

Ad-Hoc-Query N° 2017.1231 (launched by AT)
Information Campaigns through Social Media Channels

Summary

Responses: 17

Not for wider dissemination: 3 (BE, NL, UK)

Question 1:

Which information campaigns were conducted by your MS during the past 12 months? Please provide information regarding the type of campaign, target countries, target audience and media channels (Twitter, Facebook, Instagram, etc.) used.

AT has set up a Facebook and a Twitter account that were used to spread posts in Arabic, Farsi, Pashto and Dari. The main goal was to reach male Afghans between 16 and 35 in Afghanistan or already on their way to Europe. The campaign on social media lasted from December 2015 to February 2016.

FI has conducted social media campaigns (including videos, press releases, infographics etc.) in Facebook, Instagram, YouTube and Twitter. In the past **FI** had also conducted press conferences, website production, an experimental WhatsApp campaign, Google ads, printed leaflets and TV-advertisements. The communication was implemented mainly in Iraq, Afghanistan and Somalia.

DE has set up campaigns to counter rumors and other false information within the refugee community in Germany. Information on rights and obligations of asylum seekers were distributed, mainly by using an animated video clip that explained complex legal issues in an easy and comprehensible way. It was available in the languages Arabic, Farsi, Albanian, French and German and was spread via the official Facebook and Twitter accounts. The target country was Germany. Furthermore, **DE** has launched campaigns on refugees and migration abroad in order to counter false information and provide accurate facts about the dangers and costs of the journey to Europe, the legal and practical realities of the asylum process and the likelihood to be granted protection in Germany. **DE** also informed about German support programs for voluntary return and German initiatives to address the root causes of the refugee and migration crisis in order to improve prospects in countries of origin and transit. For its communication campaign traditional communication channels, websites as well as social media platforms were used. During the past twelve months **DE** has conducted the following campaigns (non-exhaustive):

- Launch of the new website www.rumoursaboutgermany.info (available in English, French and Arabic) in order to bundle all communication activities countering rumors and misinformation on the internet and to provide a central, easy to understand source of information with all relevant facts for migrants and refugees.
- Afghanistan and Pakistan: Deutsche Welle reached millions of users in the respective languages Dari, Urdu and Pashtu with a social media blog. Furthermore, large-scale posters, bill-boards, advertisement on buses and TV and radio campaigns as well as videos with testimonials were launched.
- North Africa: online banners, warning against smugglers and the false notion that people would be granted protection and the right to stay in Europe, were posted.
- Middle East: discussion on the pros and cons of migration and the associated costs and dangers were broadcasted through the use of Deutsche Welle's "Shababtalk" with moderator Jaafar Abdulkarim.

SE has started a Facebook-channel in the beginning of 2016, conducting the campaign "asylumschool" on Facebook and Twitter to increase the knowledge about the asylum process in Sweden and the Swedish Migration Agency's daily work with these type of applications. The main target audience was the general public. The content mainly consisted of information about migration to Sweden and the Swedish Migrations Agency's work and organization.

IT has set up an information campaign on Facebook, Twitter, Instagram and YouTube, targeting the region of the Regional Development and Protection Program (RDPP) for North Africa (in particular Egypt, Niger and Tunisia). The goal of this information campaign was supporting the government's efforts to address irregular migration along the main routes from East/Western Africa across the desert and the Mediterranean and to inform youth and potential migrants in countries of origin, families of potential migrants (specifically mothers) and migrants in countries of transit. The campaign was disseminated in at least six countries in order to increase awareness on risks of irregular migration and to inform on socio-economic opportunities in countries of origin.

HR, CZ, EE, HU, IE, LT, LV, LU and **SK** did not conduct information campaigns through social media or did not respond to the question.

Question 2:

Is your MS planning to conduct new information campaigns during the course of the next year? If yes, please provide information regarding the type of campaign, target countries, target audience and media channels (Twitter, Facebook, Instagram, etc.) used.

AT is studying the pros and cons of launching another information campaign via social media during the course of the next year. Details, such as target countries or target audience have not yet been decided upon.

DE is studying the pros and cons of launching an information campaign via social media during the course of the next year. Details have not yet been decided upon. Nonetheless, **DE** will develop two central instruments: Firstly, further developing the website www.rumoursaboutgermany.info by adding regionally specific content, versions in additional languages, external content from partners and broadcasters. Secondly, strengthening its ability in social media listening and engagement by building a de-centralized “Interactive Team” that will monitor discourse and rumors regarding migration to Europe and Germany on social media platforms and will communicate correct information in the respective local language.

HR, CZ, EE, FI, HU, LV, LT, SE, LU, IE, SK and IT have answered “no” or have not responded to the question.

Question 3:

How is your MS translating content (posts, questions, etc.) to/from the target audience’s mother tongue? Do your MSs’ institutions have dedicated staff or are they commissioning external agencies?

