Youth For Love 2 – D4.7 European campaign

Deliverable 4.7 first gives and overview on the management and strategic vision on the European campaign, and then gives details on how the campaign has been structured by each Youth for Love partners through online promotional activities, via social media, and media outreach to support project visibility, especially during the main milestones.

Author: Andy Veltjen, UC Leuven-Limburg

Contributions: Asia Fiorini AAIT, Angelina Tsakiri AAHE, Maria Elena Vittori Afolmet, Irina Sorescu CPE

Supervision: Maria Sole Piccioli, ActionAid Italy

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

1 Executive Summary

UCLL designed a general concept of the EU communication campaign providing partners with the framework to localize the campaign to a national and international level. These campaigns align with relevant international campaigns (e.g. #Endviolence-Unicef, the 16 Days of Activism against Gender-Based Violence), National/European days and events (e.g. the Flemish week against bullying, in Belgium, from February 14 to 21, in Italy the national Day against bullyism and cyber-bullying 7th February).

All campaigns contain online promotional activities, via social media, and media outreach to support project visibility, especially during the main milestones. Online promotional activities are powered by communication and awareness-raising materials including videos, posters and graphics, youth and communities' histories on peer violence realized directly from youth, supported by the project partners in WP2 and WP3.

Most partners involved one or more national famous youth influencers, already engaged in antibullying or non-violence communication campaigns. Around 100 students were directly involved in developing communication content during peer-to-peer activities and the European Feminist school. Thanks to the campaigns, 1.5 million people were reached by online communication activities which resulted in more than 40 media coverage outputs, 100k website views, 50k web game players and 1 million reaches via social media. More information on all the types of communication and results can be found in the deliverable "D4.8 Website and Communication activities". In this section we focus on the general design of campaigning during the project and on specific focus on each Country.

Work package main results

Indicator	Target	Result
Reach through all activities	1.500.000	**18.153.677**
Social Media Reach	1.000.000	**7.253.457**

Social Media Campaigns & Posts	Result
Total activities	**174**
UCLL	15
AFOL	33
ACTIONAID ITALY	55
ACTIONAID HELLAS	56
CPE	15

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

2 Design of the European Campaign

The full European Campaign can be divided into 2 parts. The first part involves continuous campaigning from the start to the end of the project. The second part involves targeted campaigning over a short period. The difference is further described in the deliverable.

THE GOAL OF A SOCIAL CAMPAIGN IS TO RAISE AWARENESS AND INSPIRE ACTION AMONG THE PUBLIC TO SUPPORT OR ADDRESS A PARTICULAR CAUSE OR ISSUE.

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

2.1   Continuous campaigning

Campaigning continuously throughout the duration of a project was an effective way to maintain engagement, generate ongoing interest, and drive results.

We started with compelling launch announcements to grab attention and generate buzz. After that we kept our audience informed and engaged by providing regular updates on the progress of the project. This by sharing milestones, achievements, important dates, and behind-the-scenes content to showcase the development process and build excitement.

The framework we delivered for this type of campaigning was a project calendar with al important dates to release communication activities. The full calendar can be found in the 'Communication Activity plan & Log – file'. Each campaign is linked to an activity trigger. A trigger includes project-related content: meetings, deliverables, activities, and other related external campaigns. (e.g., the Flemish week against bullying 14/2 - 21/2, the Italian national day against bullyism and cyber-bullying 7/2). Below you find the listed triggers each month during the project.

Partners	UCLL				ACTIONAID ITALY	ACTIONAID HELLAS	AFOL		CPE		All partners	
						PART 1 (M1-M12)						
Communication Type	mei-21	jun-21	jul-21	aug-21	sep-21	okt-21	nov-21	dec-21	jan-22	feb-22	mrt-22	apr-22
Interesting dates to write about					International Day of Non-Violence	Vlaamse week tegen pesten (flemish week against bullying) (Belgium), International Day for Tolerance	International Day for Tolerance	Human Rights Day			International Women's Day, International Day for the Elimination of Racial Discrimination	
Steps in the project to write about					Kick Off Bucharest, Local campaign and advocacy				Teen support program Activity	European Campaign	School staff training program, Web game integration and promotion	

Communication Type	PART 2 (M13-M24)											
	mei-22	jun-22	jul-22	aug-22	sep-22	okt-22	nov-22	dec-22	jan-23	feb-23	mrt-23	apr-23
Interesting dates to write about		International Day Against Homophobia and Transphobia	European Day for Victims of Crime, International Day of Innocent Children Victims of Aggression	International Day of Friendship, International Youth Day	World Suicide Prevention Day	International Day of Non-Violence	International Day for the Elimination of Violence against Women	Human Rights Day				
Steps in the project to write about	Parents' program, Web game integration and promotion	Midterm meeting Athens		Teacher network training	Community labs	Midterm meeting Hasselt	European Campaign	Local campaign and advocacy	Meetings national stakeholders, Two-day national workshop	Meetings National Policy Makers, Meetings EU Policy Makers	Final meeting Milan, Final international workshop, End of project: Promotion Deliverables	European feminist youth school, End of project: Promotion Deliverables

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

2.2   Short targeted campaign

To ensure that our targeted youth get involved, we encouraged them to share their experiences, testimonials, or creative content related to the project. User-generated content can add authenticity, foster engagement, and generate organic promotion.

Alongside the students we collaborated with relevant influencers to promote the project. These influencers were engaged to align with our target audience to effectively communicate the project's value. Their endorsement and content creation helped to reach a wider audience and drive engagement.

The following framework work was offered to coordinate this targeted European campaign.

- Each partner Creates a European Campaign consisting of 2 sub-campaigns.
  The sub-campaigns will be launched together at 1 launch-date.
- Each partner chooses 2 launch-dates for the campaign.
  This means there will be 2 runs of the campaign.

Concrete example

European Campaign (first run)

Launch date: 18 March 2023				
	Audience	**Platform**	**Content**	**Budget**
Sub-campaign 1	Teachers/ Educators	Facebook	Picture of teachers in Workshop: Identity Circle + call-to-action url to game	250 EUR
Sub-campaign 2	Youth/ Students	Facebook	Interview with students of summerschool + call-to-action url to game	750 EUR

European Campaign (second run)

Launch date: 18 April 2023				
	Audience	**Platform**	**Content**	**Budget**
Sub-campaign 1	Teachers	Facebook	Picture of teachers in Workshop: Identity Circle + call-to-action url to game	250 EUR
Sub-campaign 2	Youth	Facebook	Interview with students of summerschool + call-to-action url to game	750 EUR

2.2.1 Define your target audience:

Try to opt for as wide a range as possible. This is since this campaign aims to reach as many people as possible. Niche groups are therefore not a good choice.

