

HEAL

en**H**ancing **rE**covery and integr**A**tion through network**ing**, emp**L**oyment
training and psychological support for women victims of trafficking

WP4; Deliverable 4.1:
Communication and Awareness Raising Strategy

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Introduction

This document outlines the Communication and Awareness Raising Strategy for the AMIF Project HEAL – enHancing rEcovery and integrAtion through networking, empLoyment training and psychological support for women victims of trafficking, project number 863631 – HEAL – AMIF-2018-AG-INTE.

As part of WP4 Communication and Awareness Raising, the Communication and Awareness Raising Strategy for project HEAL has been developed to provide guidelines and clarifications to the project partners on how to achieve and implement the objectives, activities, outputs, and deliverables described in WP4. This includes an outline of the Work Package Objectives, Activities, Target Audiences, Channels/Medium, Tools and Strategies, and Monitoring and Evaluation strategy.

This strategy is developed by PATRIR as the lead partner for WP4, with inputs from LIBERA for the On-site activities, and with feedback from all partners in the consortium.

1 Objectives

Establishing the goals of the communication and awareness raising strategy is the first step, as this will drive the decisions for the target audience and the content of the messages. Every activity and post created for the HEAL project should be in line with the identified goals to ensure that the communication and awareness raising action is coherent and impactful.

Goals can be defined on different levels, with an overarching goal associated with complementary sub-objectives that are measurable and achievable. Establishing clearly identified goals also facilitates the monitoring and evaluation to measure the success of the campaign.

The overall goal of the HEAL project is to facilitate the integration of third country national women victims of trafficking for the purpose of sexual exploitation. To do so, the project develops a comprehensive healing process based on competence-building, psychological support to women, and enhanced cooperation between key actors.

The sub-objectives specified for **WP4 Communication and Awareness Raising** are:

1. To enhance knowledge and awareness among an increasingly higher number of women VoT of the rights and services available for their support, and of the methodologies and tools promoted by the HEAL project to support their healing process and smooth integration in the host society
2. To raise awareness among service providers, employers, local authorities, civil society and the general public of the issue of trafficking of human beings for sexual exploitation, and of the strategy promoted by the HEAL project to support TCN women VoT's integration through concerted efforts
3. To disseminate the project's activities and results among key actors thus encouraging their replicability

These objectives will guide our planning and implementation of the communication and awareness raising action.

2 Target Audience

The next step is to identify the right audience for the communication and awareness raising. A clearly defined target audience strengthens the impact of the communication by facilitating the design of tailored messages, media, and messengers (Tuck and Silverman, 2016).

Depending on the audience, the communication needs to adopt the appropriate messaging, from a broader approach to one-on-one interventions, respectively. In addition, research and detailed profiling of the identified target audience helps us tailor the messages we use. For example, knowing that on YouTube, users tend to search for a video and then browse related content could encourage communicators to associate their videos to other related ones, by using similar titles, etc.

To identify our target audience, we look back at the objectives of our communication and awareness raising. From these, we can identify four layers of target audiences:

1. TCN Women VoT (*Objective 1*)
2. Service providers, employers, local authorities, civil society (*Objective 2*)
3. Press, key influencers and higher level advocacy (*Objective 3*)
4. The general public (*Objective 2*)

2.1 Profiling

Having a clear understanding of the target audience helps us communicate more effectively and with a higher impact. Thus, throughout **WP2: "Promote a common understanding of needs and networking"**, we should also try to learn as much as we can about the behaviours and preferences of our key target audiences, especially TCN women VoT. Some aspects might include:

- ❖ Age
- ❖ Occupation
- ❖ Level of education
- ❖ Gender
- ❖ Ethnicity
- ❖ Level of engagement

- ❖ Popular platforms used
- ❖ Online and onsite social interactions
- ❖ Attitudes, values, motivations, behaviours
- ❖ Sources of influence (e.g., facts, emotions, satire, which credible voices)
- ❖ Community interests
- ❖ Language and tone used

These profiling aspects can be discovered through casual informal conversations with the target groups and by including some specific questions about it in our focus groups, such as

- How much time per day do you spend on social media?
- Which social media applications do you use the most?
- Which media sources do you go to for information and news?

The target audience are the best to provide insights and judge the effectiveness of communication, and should be considered as active actors in our communication and awareness raising action (RAN, 2015). We can evaluate the effectiveness of our strategy by monitoring the reach and engagement of our communication with our target group.