The table below shows the responses of the Member States:

Member State	Dedicated staff	Commissioned external personnel	N/A	No response	Other
AT		x			
HR		x			
CZ					not conducting any campaigns
EE			x		
FI	x	x			
DE	x	x			
HU			x		
IE				x	
IT			x		
LV			x		
LT			x		
LU			X		
SK			x		
SE					no translation necessary

Question 4:

Is your MS using geo-tracking for location-specific sharing of content? If yes, how is it implemented?

AT used geo-tracking to reach migrants on the Balkan Route and in Afghanistan. **AT** targeted men (mainly from Iran, Afghanistan, Pakistan) between the age of 16 and 35, who were supposedly on their way to Europe.

HR, FI, DE, SE, EE, HU, LV, LT, LU, SK, IE, CZ and IT have answered “no” or have not responded to the question.

Question 5:

Is your member state distributing the information campaigns' content through its own official governmental channels (Website, Twitter, Facebook, etc.) or through separate channels (in order not to be identified as an official government institution)?

AT is using its official governmental social media channels (Facebook, Twitter, Instagram, Snapchat) to spread its messages among German-speaking people, especially the citizens of Austria. For the implementation of the information campaign, additional Facebook and Twitter channels were set up to spread posts in Farsi, Dari, Pashto, Arabic, English, Russian and French.

FI uses separate channels for communication, but not in order to be unidentified. The main reason for not using the existing official governmental channels is that those official channels have different audiences than whom **FI** wants to reach through migration communication.

DE only uses its official social media channels (Facebook, Twitter) to distribute its messages.

In the case **SE** is distributing information, the official governmental channels are used.

HR, EE, HU, LV, LT, LU, SK, IT, CZ and **IE** have answered "N/A" or have not responded to the question.

Question 6:

Which monitoring tools are used by your MS?

AT is using the software "Tweetdeck" to monitor Twitter and "Facebook Seitenmanager" to administrate Facebook. The Austrian police is using Social Hub to monitor their channels.

FI uses Google analytics, Facebook tools and tailored media monitoring, provided by an external agency.

DE uses the software "Tweetdeck" to monitor Twitter and "Facebook Page Manager" to administrate Facebook. **DE** currently tests different social media listening and engagement tools/software programs and plans to procure a respective tool in the first half of 2018. Tools currently evaluated and tested include Ubermetrics, Meltwater, Hootsuite and Dataminr.

SE is using Clarabridge CX Social.

HR, EE, HU, LV, LT, LU, SK, IT, CZ and **IE** have answered "N/A" or have not responded to the question.

Question 7:

Is the content for information campaigns (videos, etc.) created and produced by government institutions or are external agencies tasked with the creation and production of the content?

AT produced most of the content (videos/photographs) in-house, a number of sujets and information folders were produced by external agencies.

DE produces most of the content (videos/photographs) in-house but also works with external agencies (e.g., contracted editors, filmmakers, graphic designers as well as partners such as dpa, Deutsche Welle, UNHCR, IOM) for the creation of content.

FI is using external agencies for this purpose.

SE responded, that the content is created and produced by the Swedish Migration Agency.

HR, EE, HU, LV, LT, LU, SK, IT, CZ and **IE** have answered “N/A” or have not responded to the question.

Question 8:

Is your MS engaging in information campaigns regarding the voluntary return of migrants?

AT has launched an information campaign on voluntary return. Information is distributed – amongst others – through social media and the website www.voluntaryreturn.at.

CZ is currently not carrying out any information campaign regarding the voluntary return of migrants. Information about the possibilities of voluntary returns is published on the web page of the Ministry of the Interior. This information will be also available in 24 language versions. Information regarding the voluntary returns is regularly provided at the meetings with relevant institutions and diplomatic missions.

FI provides information regarding voluntary return, for instance, on governmental websites and Twitter accounts. A social media campaign made of infographics is currently being planned.

DE is promoting voluntary return by a number of posts, including series on a project located in Pristina/Kosovo. Voluntary return is one of the topics of a communication campaign and is covered by multiple measures such as the website www.rumoursaboutgermany.info as well as in video testimonials featuring returnees.

LT has a website providing information on assisted voluntary return and constantly organizes meetings with relevant institutions and staff of diplomatic missions.

SK is not providing information regarding the voluntary return of migrants but mentioned, that IOM has launched an information campaign through Facebook.

SE has made some small information campaigns/investments regarding the voluntary return of migrants.

EE does not engage in information campaigns regarding the voluntary return of migrants.

IT, LU have answered “yes”.

HU, LV, HR and **IE** have responded “no” or “N/A” or have not responded to the question.

Co-financed
by the
European Union



BM.I



REPUBLIC OF AUSTRIA
FEDERAL MINISTRY OF THE INTERIOR



The European Migration Network (EMN) is coordinated by the European Commission with National Contact Points (EMN NCPs) established in each EU Member State plus Norway. The National Contact Point Austria in the EMN is financially supported by the European Commission and the Austrian Federal Ministry of the Interior.