Y4L Audience
European Teachers
European Students
European Citizens
European Stakeholders (Organizations)

Note that this is a European campaign. To reach audiences beyond your national borders, the message should be in English. Partners who usually do not communicate in English can communicate bilingually (Own language + followed by translation into English).

2.2.2 Choose a social media platform:

Mainly determined by your target audience. Different social media platforms attract different demographics, so understanding your audience's behavior and preferences can help you determine which platform will be the most effective.

Understand each platform's strengths and weaknesses: Each social media platform has unique strengths and weaknesses. For example, Facebook is a great platform for reaching a broad audience and targeting specific interests, while Instagram is ideal for visual content and engaging with younger audiences. LinkedIn, on the other hand, is perfect for B2B companies targeting professionals.

Platforms
Instagram
Facebook
LinkedIn
TikTok
Twitter

2.2.3 Set your budget:

Divide your total budget between the various sub-campaigns. More budget means more impact. The cost of your campaign is determined by the cost per click. Cost per click (CPC) is a metric that measures the cost of each click on an online advertisement. It is calculated by dividing the total cost of the advertising campaign by the number of clicks it generates. Every click ultimately results

directly in a visitor to the website, but also indirectly in several visitors through the multiplier effect e.g., word-of-mouth marketing.

2.2.4   Create ad content:

Align content with your audience. Students are less interested in school diagnostics but love to play the Y4L-game.

Use high-quality visuals: Visual content is essential on social media, and using high-quality visuals can help your campaign stand out. Use eye-catching images and videos to draw attention to your content and make it more engaging.

Make use of content generated by the project activities.

Examples
Community labs: Mapping (Safe Spaces Results of students)
Community labs: Interviews (Safe Spaces Results of students)
Community labs: Analyze pictures (Safe Spaces Results of students)
Identity Circle (Session with teachers)
Summer school: Creation of the students (materials/artworks)
Summer school: Interviews/Testimonials of Students
…

Use calls-to-action (CTAs) for every post: Include clear CTAs in your content to encourage your audience to act, such as visiting your website or play the game.

2.2.5   Launch the campaign:

Consider the timing of your campaign launch in relation to relevant events or holidays. For example, if you're launching a campaign promoting a new product for Valentine's Day, you'll want to launch several weeks before the holiday to give people time to make purchases.

Consider the behavior of your target audience. For example, if you're targeting college students, launching your campaign during the summer months when they're on break may not be the best idea. Similarly, if you're targeting working professionals, launching your campaign during the holidays may not be the most effective.

2.2.6   Monitor and optimize:

By monitoring and optimizing your social media campaign, you can continually improve its performance and achieve better results over time. It's important to regularly review your approach and adjust as needed to ensure you're getting the most out of your social media investment.

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

2.2.7   Measure results:

Thoroughly analyze the results of each campaign. If results are disappointing, you can take immediate action for campaigns that will take place later.

2.3 Youth leadership and involvement

As the proposal, around 100 students have been directly involved in developing communication and campaigning contents for the European, National and local campaigns, as well as school and national recommendations. The project staff have supported and planned the process, especially connecting this work with activities in WP3 and WP4.

These have been the organized working moments:

Act. 4.4 European feminist youth school: the European school had among the objectives to strengthen youth skills in communication, advocacy and campaigning and develop youth led tools that will be integrated in the local and European campaigns. ActionAid Italy organized three specific sessions on advocacy, campaigning and communication, reaching a total of 40 students among all Countries. During these sessions, and with the support of staff and a professional photographer, materials (Stories, outputs and pictures) have been collected and used during the different European communication and campaigning moments promoted by partners (see for example AAHE campaign in paragraph 3.2).

- **Advocacy session:** the facilitator presented the main elements that characterize Youth advocacy: what's the definition, how to set the goals and international, differences among advocacy, lobby and campaigning, who we can define stakeholders on our advocacy activity. After the facilitator presented how to plan and organize an advocacy and campaigning plan, and tools from reflection-action methodology that can help: problem three, stakeholders power map. The last part of the session was dedicated to group work: each group took a case study on peer violence (See below) and worked on a first draft of the Problem three and stakeholder's power map. These works have been also used for the campaigning and communication sessions.
- **Campaigning session:** during the session, the facilitator shared the main elements of a social change campaign and the necessary steps to define a campaign strategy.
- Based on the previous session on advocacy participants have focused on the elaboration of the campaign strategy based on campaign canvas provided by the facilitator focusing mainly on campaigning actions towards the different targets they have identified in their stakeholder analysis. The work was then further detailed and deepened in the communication session.
- **Communication session:** during the session the main characteristics of social media were explained, actively involving the participants in telling their direct user experiences. During the session some cases were shared with the participants in which communication was essential to promote a movement or a social issue. In particular, the public art operations of CHEAP, the movement El violador eres tu, and the Fridays for Future were analyzed. Participants were

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

then asked to test the shared reflections to produce a social content that recounted their experience at the Summer School and to integrate the communication reflections in the work addressed during the other workshops: Advocacy and Campaigning.

Act 3.3 Peer2peer program

- In Italy, three students' group have worked on peer-to-peer activity linked to national and European campaign for a total of around 30 students/youth: one group in Rome (IIS Rossellini) decided to create a photo exhibition on the thematic of violence and consent that has been enhanced in multiple ways: during the final conference (Act. 4.6) and through the media and social final campaign deepened in 3.3. Student's voices (Collected also in videos) have been protagonist of the last media press that reached more than 100 online media. A second group (IIS Mazzini) worked on how to promote YFL webgame around peers in online and offline actions helping to choose testimonials and influencers that have been taken in consideration by ActionAid and Afol in choosing the final ones. A third group (CFP Paullo in Milan) worked with Afolmet communication staff to the development of a video where two girls are protagonists, speak and explain all peer to peer activities created during the project. Afolmet used the video inside the social campaign by their social media.
- In Rumania, 20 students choose to create a video in sign language to sensitize on peer violence, causes, signs and way to react. The video has been part of the national campaign promoted by CPE, as explained in paragraph 3.4.
- In Belgium and Greece, around 10 students have been protagonist in communication activities during local need assessment or peer to peer programme: staff collect histories and their voices to be spread by media press.

3   Implementation of the European Campaign

The implementation of the continuous campaigns, linked to important activities and dates, are described in detail in deliverable "D4.8 Website and Communication activities".