Possibly, our communication can attempt to reach more than one audience. However, we should bear in mind that quantity does not always mean quality. Targeted campaigns appealing to a specific target group appear to be the most impactful. Hence, "going viral" is not always realistic or necessary (Briggs and Feve, 2013).

2.2 Messengers

There are different actors that can embody and portray the messages in the communication and awareness raising campaign. According to the goals and target audience, a certain type of actor can be favoured (RAN, 2015).

The selected messengers need to be

- Credible,
- Authentic and
- Have the authority to address the audience.

Some potential types of messengers are listed below (Briggs and Feve, 2013; Zeiger, 2016):

- **Families and peers** can provide more intimate and emotional stories.

- **Civil society and community actors** can have influence at the local level and be multipliers, spreading the message online or onsite within their community. These also include projects, charities or respected organisations that are relevant for the target audience, as well as popular and influential individuals, such as youth workers or respected faith or community leaders. They can also spread messages that institutions and governments are unable to share because of their stance.
- **Popular leaders, celebrities and influencers** (e.g., sportsmen, actors and musicians) can help in further disseminate the messages and increase the campaign's visibility.
- **Former victims of sex trafficking** can be credible messengers due to their prior experience as part of the specific target group. They can relate and sympathise with an audience at risk or with women who are being trafficked. Sharing their story and the reasons why they chose to break free could enlighten a part of the audience (Schmid, 2012).

When working with messengers, **safety measures** must be considered. Messengers are seen as the face of the campaign and could experience backlashes, harassment and/or become a direct target of criminal networks. In addition, and particularly for the women themselves, sharing personal testimonies can trigger pain and emotional distress that needs to be handled with care and with professional help. It is important not to re-traumatise the messengers or make them too vulnerable. Furthermore, we need to ensure that our actions do not tarnish their public image, reputation or credibility within their communities. In this case, it is necessary to include some measures of anonymity, both for videos and interviews, not showing women's faces or changing their names.

The identity and role of each messenger should be respected and limited to their expertise. For example, families or survivors can share their personal stories and talk about emotions, but should not replace experts and talk about scientific theories. Otherwise, the credibility of the campaign could suffer.

Finally, it is of utmost importance to prepare and follow a **risk management strategy (D.1.1)** to mitigate potential risks and to ensure humane and sensitive treatment towards those volunteering to be messengers.

3 Medium

3.1 Selecting the Right Medium

While social media platforms and the Internet have become increasingly popular, they are not necessarily always the best media for raising awareness on the topics we are addressing. Radio, newspapers and print media are still influential and can still be an important channel of communication in certain countries or amongst certain groups (Zeiger, 2016).

We will use a combination of medium together our communication and awareness raising action. Online and onsite communication can strengthen each other, or the communication can be broadcasted on different platforms simultaneously to increase the number of entry points. Nevertheless, multiplying the places to share our communication is not always necessary. A careful and thought-through selection of the most relevant media is more important than an accumulated presence over many. Budget and resources also limit quality engagement on numerous media.

Relations with the media on local, and, possibly, national level, will be maintained by each implementing partner in the consortium to ensure effective dissemination of the project's results and messages. In each of the implementing cities/countries, each partner will identify and maintain close relations with relevant and appropriate radio stations, TV stations and Newspapers/Magazines, so that it will be easy to reach out with press releases at key stages of the project. The press release template will be developed by PATRIR and used by all partners, to ensure that all communication is done in a cohesive manner.

3.2 Website and Social Media Pages

A dedicated HEAL Project Website and Social Media Pages (Facebook and Twitter) has been set up by PATRIR, and will be managed by PATRIR together with LIBERA (D4.2). As stated in the Grant Agreement, each partner will make use of its *institutional website and social media and dedicated project website and social media*, in particular Facebook and Twitter, to convey the key messages of the HEAL project and raise awareness of THB and TCN women victims as well as to provide updates on project progress and to advertise events open to the public.

The website will include the project’s description, objectives, approach, methodology, and impacts. Furthermore, designated sections of the website will include downloadable materials developed throughout the project timeline, as well as an *about us* section with descriptions of each partner and contact details (link to organisational website, phone number, address). The resources (e.g. reports, trainings materials, communication materials, fanzines, etc.) will be updated regularly as the project deliverables are submitted. The social media pages will be linked from the website, and vice versa, to enhance visibility.

