization is needed for the messaging framework.

Tagline	Unlock full learning potential with Microsoft Education
Short Messaging	Empower your students, teachers, and schools to unlock their full potential with the most secure, accessible Windows for learning in the classroom and beyond.
Medium Messaging	Empower your students, teachers, and schools to unlock their full potential with the most secure, accessible Windows for learning in the classroom and beyond. Deliver high-quality learning experiences for students of all abilities, advanced protection from cyber threats, and devices that are built for education.
Long Messaging	Empower your students and teachers to unlock their full potential with the most secure, accessible Windows for learning in the classroom and beyond. Deliver high-quality learning experiences that are designed to support students of all abilities. Protect students, teachers, and schools from cyber threats, no matter where they are, now and in the future. Gain reliable performance on a wide range of devices that are easy to deploy, manage, and use. All powered by one secure and trusted platform that's built for education.

Value Pillars and Capabilities

Inclusive design

What it means	Microsoft offers technology that enables students to participate in high-quality learning experiences, whether in school or online. Microsoft's inclusive solutions support students' diverse learning experiences by incorporating research-based approaches and proven instructional strategies. Inclusive learning environments provide each student with the tools and support they need to fully participate.
How to communicate it	Deliver a high-quality learning platform for students, at school or online. - Get integrated learning tools to help students master reading, writing, and math. - Use a digital pen to write and draw naturally on a more sensitive touchscreen. - Access files and apps with voice and simple gestures.

Secure and scalable IT

What it means	Microsoft is committed to maintaining safe technology environments safety, building solutions on the foundational principles of security, privacy, compliance, and transparency on trusted platforms that will work today, tomorrow, and in the future. What's more, we recognize the complexity involved in deploying devices for student use, and we are committed to making that experience as seamless as possible, within a safe, secure platform for learning.
How to communicate it	Protect students, teachers, and schools from cyber threats, no matter where they are, now and in the future. - Guard against unsafe websites, malware, and phishing. - Defend devices against unauthorized users. - Maintain the highest level of student privacy at school and off-site.

More value to advance learning

What it means	Microsoft believes that all students deserve equitable access to technology that supports high-quality learning and can prepare students for their future in college and careers. We also believe that by offering a wide range of devices to educational institutions, including low-cost devices, we can help bridge the digital divide and enable educators to make the most of technology budgets.
How to communicate it	Gain performance on devices that are built for education. - Access a wide range of device options. - Get a seamless experience using the familiar learning apps in Microsoft 365. - Provide devices that prepare students for their future in college and career.