In this section, we focus on the targeted campaigns of all partners. This is specifically about paid European campaigns using user-generated content, created by students and influencers. This user-generated content is conceived and developed by the youngsters themselves in the project's work packages. On the next page you get an overview of each partner's implemented targeted European campaigns.

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

3.1 AFOL

Afol Metropolitana hired 2 popular Italian influencers, Lele Giaccari and Flavia Leone, to spread the project's activities, the web game and anti-bullying and peer violence issues among young people. Influencers produced a story and a reel on Instagram.

- The social campaign costed **€ 4.080**.
- Reach: **259.320**
- The message:
  - Influencer Flavia Leoni:
    - **Stories:**
      Today I wanted to tell you about "youth4love" a project implemented by ActionAid Italy in collaboration with Afol metropolitana to raise awareness of girls and boys against cyberbullying and gender and peer violence. In particular, I would like to tell you about "youth4love-the game": a video game that will immerse you in episodes of acts of violence, experienced by the characters in the game, allowing those who use it to become awareness in order to prevent them but especially in order to understand how to handle them in the best way. Incidents of bullying or cyberbullying have existed for a long time and continue to exist; becoming aware of them is essential as a first step in dealing with them. Here is the link to play the web game!

    - **Reel:**
      ActionAid Italy and Afol metropolitana have developed a project dedicated to young people, its name is youth4love. This initiative supports the adoption of measures that contribute to the prevention and fight against peer violence. As we know this can take many forms: it can be physical, verbal, psychological... and unfortunately incidents of bullying and cyberbullying are still too many. Around the world, 1 in 3 students between the ages of 13 and 15 has experienced this kind of thing. This is why ActionAid and Afol metropolitana came up with a tool to promote awareness about these issues and developed youth4love-the game. This video game consists of identifying with the stories of the characters, from different perspectives, incentivizing them to fight violence in the right way and allowing them to understand its dynamics and how it can fester and spread if unmanaged.

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

o Influencer Lele Giaccari:
  ▪ **Stories**

  I used to be bullied in school. Back in 2015 I was an overweight person and that caused me a lot of insecurity that grew and grew because of the bullies who came to school with me. To this day I look back proud of my progress. Looking for the reason for this change I realized that in my case it was crucial to start going out with my friends and relating more to people. That's why I'm here today to recommend that you try your hand at Youth for Love, a project curated by ActionAid Italy and Afol metropolitana, which is a video game with the goal of preventing and countering peer violence among teens. I recommend it because I am sure it could be the triggering tool for your own progress and change. Play it and let me know how it goes!!!

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union
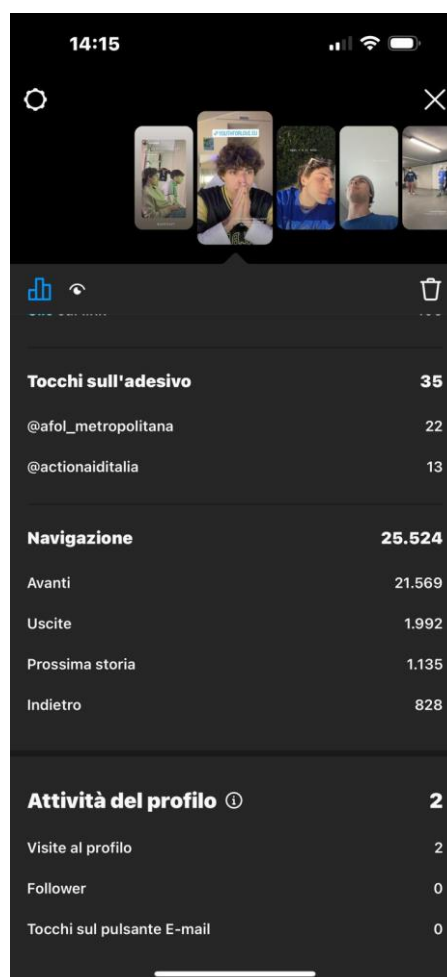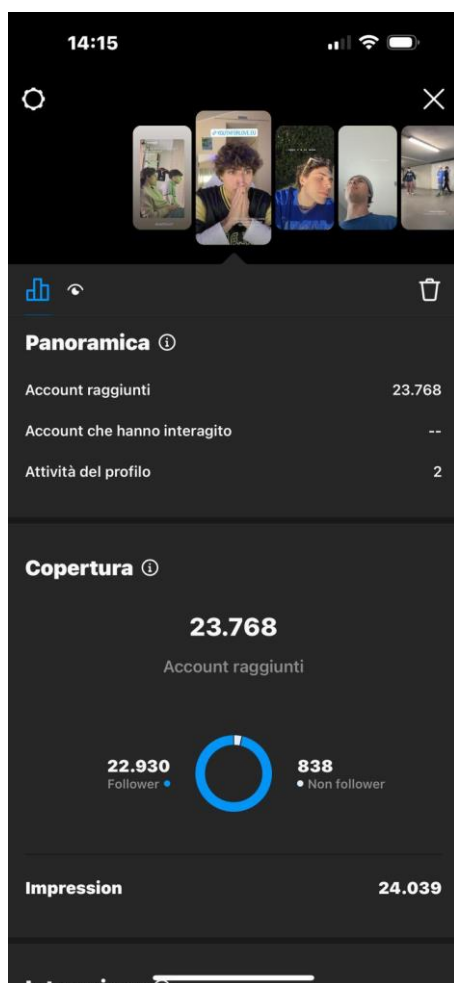
Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

3.2   AAH

Campaign targeting the educational community

Period: 11/02/2022
The post reached 237.069 people, had 478 likes, 97 comments and 115 shares.
Reach 237.069
Engagement: 18.379
Clicks: 5.167
Amount spent: 200 euros
Audience: Teachers and the educational community
Key message: Teachers, adolescents, parents and the whole community have to deal with violence together in order to bring change.
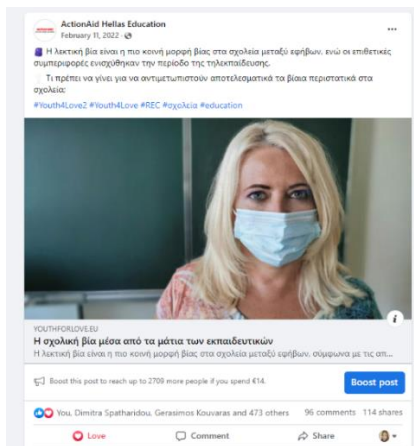
Two set of Campaigns promoting the game to teachers and students 14-18

First set of ads:
Period: 6 -21/02/2023
Reach 503.467
Engagement: 14.856
Clicks: 13.888
Amount spent: 2.000 euros
Audience: Teachers and students 14-18 in Greece
Key message: Your choices and behaviors can change the circle of violence.