In addition to English, relevant sections of the website will be featured in all four partner languages (Italian, Spanish, Greek and Romanian). Translations will be done manually by each partner, and inputted on the website by PATRIR. The website URL is <https://healproject.eu>

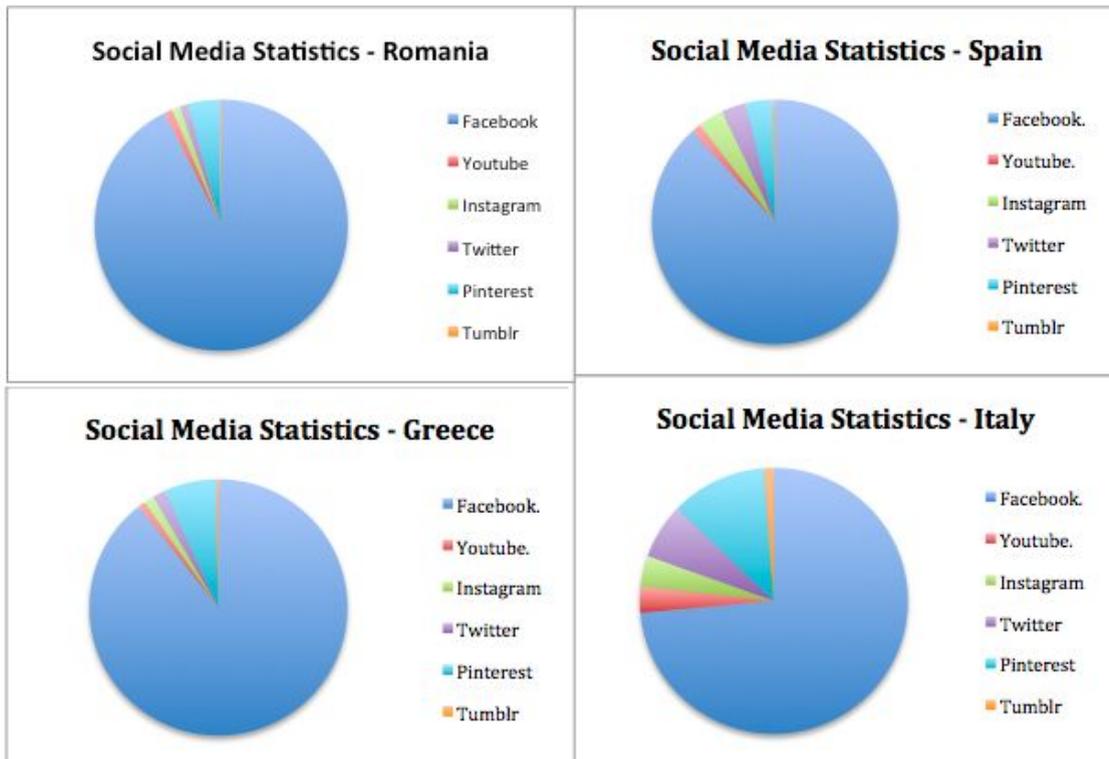
Online campaigning offers a wide variety of platforms, which should be selected based on background research of other awareness raising campaigns on similar topics, as well as the habits of the target groups. The design of the communication will be tailored to the chosen platforms, since each has its own form of content (Tuck and Silverman, 2016). As per the Grant Agreement, the online platforms that will be used throughout the project are Facebook and Twitter.

FACEBOOK	TWITTER
<p>Facebook is the most popular social network website and the most polyvalent platform in terms of formats as it features videos, pictures, texts, events, links, etc.: it can be useful for interacting with our target audience, promoting publications and materials, offering support, promoting our events, and sharing our project culture.</p>	<p>Twitter’s 280-characters allows users to send and receive real-time information in a quick and simple manner. The frequency on Twitter is high and posts are rather spontaneous. Twitter can be used to promote publications and materials, get stakeholders involvement and create networks, and conduct advocacy.</p>

The Facebook and Twitter pages will be featured in English, and managed by PATRIR, LIBERA and CESIE, with the help of SURT and KMOP. As stated in the Grant Agreement, the Online Awareness Raising action (A4.2) will set off in Month 5 (February 2020).

The **Facebook Page** targets all our target audiences, including the general public, as this is the platform with the highest user rate in all four implementing countries

(see graphic below). The Facebook page will be updated regularly, with scheduled posts at least two to three times per week (in the morning, 8.00–10.00, or in the evening, 18.00–21.00, on weekdays). We will assess and adapt our timing depending on what the data provided by Facebook analytics show us, and add more regular posts and promotions leading up to events at key stages of the project.



