



## **EMN Ad-Hoc Query on Information Campaigns through Social Media Channels**

Requested by Rainer LUKITS on 15th September 2017

### **Miscellaneous**

Responses from Austria, Belgium, Croatia, Czech Republic, Estonia, Finland, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Slovak Republic, Sweden, United Kingdom (17 in total)

#### Disclaimer:

*The following responses have been provided primarily for the purpose of information exchange among EMN NCPs in the framework of the EMN. The contributing EMN NCPs have provided, to the best of their knowledge, information that is up-to-date, objective and reliable. Note, however, that the information provided does not necessarily represent the official policy of an EMN NCPs' Member State.*


## **Background information:**

The Austrian Federal Ministry of the Interior is convinced that targeted information campaigns present a useful asset in the fight against irregular migration. Moreover, social media is one of the most powerful tools for directly communicating with (potential) migrants. In light of possible future projects in this area, the Austrian Federal Ministry of the Interior would thus like to gather information and ideas regarding MS's best practices with regard to information campaigns through social media channels.

## **Questions**

1. 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.
2. 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.
3. 3. How is your MS translating content (posts, questions, etc.) to/from the target audience's mother tongue? Do your MS's institutions have dedicated staff or are they commissioning external agencies?
4. 4. Is your MS using geo-tracking for location-specific sharing of content? If yes, how is it implemented?
5. 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)?
6. 6. Which monitoring tools are used by your MS?
7. 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?
8. 8. Is your MS engaging in information campaigns regarding the voluntary return of migrants?

## **Responses**

	<b>Country</b>	<b>Wider Dissemination</b>	<b>Response</b>
	Austria	Yes	<b>1.</b> In 2015 Austria among other countries experienced high numbers of incoming refugees and migrants. Afghans were the largest group of asylum seekers, however, their chance of getting a positive decision is small

– in comparison to Syrian refugees for example. Other EU countries reported equally high numbers. This kind of mass flight is a problem for both Europe and Afghanistan. In December 2015 the Austrian Federal Ministry of the Interior set up a Facebook and a Twitter account – in addition to the existing official governmental channels. It was used to spread posts in Arabic, Farsi, Pashto and Dari. The aim was to reach mainly men between 16 and 35 in Afghanistan or already on their way to Europe. The messages were clear: The asylum law in Austria is strict. No asylum for economic reasons. The visual design was simple with bright colours and big letters. There was a budget to promote the single posts as well as the page itself. The published content appeared specifically on Timelines of Afghans, who are in the area of the balkan route. As a result, over 65.000 Page Likes were accumulated. What is even more important, the posts reached more than 400.000 people. The campaign lasted from December 2015 to May 2016 (on Social Media until the end of February 2016). In 2017 Austria’s voluntary return programme was promoted, but there was no budget for Social Media ads. Source: Federal Ministry of the Interior.




**2.** Austria 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. Source: Federal Ministry of the Interior.


**3.** Austria currently commissions external translators for translating and answering questions posted by the target audience. Source: Federal Ministry of the Interior.

**4.** Austria used geo-tracking to reach migrants on the Balkan Route and in Afghanistan. Men (mainly from Iran, Afghanistan, Pakistan) between the age of 16 and 35, who were supposedly on their way to Europe, were targeted. Source: Federal Ministry of the Interior.


**5.** The Austrian Federal Ministry of the Interior 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. Source: Federal Ministry of the Interior.

**6.** Austria 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. Source: Federal

			<p>Ministry of the Interior.</p> <p><b>7.</b> The Austrian Federal Ministry of the Interior produced most of the content (Videos/Photographs) in-house, a number of sujets and information folders were produced by external agencies. Source: Federal Ministry of the Interior.</p> <p><b>8.</b> Austria has launched an information campaign on voluntary return. Information is distributed – amongst others – through social media and the website <a href="http://www.voluntaryreturn.at">www.voluntaryreturn.at</a>. Source: Federal Ministry of the Interior.</p>
	Belgium	No	
	Croatia	Yes	<p><b>1.</b> In the last 12 month there was not any campaign implemented regarding an irregular migration in Croatia.</p> <p><b>2.</b> Currently, there are no any specific plans for next year.</p> <p><b>3.</b> At the present Croatian government commissions external translators and interpreters for translating and interpreting to/from the target audience’s mother tongue.</p> <p><b>4.</b> No.</p> <p><b>5.</b> N/A</p> <p><b>6.</b> N/A</p> <p><b>7.</b> N/A</p> <p><b>8.</b> N/A</p>
	Czech Republic	Yes	<p><b>1.</b> The Czech Republic did not conduct any information campaigns focused on prevention of irregular</p>

			<p>migration through social media during the past 12 months.</p> <p><b>2.</b> No information campaigns regarding irregular migration are currently planned.</p> <p><b>3.</b> The Czech Republic does not conduct any information campaigns focused on prevention of irregular migration through social media.</p> <p><b>4.</b> The Czech Republic does not conduct any information campaigns focused on prevention of irregular migration through social media.</p> <p><b>5.</b> The Czech Republic does not conduct any information campaigns focused on prevention of irregular migration through social media.</p> <p><b>6.</b> The Czech Republic does not conduct any information campaigns focused on prevention of irregular migration through social media.</p> <p><b>7.</b> The Czech Republic does not conduct any information campaigns focused on prevention of irregular migration through social media.</p> <p><b>8.</b> Currently, we do not carry out any information campaign regarding the voluntary returns 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 in the course of weeks. Information regarding the voluntary returns is regularly provided at the meetings with relevant institutions and diplomatic missions.</p>
	Estonia	Yes	<p><b>1.</b> There have been no such information campaigns in Estonia during the past 12 months. However, there have been other campaigns with the aim to notify the general public about human trafficking related issues.</p> <p><b>2.</b> Such information campaigns are not planned during the course of next year.</p> <p><b>3.</b> N/A</p>