Second set of ads:
Period: and 27/03-09/04/2023
Reach 437.932
Engagement: 10.472
Clicks: 8.639
Amount spent: 1.175 euros
Audience: Teachers and students 14-18 in Greece
Key message: Your choices and behaviors can change the circle of violence.
Graphics created for the promotion.
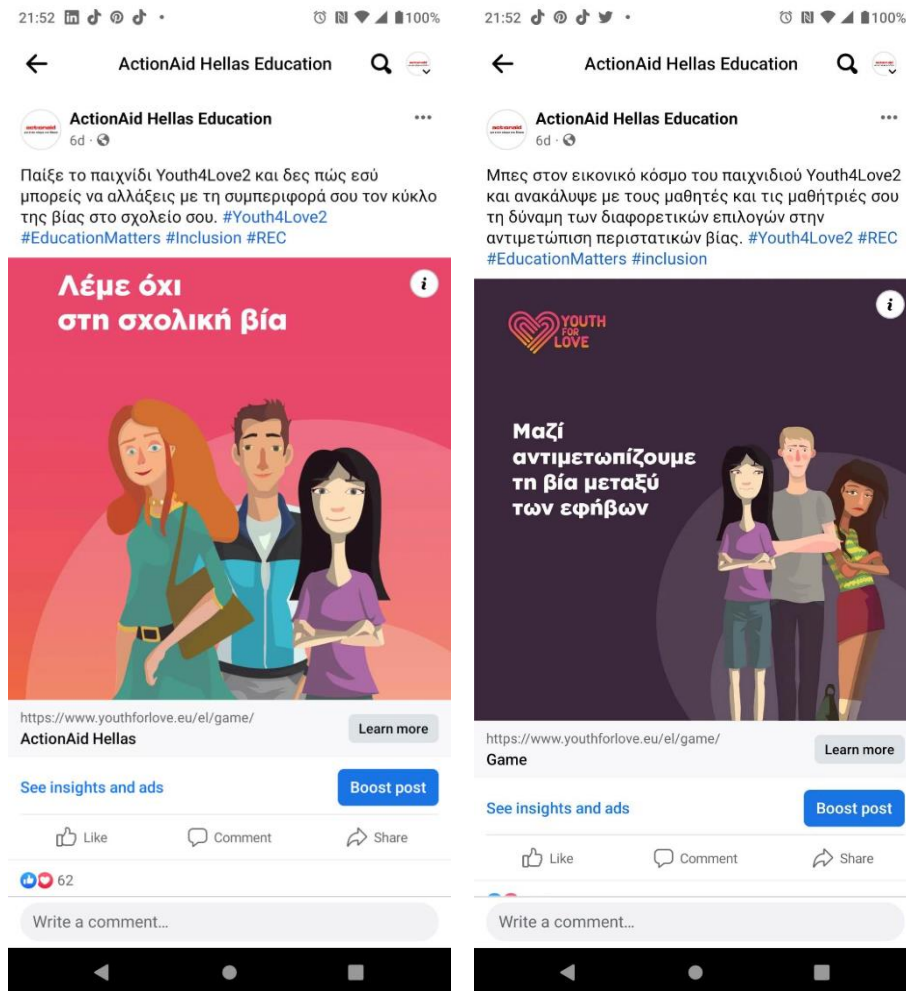
Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

Screenshots

Campaign promoting the educational materials to teachers and the educational community

Duration: 24/02-10/03/2023
Reach: 235.522
Engagement: 5.950
Clicks: 5.123
Amount spent: 300 euros
Audience: Teachers and the educational community.
Key message: With education we can deal with violence among adolescents.
Graphics created for the promotion.

Video on Tik Tok by the influencer Stefanos Vouros targeting youth
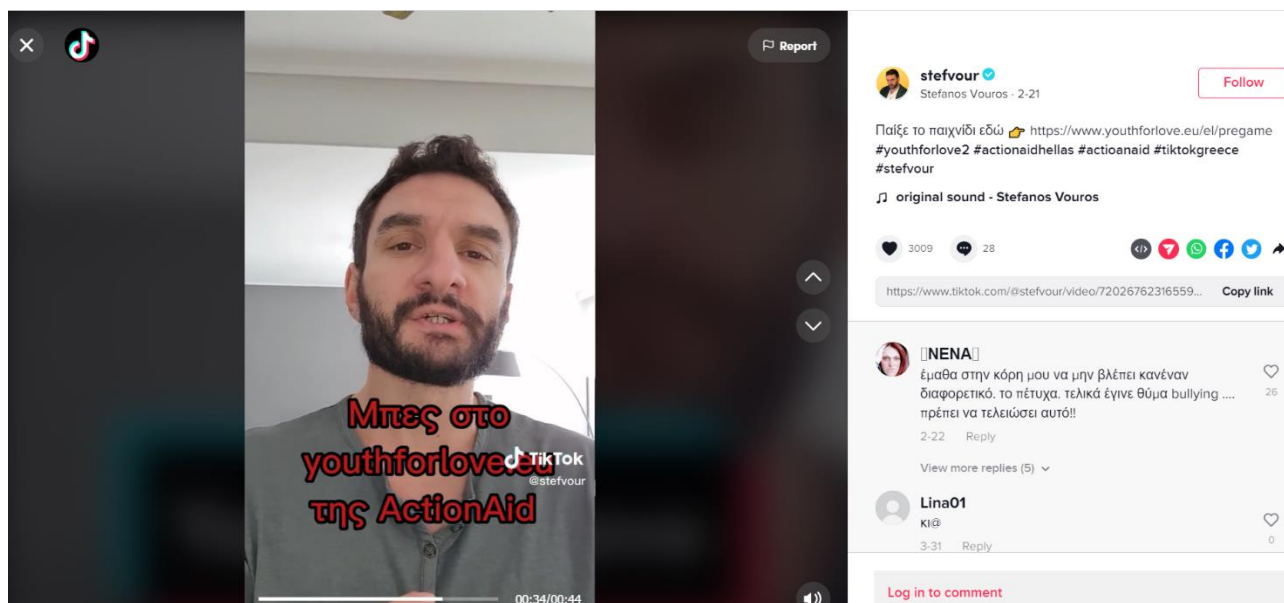
European campaign April 2023 - targeting a wide European audience.

Duration: 7-14 April.
Reach: 595.215
Engagement: 7.849
Clicks: 7.079
Amount spent: 200 euros
Audience: Teachers and students 14-18 in Europe.
Key message: Adolescents deserve and claim a non violent school.
Photo used from the Summer School in Sofiko Greece.