Statcounter – Globalstats¹

Because the nature of **Twitter** is different from Facebook, it is less used by our target audiences, and because of our time and budget restraints, we will be focusing our attention on frequent Twitter posts (two to three times per week) at key stages of the project, rather than at a constant basis. We will also review Twitter Analytics to understand what our engagement looks like on the days we post more or less content to determine what’s working well for our specific audience.

For both Facebook and Twitter, PATRIR will set up a shared Google Document to coordinate our posts between all partners, and schedule them accordingly. This way, all partners in the consortium will be involved in finding relevant content to

¹ Social Media Statistics from October 2019
<https://gs.statcounter.com/social-media-stats/all/>

share on our social media platforms. In order to stay up to date with relevant content, we will invite all partners to sign up for Google alerts'. This will allow us to directly receive articles and investigations published about our topic, to have more coherence with our European/national context, and to underline the necessity of developing an integrated action as proposed by the HEAL project.

Furthermore, before the online awareness raising campaign kicks off in Month 5 (February 2020), we will create a WhatsApp group among partners to share updates from our website and social networks, and to invite everybody to share/like/forward the new article/post/image published as soon as possible. When it comes to ensuring visibility on social media, timing is extremely important. The easiness of WhatsApp could therefore be a useful tool for sharing and promoting information quickly with everyone involved.

We might also want to assess and consider, in each of our local contexts, whether there are engaged members of our target groups that could be included in similar WhatsApp groups, to promote and share our online content, and thus maximise visibility and reach of our communication.

Finally, before February 2020, all partners will be invited to put together a list of Facebook pages/groups and Twitter accounts interested in similar topics as those addressed in the HEAL project. This list will be put together and shared as a Google sheet, and can be updated regularly throughout the project timeline. By associating our online presence with others interested in similar topics, we will have a higher likelihood of strengthening our visibility and, consequently, the impact of our communication.

3.3 Engagement With the Audience

Interaction is one of the basic elements of social media. For platforms, such as Facebook, Twitter and YouTube, the comment section is almost as important as the content of the post itself. Interaction with the audience is key not only for social media, but also for traditional media (i.e., TV and radio) to keep the audience interested and hooked on the content (de Latour et al., 2017). In their everyday life, people want to be part of the discussion and have their opinion heard.

Hence, it is not enough to create content during an awareness raising campaign. Appropriate engagement with the target audience will also be key for a successful impact. This can be understood as a continuous cycle: the more we engage with the audience, the more the audience will engage in return.

A regular presence is especially important on social media where the audience has a constant opportunity to interact with content. Keeping a relevant and influential social media presence requires both proactivity (i.e., by consistently posting, liking or sharing) and responsiveness (i.e., by commenting and joining discussions) (Tuck and Silverman, 2016).

Encouraging an initial response from the audience will be one of the major challenges. A well-developed campaign with quality and on-point attractive content will provide a higher turnout. Once the initial contact has been established the next challenge is to sustain the audience and increase its engagement. To do so, some tips are as follows:

- ❖ Ask questions;
- ❖ Stay relevant and anchored to reality and the local context by responding to events;
- ❖ Use the trending hashtags;
- ❖ Refer to popular topics, notably through tagging;
- ❖ Create an inspiring and specific call to action;
- ❖ React and interact regularly and be present;
- ❖ Learn from other similar social media pages;
- ❖ Follow a monitoring and evaluation strategy that will also provide insights into the content that the audience most enjoys;
- ❖ Link interesting sources of materials;
- ❖ Allow flexibility in the development of your communication to tailor content and formats to how the audience responds.

The frequency of the engagement depends on the goals of the communication, the target audience and the medium used. If the aim is to provide an informative campaign, as in our case, engagement appears less important (Tuck and Silverman, 2016).

3.4 Content Moderation

3.4.1 Online Guidelines

The issues touched upon through our communication can be challenging and controversial. Therefore, it is important to be prepared for potential backlashes, abusive, threatening or violent reactions. This requires having a clear strategy with a stance to adopt in case of such negative reactions. Making that stance public could possibly limit cases and make our communication more transparent. For

example, on social media, the stance can be presented in the “about” section of each platform.