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

Campaign: Online Facebook event

Online event.
Reach: 100.100
Engagement: 1.403
Clicks: 1.003
Event responses: 633
Amount spent: 300 euros
Audience: Teachers and the educational community in Greece.
Key message: For a non violent school.
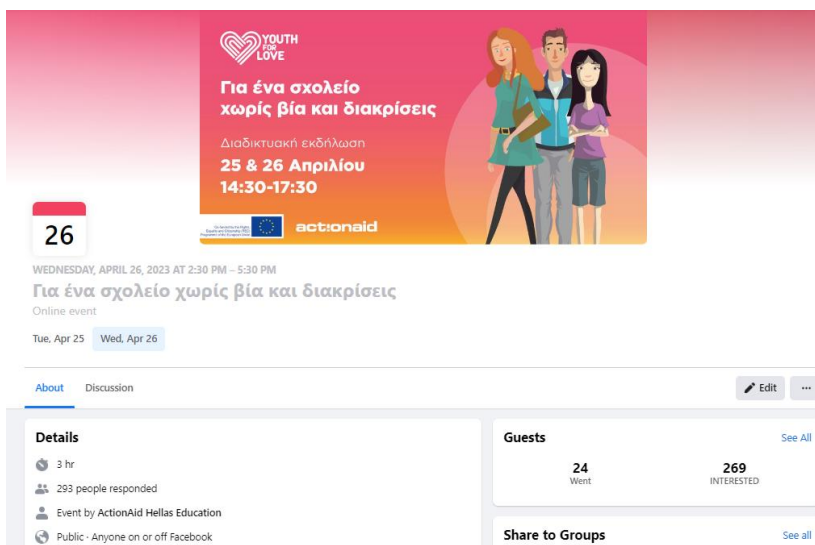
Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

Boost again

Performance

Event Responses		Reach	100.1K
633		Cost per Event Responses	€0.47

Activity on Facebook   Activity on your website

Post engagement
████████████████████ 1403

Link clicks
████████████ 1003

Event responses
███████ 633

Post reactions
████ 303

⌄ See all

Audience

This ad reached **100.096** people in your audience.
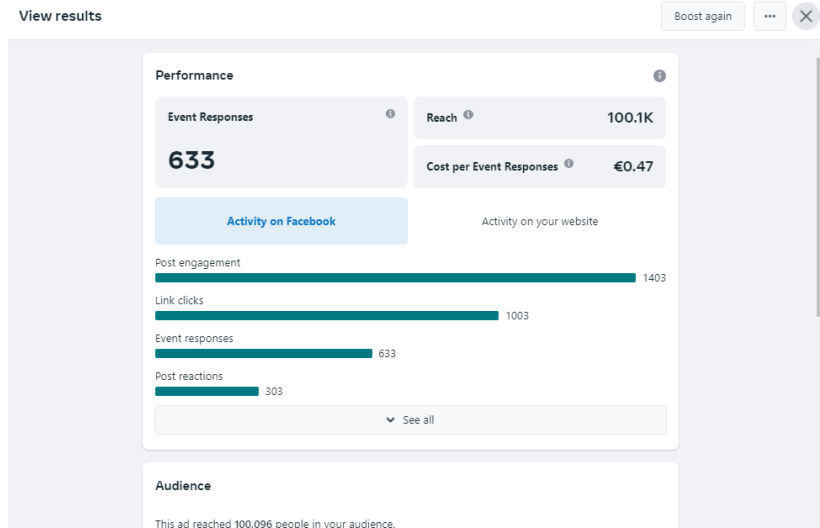
3.3 UCLL

1st campaign promoting the toolkits and the web-game

Duration: October 2022 – December 2022
Reach: 234.113
Clicks: 3703
Amount spent: 1.000 Euro
Audience:

- Teachers/Educational community.
  - Key message: Commit to well-being among secondary school students: get started with online game Youth For Love!
- Youth
  - Key message: The choices you make today determine who you are tomorrow. Play Youth For Love!

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union
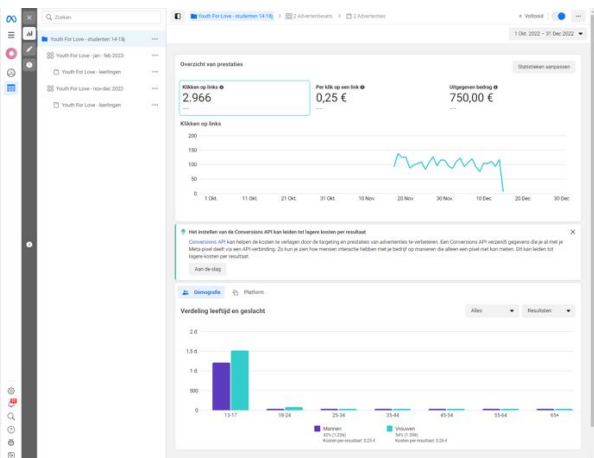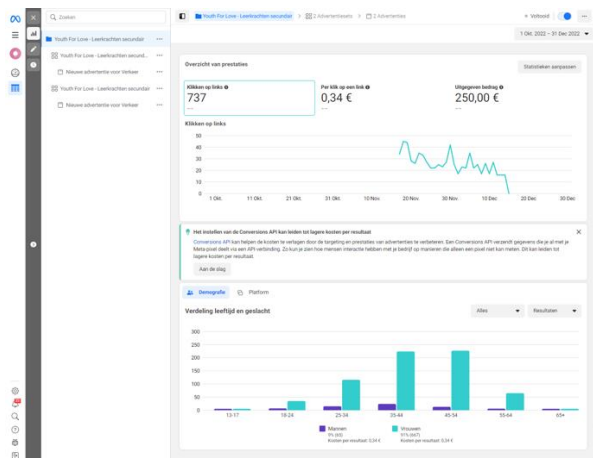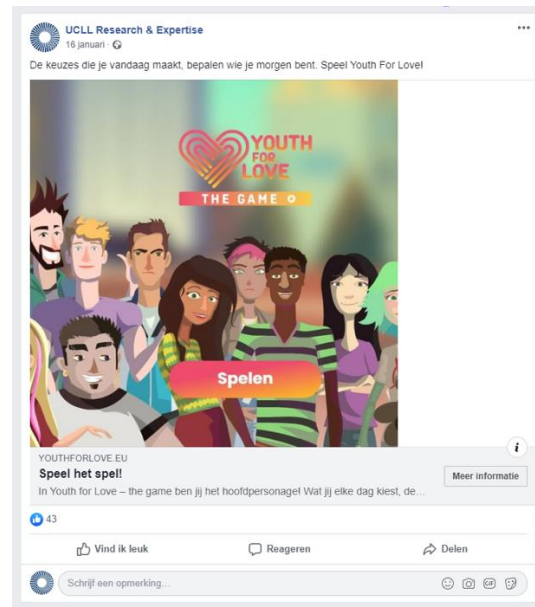
2nd campaign promoting the toolkits and the web-game

Duration: January 2023 – March 2023
Reach: 283.066
Clicks: 3.988
Amount spent: 800 Euro
Audience:

- <u>Teachers/Educational community.</u>
    - Key message: Commit to well-being among secondary school students: get started with online game Youth For Love!
- <u>Youth</u>
    - Key message: The choices you make today determine who you are tomorrow. Play Youth For Love!

European Youth & Teachers Awareness Campaign (created by students during workshops)

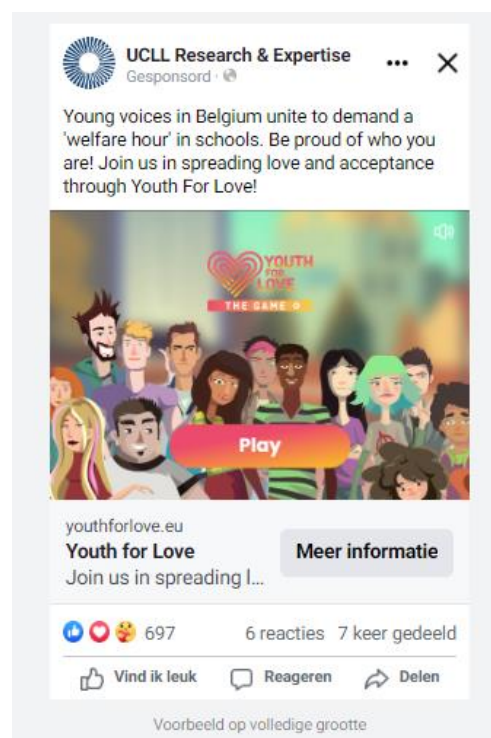Duration: March 2023 – April 2023
Reach: 2.965.829
Clicks: 26.607
Amount spent: 1100 Euro
Audience:

- ▪ European Teachers/Educational community.
    - o Key message: Attention Teachers: Empower your students to combat bullying and violence with Youth For Love. Our program is specifically designed to support young people aged 14 to 18, providing practical tools and guidance to promote a safer and more inclusive environment for all.
      Join us in fostering a culture of kindness and respect in your classroom today!
- ▪ European Youth
    - o Key message: As young voices in Belgium we unite to demand a 'welfare hour' in schools. Be proud of who you are! Join us in spreading love and acceptance through Youth For Love!

Campagnenaam	Naam advertentieset	Paginanaam	Advertentiemateriaal	Dag	Ad name	...agnenaam	Instelling voor toeschrijving	Resultaten	Bereik	Weergaven	Kostprijs per resultaat	Besteed bedrag
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	589	206.948	238.869	0,03 €	19,37 €
				2023-04-02	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	565	196.733	215.379	0,03 €	19,51 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	565	196.733	215.379	0,03 €	19,51 €
				2023-03-28	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	451	188.129	217.722	0,04 €	18,30 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	451	188.129	217.722	0,04 €	18,30 €
				2023-04-22	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	422	184.384	219.355	0,05 €	20,67 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	422	184.384	219.355	0,05 €	20,67 €
				2023-04-03	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	507	183.589	200.469	0,03 €	17,07 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	507	183.589	200.469	0,03 €	17,07 €
				2023-03-29	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	445	181.658	211.174	0,04 €	17,79 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	445	181.658	211.174	0,04 €	17,79 €
				2023-04-29	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	457	177.889	201.219	0,05 €	20,97 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	457	177.889	201.219	0,05 €	20,97 €
				2023-03-24	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	402	177.665	197.356	0,05 €	19,55 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	402	177.665	197.356	0,05 €	19,55 €
				2023-03-23	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	473	173.445	192.763	0,04 €	18,35 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	473	173.445	192.763	0,04 €	18,35 €
				2023-03-30	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	448	173.154	197.957	0,04 €	18,31 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	448	173.154	197.957	0,04 €	18,31 €
				2023-04-07	Alles	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	394	170.528	189.929	0,05 €	18,58 €
					European Youth	...alytischnr: 6 10 4...	klikken in 7-daagse of we...	394	170.528	189.929	0,05 €	18,58 €
Totale resultaten 171 / 171 wees display...							klikken in 7-daagse of we...	26.607	2.965.829 Accountcentrum-accounts	10.845.088 Totaal	0,04 €	1.100,00 € Totaal uitgegeven

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

3.4 AAI

Within the editorial plan, two moments have been foreseen which are particularly linked to a diffusion on a European scale and focused on highlighting European values.

The game launch post, as a tool to generate empathy and awareness on the fight against peer violence, was created in Italian and English and targeted on a European scale.
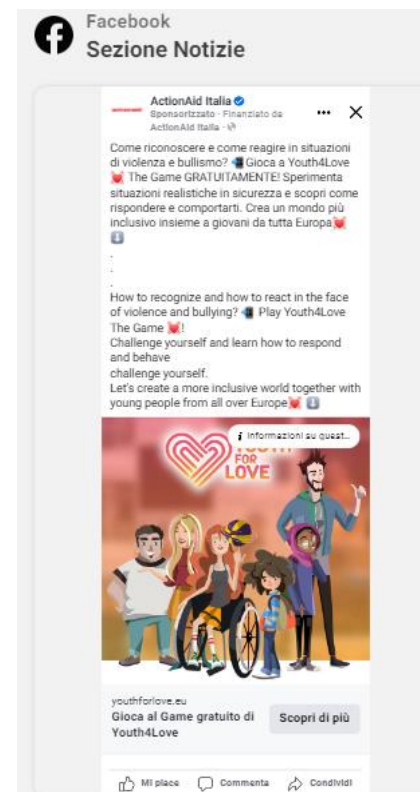
However, it should be noted that, despite the good diffusion, we have not found a significant diffusion in non-Italian native-speaking countries, also because ActionAid manages its channels only in Italian.

The campaign registered the following results:

Goal: Launch of the webgame – Awareness and Engagment
Target: Young (18-35) / Italy + Europe
Reach:

		24.156	103.073	511.735
carosello		Clic sul link		

Please note that the picture in this screenshot is different because the creativity was a carousel with different pictures, In the data analysis we cannot choose what to show.