There are three options available, especially online, when facing harmful comments:

- ❖ **Remove the content.** This can happen in the case of advertorial content, harassment and abuse, derogatory or offensive messaging that can upset and discourage others to engage, threatening posts, and posts that contain sensitive information, such as credit card numbers, addresses, etc. Note that deleting a comment poses several risks.
 - Firstly, deleting a comment from a supposed troll (i.e., someone that purposefully makes a provocative and insincere comment to seek a reaction) can become problematic if the person was sincere. Removing the comment without addressing it could further alienate this individual, who may already feel marginalised and frustrated.
 - Secondly, it may also be considered as censorship. The balance between respect and freedom of expression is always thin. In turn, such action could undermine the credibility and lead to a biased campaign, where dissenting opinions are not welcomed.

- ❖ **Report or flag** a user for abusive behaviour on social media platforms.

- ❖ **Reply and engage**, which is usually the best option. This option is especially recommended in the case of complaints, negative statements and critical comments. Engaging with the authors of such comments could possibly support them in changing their point of view. Nonetheless, there are different rules that should be followed:
 - Respect the other person’s opinion and explain your answer providing a balanced number of arguments.
 - Avoid responding in anger. Take some time to reflect and calm down if a comment has upset you.
 - Avoid leaving the conversation early. The conversation should be followed through to the end.
 - Check all the cited facts and prepare to be presented with contradicting evidence.
 - Use reflective, sentimental and casual tones, as they receive very good response rates.
 - Note, however, that if the original comment was not purely critical or negative but rather offending or humiliating, “feeding the troll” with a

prolonged communication will take away your energy from completing your campaign tasks.

3.4.2 On-site Guidelines

While many narratives are presented online and the influence of social media and the Internet is always growing, onsite interactions should not be overlooked. Again, it is important to understand the target audience and identify its habits. Not all the target audiences are using online platforms actively or may feel more empowered and affected by different means, whether online or onsite (Hedayah, 2014).

While content may be presented online, it will not ensure the engagement and interest of the audience. By onsite presence and interactions, it is easier to interact with individuals and respond to their needs to attract their attention. There are numerous examples of offline actions that reached great impact. Nevertheless, onsite and online campaigning are not mutually exclusive and could be designed to strengthen each other.

The on-site Awareness Raising Actions are scheduled towards the end of the HEAL project timeline (M20-24). They consist of Local Awareness Raising Events (A4.3) including Peer-to-Peer Sessions and Fanzines Exhibitions in each of our implementing countries, as well as a Final International Event (A4.4) in Rome, Italy.

According to the Grant Agreement, the local events will showcase the *fanzines* produced by women as part of WP3, both to share the project's activities and to raise awareness about the subjective experience of human trafficking. Women who directly participated in the project's *Recovery and Integration Programme* will be invited to act as role models, discussing with other women VoT with the support of each relevant partner about the trauma experience, sharing the project's benefits on their wellbeing, available services of support, and knowledge they acquired regarding the rights they are entitled to.

The final international event will be held in Rome, hosted by LIBERA. Five partners' representatives will participate in the event just after the end of the fourth and final Consortium Meeting, together with three representatives from each HEAL committee and two women VoT per country, in addition to one accompanying person per country. Relevant local stakeholders such as EU authorities, international media, support service providers, employers, social enterprises and other women VoT will also be invited to participate.

The international event will be an opportunity to spread the knowledge and tools

developed within HEAL among a wider audience, while the conference will officially present to the public the project's message and results. In particular, the *fanzines* produced by all women participants across partner countries will be exhibited, this time at international level. Depending on timing, the international event may be arranged close to other large-scale events regularly arranged by LIBERA (for instance *ContromafieCorruzione*), thus potentially further increasing its outreach.

During these onsite events, inappropriate behaviours and discourses should be anticipated. Hence, rules of conduct will be drafted by LIBERA with input from all partners. Ensuring proper behaviour and clear boundaries will ensure the wellbeing of all participants and create a welcoming space for everyone to contribute.

4 Tools and Strategies

4.1 Guidelines for Choosing our Key Messages, Slogans and Hashtags

When identifying our key messages, there are six important principles that we need to keep in mind. The messages should be (1) simple; (2) unexpected and strategic; (3) consistent; (4) concrete and relevant; (5) credible and accurate; and (6) emotional and storytelling.