We wanted to link the second content of the campaign to the diffusion of the European values of equality, inclusion and the fight against bullying. The starting point was the schools, where we have worked during these years of the project. Together with the participating children and teachers, a manifesto was prepared on how the school can be an open and inclusive place. Given that it is written in Italian, this content was mainly disseminated on Italian territory with a generalist target.

The campaign registered the following results:

Goal: Awareness

Target: general audience / Italy

Reach: 132.769 – impressions: 198.966

|					
✓	⬤	y4l2 10 punti scuola inclusiva	9970 Clic sul link	132.769	198.966

Advertised contents and influencer marketing

ActionAid Italia developed a partnership with an influencer agency focused on gaming and a young audience.We decided to involve influencers specialized in different games, precisely to diversify the audiences and not rely only on audiences accustomed to educational games and social issues.

The influencers most related to social issues and edu-gaming are: Luliviz (https://m.twitch.tv/luliziv) e Chiarola (https://m. twitch.tv/chiarola/home)

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

We then involved Prinsipe (https://m.twitch.tv/prinsipe) and Yass who, before starting their live online games on Fifa and other sports games, launched a message about gaming and the fight against peer violence.
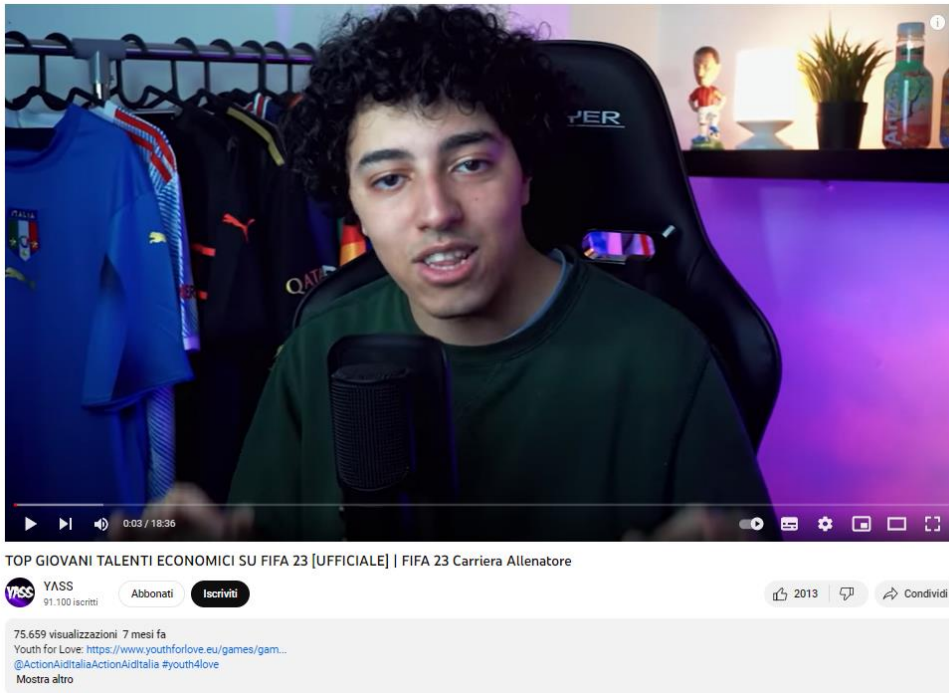
Two live streams were organized on Twitch with the influencers: a moment to learn more about the topic and play the game live.
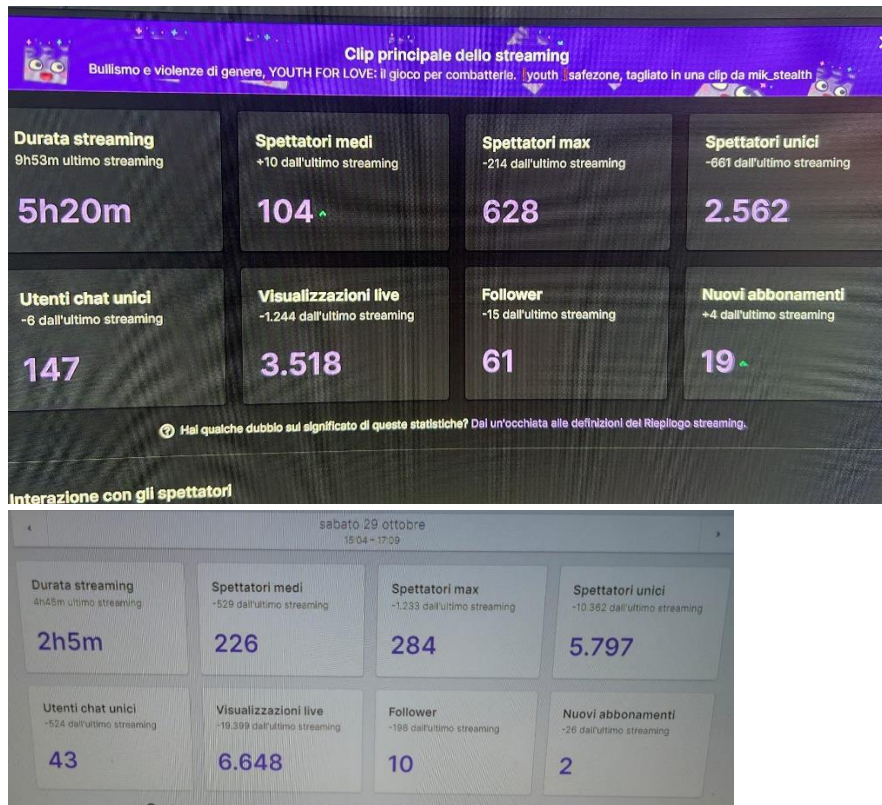
The influencer campaign costed: €5.000

Reach: 555.355 between organic and adv the campaign
Impression: 1.004.720

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

TALENT	CANALE	CONTENUTO	REACH	IMPRESSION	CLICK	TWITCH	DATA
Chiarola	Instagram	IG Stories 1	1.143	1.147	28		14/10/2022
		IG Stories 2	1.090	1.103	7		28/10/2022
MKERS	Instagram	IG Stories 1	920	953			11/10/22
		IG Stories 2	1.124	1.151			21/10/2022
		IG Stories 3	974	1.001	13		26/10/2022
Prinsipe	Instagram	IG Stories 1	2.585	2.585	16	Insight Live 29/10/22	12/10/2022
		IG Stories 2	5.593	5.593	7		21/10/2022
Save a Gamer	Tik Tok	Storia 1	625	-	-		14/10/2022
		Storia 2	307	-	-		27/10/2022
Yass	Youtube	Video 1	21.149	162.850	-		13/10/2022
		Video 2	10.471	110.783	-		26/10/2022
Sweetchinmusig	Instagram	Storia 1	1.635	1.635	15		22/10/2022
		Storia 2	1.803	1.803	12		27/10/2022
Gasp	Tik Tok	Storia	124	-	-		13/10/2022
Luliziv	Instagram	Storia	750	799		Insight Live	
	Linkedin	Post	303	303	-		29/10/2022
Campagna in Dark			504.759	713.014	-		
Bitly		Total engagements	Engagement grafico	Social Engagement	586		
TOTALE		CONTENUTO	REACH	IMPRESSION	CLICK		
		16	555.355	1.004.720	684		

In terms of generating awareness on the issue, we also involved Pietro Turano (https://www.instagram.com/eropietro/), an Italian actor who is very popular with teenagers and an activist for lgbtqia+ rights who launched a message to fight violence, inviting us to use the game to experience the different nuances with which it can take place.

We also participate in the Afol Metropolitana campaign involving Lele Giaccari and Flavia Leone to spread the project's activities, the webgame and anti-bullying and peer violence issues among young people. Influencers produced stories and a reel on Instargram.

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union
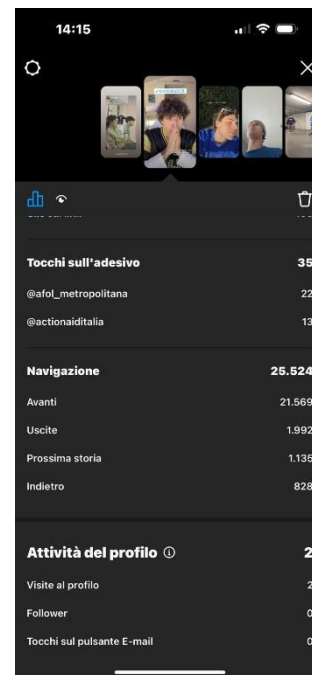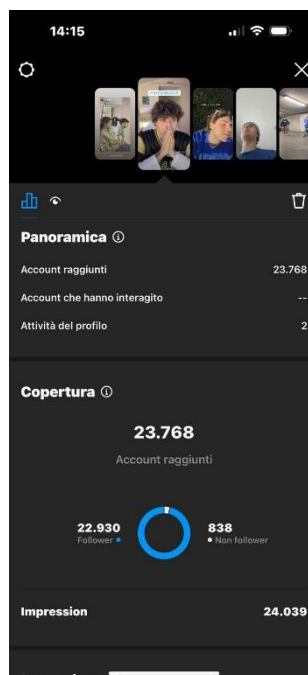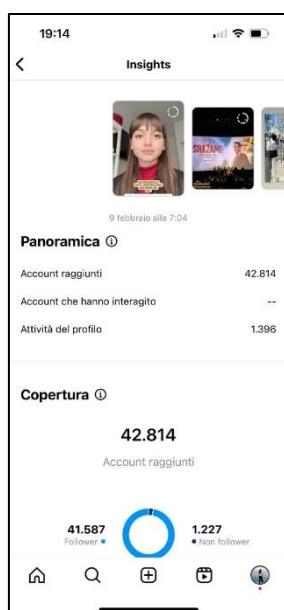
Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

3.5   CPE

Campaign targeting the educational community

Period: 29/06/2021 – 05/07/2021
Reach: 6627
Clicks: 125
Amount spent: 10 euros
Audience: Teachers and the educational community
Key message: We want to build schools and communities where teenagers feel safe.

Period: 22/09/2021 – 01/10/2021
Reach: 4203
Clicks: 160
Amount spent: 10 euros
Audience: Teachers and the educational community
Key message: We want to build schools and communities where teenagers feel safe.

Campaign promoting the Romanian version of the game to students 14-18

Period: 27-30/04/2023
Reach 5254
Engagement: 26
Clicks: 24
Amount spent: 30 euros
Audience: Teachers and students 14-18 in Romania
Key message: Will your choices create a more violent world or a safer world?

Campaign promoting the English version of the game to students 14-18

Period: 25-30/04/2023
Reach 12.600
Engagement: 112
Clicks: 102
Amount spent: 30 euros
Audience: Students 14-18 in all European Countries except Greece, Italy and Belgium
Key message: Play as a teenager who faces aggression, prejudice, and online harassment. Learn valuable lessons about empathy and respect by navigating the story and experiencing the consequences of different actions.
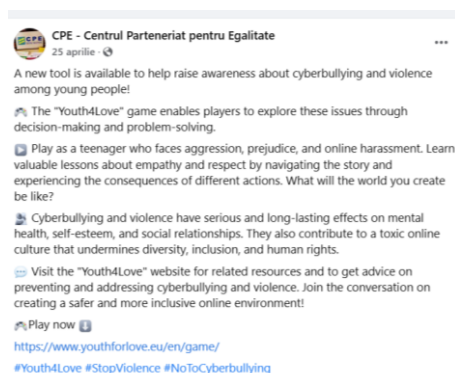
Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

Campaign promoting the educational materials to teachers and the educational community

Duration: 24 - 31/05/2022
Reach: 6620
Engagement: 202
Clicks: 138
Amount spent: 10 euros
Audience: Teachers and the educational community.
Key message: new tools to support both parents and teachers, as well as students, in order to prevent, recognize and combat violence, in any form of it and in any aspect of their lives.


Duration: 26 - 30/04/2023
Reach: 16.716
Engagement: 246
Clicks: 175
Amount spent: 30 euros
Audience: Teachers and the educational community.

Co-funded by the Rights,
Equality and Citizenship (REC)
Programme of the European Union

Key message: new tools to support both parents and teachers, as well as students, in order to prevent, recognize and combat violence, in any form of it and in any aspect of their lives.
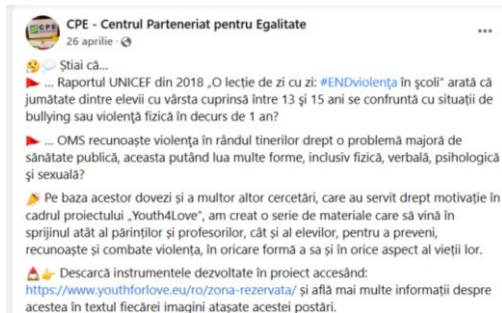
Awareness Campaign created by students during workshops

Duration: April 2023
Reach: 54.448
Clicks: 30711
Views: 10418
Amount spent: 30 Euro
Audience: Students, Teachers and Educational Community
Key message: information about violence among young people in sign language