- i. **Simple:** Make sure the messages are clear and simple messages. In online communication, and especially considering the fast-pace of social media, messages should not be more than 3 short sentences and should take 30 seconds or less to be read by the audience. Jargons and acronyms should not be included, but we should strive to always use easy-to-use language. Messages do not need to be comprehensive, but rather suspenseful – letting the audience wonder about the missing details; allowing them to be thought provoking and able to generate debate. Nevertheless, messages should not be overly simplistic, as this might create a false or incomplete image of the truth.
- ii. **Unexpected and strategic:** The message needs to stand out and be easy to recall. Key messages should be repeated and presented in different ways. For instance, the use of visual materials is of utmost importance. The narratives should be innovative and dynamic. Messages can be informed by and feed off of new and relevant events and information. However, they should always be anchored in the local context and culture.
- iii. **Consistent:** The messages must stay in line with the project's goal and identity. The format and the branding of the posts also need to stay consistent across the different platforms and over time. The communication and its strategy should be sustained long-term to reach impact, and build trust and credibility amongst the audience. However, we need to ensure that the quality of our communication is not dropped because efforts are prolonged over time.
- iv. **Concrete and relevant:** There needs to be a balance between the content that we want to convey and the needs and interests of our target audiences. The purposes of the message should be relevant for the audience (e.g., do not just share an invitation to a meeting, but rather share the reasons why the meeting is relevant to attend). We should aim to ensure that the

messages do not shame, criticize or lecture, but rather support and offer positive alternatives and content to think about.

- v. **Credible and accurate:** All facts should be double-checked, as well as the sources. There might be facts and statistics disproved by opposing statistics. For safety reasons, it is also important to check if the sources and news shared from other platforms are not linked to malicious sites.
- vi. **Emotional and storytelling:** Storytelling enables us to connect with the audience through emotions. Emotional resonance has a greater and lasting impact. Mass media strategies and campaigns should be avoided in favour of messages that create an emotional connection at the individual level.

GUIDELINES FOR LANGUAGE & TONE

(Tuck and Silverman, 2016).

- The language used should reflect the target audience, and should be informed by the research and profiling of our target groups.
- The communication does not only, or even primarily, target an expert audience. Therefore, all jargons and acronyms should be avoided in favour of common and easy-to-use language.
- Depending on the context and our research findings, some words may also need to be avoided.
- The messages should be written in the active voice and not the passive, to be more engaging.
- The medium chosen also impacts the type of language used. A text written on an online forum or in a newspaper should not be formulated in the same way.
- Some rules are to be respected regardless, such as proper grammar and spelling as well as short sentences.
- There are numerous tones that could be used in an awareness raising campaign, such as reflective, antagonistic, scholarly, mournful, regretful, cool, exciting, adventurous, provocative, humorous, or satirical. In any case, it is important to be aware of the target audiences and their profile when writing the messages.

4.2 Key Messages, Slogans and Hashtags

4.2.1 Key Messages and Slogan

Through brainstorming sessions and discussions around the core identity of our project and our target audiences, the HEAL consortium has agreed upon the following key messages and slogan to be used in the communication and awareness raising action throughout the duration of our project.

Key Messages:

- ❖ Are you looking for a resilient employee?
- ❖ Strong women have the skills you are looking for.

Slogan: *The future deserves you.*

The chosen HEAL slogan is effective and easily transferable in all partner language, and will accompany the project's visual identity and all related communication.

By identifying these key messages and the slogan at the initial stage of the project, and as part of our communication and awareness raising strategy, we can more easily ensure dissemination of targeted messages for specific groups and on specific dates, such as the *World Day against Trafficking in Persons and the EU Anti-Trafficking Day*.

4.2.2 Hashtags and Tags

In each of our implementing countries, we need to examine trendy *hashtags* to identify how we can align our strategy with what is most common and popular in these specific contexts. This includes especially language and messaging (positive/negative).

Hashtags need to be checked and reviewed overtime, to ensure that we use the most trendy ones at all times. Some websites offer an overview of the most popular hashtags (e.g., <https://ritetag.com/best-hashtags-for/narrative>). Another website that provides useful statistics for hashtag trends is [Hashtagify](#). For instance, these are the recent trends for the hashtag #sextrafficking on Twitter (data from 18.10.2019):



The HEAL consortium agreed on and will use the following dedicated HEAL hashtags in all our online communications, to easily track outreach and engagement:

- ❖ 2HEAL
- ❖ empower2HEAL
- ❖ working2HEAL
- ❖ together2HEAL
- ❖ ready2HEAL

Tags (@) are another great tool on Facebook and Twitter to reach the target audiences. However, it is recommended to present tags at the end of posts so as to ensure that the tags do not distract readers from the message.

For our Facebook page and Twitter account, we use the following tag:
HEALprojectEU

4.3 Communication Materials

Our online communication materials will include three newsletters, two press releases, invitations to events, and promotional articles at key stages of the project. In addition, we will design dedicated Facebook and Twitter banners.

Each implementing partner is required to create and maintain relations with appropriate media channels in their respective localities/countries, and share the prepared newsletters with these media channels. We would encourage each implementing partner to develop internal lists of media contacts that can be reached quickly and easily when relevant.

Our printed communication materials will include posters, leaflets and invitations to events. In addition, each implementing partner will also be using stickers, pins, badges and banners, as relevant and needed in their various contexts.

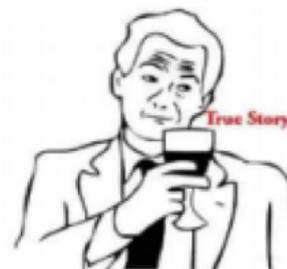
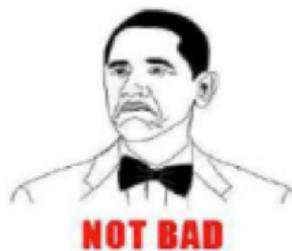
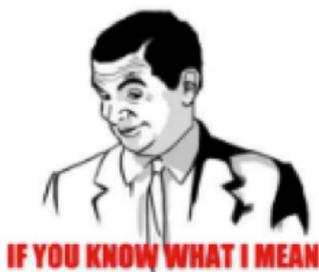
4.4 Making It Visual

Visuals make narratives stronger. High-quality visuals strengthen the credibility of our communication. With the increasing use of online social media, there is a subsequent increase in the interest for visual and video content. Therefore, all social media posts should ensure that they are accompanied by a relevant picture, GIFs, meme, illustration, animation or video. In the case of videos, the file should be uploaded directly to the platform. Videos linked to other platforms will not always automatically auto-play, which will downscale the impact of the video.

Including too much unnecessary information leaves the risk of losing the attention of the audience. Visuals capture the attention of our audiences with information that is summarized. It can then be linked to other resources that provide more in-depth content for those who are interested to learn more.

There are several good free tools available online for finding visuals to use in the communication:

- ❖ **Canva:** offers templates and provides the opportunity to make infographics
- ❖ **Easel.ly:** enables to make infographics; website is Easel.ly



HOW TO USE EMOJIS

- Place an emoji at the end of a line
- Use them both in the post/tweet and in comments/replies
- Replace bullet points by emojis

4.5 Branding

Another powerful way for the campaign to attract its target audience is to create a strong and powerful brand for the project. This notably has two key elements: the name and the visual identity (e.g., logo and a colour palette).

The **name** (HEAL) is an intrinsic and extremely important element. It serves the multiple functions of branding the project, attracting, attracting, shaping the scope of any further activities and expectations, as well as "calling to action" those who encounter it. The main element of the brand is its **logo**, as it provides a distinctive sign, ensures consistency, and enables the audience to recognize the project. A consistent visual style will also help your audience spot and recall your campaign. We have designed a logo, chosen a colour palette, a font and prepared templates that we can easily use when creating and publishing content.



Our visual identity is the combination of modern style and a hand made approach. The HEAL Project is represented by a hand drawn "growing tree" icon which symbolizes new growth, and represents the projects biggest aspect, visual arts. By using this approach, we are able to convey the project's message visually, as well as create an environment which promotes a positive and comprehensive healing process. With the nature of the subject material of this project, this objective is of highest priority.

5 Monitoring and Evaluation

A sound monitoring and evaluation strategy enables us to highlight trends and uncover lessons learned as well as design efficient and attractive campaigns that best adapts to the local audience. Especially with online platforms, numerous data are available, which – if used well – can provide valuable information. Nevertheless, these data are only useful if measured and analysed correctly, with a clear strategy.

The strategy can be broken down into two components:

- ❖ **Monitoring:** activities are monitored throughout the project. Monitoring allows to adjust regularly the campaign to make sure it stays align to the project's aims. The results of the monitoring can be compiled in frequent reporting, which can be useful for the final evaluation of the campaign.
- ❖ **Evaluation:** Campaign-Focused Metrics can be used as an evaluation tool, at the beginning and end of a campaign. They will be useful to understand the impact and success of the different campaigns. Lessons learned can then be drawn to inform other campaigns or any other follow-up activities of the project.

There are two broad categories of metrics that can be measured, namely **awareness** and **engagement** metrics, as illustrated below:



Awareness relates to the people who viewed the campaign content (e.g., videos, ads, posts, websites). It notably aims to answer the following questions: who, how, when and where people were exposed to your campaign, and which parts of the campaign reached them. The metrics we use to measure awareness will include the number of

- ❖ Followers / Subscribers
- ❖ Views, Post/Page Views, Video Views
- ❖ Hits / Visits / Views
- ❖ Repeat visits
- ❖ Buzz Indicators (web mentions)

Engagement is defined as the volume and types of interaction between the audience members, campaigners or campaign materials, which enables to understand the audience's reactions to the campaign and its content. The metrics we use to measure engagement will include the number of

- ❖ Likes / Shares / Hearts
- ❖ Comments
- ❖ Shares
- ❖ Retweets/Reposts
- ❖ Positive/negative sentiment

By monitoring, measuring and analysing these metrics, it is then possible to build a comprehensive picture of our communication and awareness raising performance and impact. **Impact** is understood as the measurable change in the audience's knowledge, attitudes or behaviour that can be attributed to exposure to, or engagement with, the communication content.

For example, the communication focused metrics could ensure that the communication and awareness raising has led to

- ❖ more people being aware of the prevalence of sex trafficking in their countries;
- ❖ more people speaking out against sex trafficking and exploitation;
- ❖ the development of a network ecosystem, including key influencers, who address and raise awareness about the issue of sex trafficking.

Tools we can use to gather data include

- ❖ Websites: [Google Analytics](#)
- ❖ Social media: [Twitter analytics](#), [Facebook analytics](#), [Instagram Insights](#)
- ❖ Events: [Eventbrite](#), Surveys, Feedback Forms
- ❖ Newsletters: [MailChimp](#)

The metrics for monitoring will be checked and classified on a very regular basis (i.e., weekly). The reporting of the analysis of the ongoing analytics will also be conducted on a regular basis (i.e., quarterly). A shared Google sheet will be prepared and used to input these metrics on a regular basis, to allow us to monitor and evaluate progress over time.

For our **on-site events**, we will use surveys and questionnaires for the participants, to help us understand if and how our communication efforts have impacted them. These materials will be developed by LIBERA, with input from all partners, at set deadlines that will be agreed upon within the consortium.

Conclusion

This document presents the Communication and Awareness Raising Strategy (D4.1) for project HEAL, providing guidelines and clarifications to the project partners on how to achieve and implement the objectives, activities, outputs, and deliverables described in WP4.

Guiding our actions for Work Package 4: Communication and Awareness Raising are our **three sub-objectives**, as described in the GA:

1. To enhance knowledge and awareness among an increasingly higher number of women VoT of the rights and services available for their support, and of the methodologies and tools promoted by the HEAL project to support their healing process and smooth integration in the host society.
2. To raise awareness among service providers, employers, local authorities, civil society and the general public of the issue of trafficking of human beings for sexual exploitation, and of the strategy promoted by the HEAL project to support TCN women VoT's integration through concerted efforts.
3. To disseminate the project's activities and results among key actors thus encouraging their replicability.

Derived from these objectives, we have identified our **target audiences**:

- ❖ TCN Women VoT (*Objective 1*)
- ❖ Support services, institutions and employers (*Objective 2*)
- ❖ Press (mass media), key influencers and higher level advocacy (*Objective 3*)
- ❖ The general public (*Objective 2*)

We have both online and on-site channels/medium for communication. The online channels consist of our website, social media pages, and traditional online media. Our off-site channels include our awareness raising and networking events, as well as traditional (offline) media.

The tools and strategies include key messages, a dedicated HEAL slogan and hashtag, and hashtags and tags that are relevant and related to the topic about which we are communicating. Furthermore, a crucial part of our communication strategy consists of strong visual representation in all our posts and communication materials, as well as our own dedicated visual identity (logo, colour scheme, typography and templates), described in our branding guidelines (Annex 1). Finally, we will develop and disseminate both online and printed communication materials. The online materials include newsletters, press releases, invitations to events, promotional articles at key stages of the project, and dedicated Facebook

and Twitter banners. Our printed communication materials will include posters, leaflets and invitations to events, as well as stickers, pins, badges and banners, as relevant and needed in our various contexts.

To monitor and evaluate the progress of our online communication, we will regularly monitor, measure and analyse our awareness and engagement metrics, in order to build a comprehensive picture of our communication and awareness raising performance and impact. For our on-site events, we will use surveys and questionnaires for the participants, to understand if and how our communication efforts have impacted them. This will be assessed at regular stages of the project.

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