			<p>4. N/A</p> <p>5. N/A</p> <p>6. N/A</p> <p>7. N/A</p> <p>8. No. Information about voluntary return is provided on IOM Estonia webpage.</p>
+	Finland	Yes	<p>1. The Department for Communications of the Finnish Ministry for Foreign Affairs (MFA) has made documentaries and discussion panels for local TV channels and social media campaigns (including videos, press releases, infographics etc.) in Facebook, Instagram, YouTube and Twitter. In the past they have also conducted press conferences, website production, experimental WhatsApp campaign, Google ads, printed leaflets and TV- advertisements. In addition, they are planning to organize seminars and open discussions in the countries of origin. The communication is implemented mainly in Iraq, Afghanistan and Somalia.</p> <p>2. At the moment the MFA is not planning activities for the next year.</p> <p>3. The MFA has used both dedicated staff and external agencies.</p> <p>4. No.</p> <p>5. Separate channels for communication are used, but not in order to be unidentified. The MFA wants to always make sure, that they are visible, transparent and that the official logos are used. Main reason for not using the existing official governmental channels is that they have different audiences than whom the MFA wants to reach through migration communication.</p> <p>6. Google analytics, Facebook tools and tailored media monitoring, provided by external agency.</p> <p>7. External agencies are used for this purpose.</p> <p>8. Information regarding voluntary return is provided, for instance, on the MFA website, and the Finnish</p>



			Immigration Service website and Twitter account. At the moment the MFA is planning a social media campaign made of infographics.
	Germany	Yes	<p><b>1.</b> In 2015 and 2016 Germany experienced high numbers of incoming refugees who had to go through the asylum procedure. To counter rumours and other false information within the refugee community in Germany, the Social Media unit of the Federal Office for Migration and Refugees distributed information about rights and obligations of asylum seekers. The campaign's core is an animated video clip that explains complex legal issues in a way that is easy to understand to those concerned. It is available in the languages Arabic, Farsi, Albanian, French and German and was spread via the official Facebook and Twitter accounts. The channels were established in 2013 and 2014 respectively. They are followed not only by refugees but by an organically grown community of multipliers (volunteers that are dedicated to refugee relief). The target country was Germany. The campaign of communication abroad on refugees and migration, which the Federal Foreign Office has built up rapidly since the summer of 2015, was further developed in 2016 and 2017. It is the largest campaign to date of the new Directorate for Strategic Communication at the Federal Foreign Office. The decision to undertake the perilous journey to Europe is a life-defining one but too often it is based on false information and rumours spread by people smugglers. To counter false information and provide accurate facts, the Federal Foreign Office informs about the dangers and cost of the journey to Europe, the legal and practical realities of the asylum process and the likelihood to be granted protection in Germany, as well as German support programs for voluntary return and German initiatives to address the root causes of the refugee and migration crisis to improve prospects in countries of origin and transit. For its communication campaign on refugees and migration, branded with the hashtag #RumoursaboutGermany, the Federal Foreign Office uses traditional communication channels, websites as well as social media platforms. Measures during the last 12 months include (non-exhaustive): - Launch of the new website <a href="http://www.rumoursaboutgermany.info">www.rumoursaboutgermany.info</a> (available in English, French and Arabic) in order to bundle all our current 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 - In Afghanistan and Pakistan, Deutsche Welle reaches millions of users in the respective languages Dari, Urdu and Pashtu with a social media blog that is funded by the Federal Foreign Office. In addition, in Afghanistan, we have addressed (potential) refugees and migrants with large-scale posters, bill-boards, advertisement on buses and TV and radio campaigns to encourage them to remain. Under the #MyHomeAfghanistan, testimonials explain in videos on social media platforms why they have decided to build a life in Afghanistan despite their difficulties. This campaign has reached several million</p>



users. - In North Africa, we posted online banners, in which we warned against smugglers and the false notion that people would be granted protection and the right to stay in Europe based on economic hardship. - In West Africa, we are cooperating with the International Organization for Migration (IOM) over the coming years. The project comprises 14 important countries of origin and transit and includes both efforts of stabilization and communication elements. We are increasingly communicating with village communities in important countries of origin in which potential migrants live, as well as provide mobile information to migrants currently in transit. We have also funded Deutsche Welle programs with a focus on refugees and migration issues in Africa and we have worked with African diaspora groups in Germany to support their communication initiatives on issues around refugees and migration - In the Middle East, we launched a discussion on the pros and cons of migration and the associated cost and dangers through the use of popular broadcast formats such as Deutsche Welle's "Shababtalk" with moderator Jaafar Abdulkarim. Online, clips of the show were watched more than 2 million times. Besides active communication on our own channels, the Federal Foreign Office is going to implement a total of around 70 communication projects with partners along the main migration routes in 2017 alone. We are continuing to implement our comprehensive communication approach with new formats and cooperation with external partners in 2018.



2. The Social Media unit of the Federal Office of Migration and Refugees 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. The Steering Group Strategic Communications of the Federal Foreign Office will continue to develop its comprehensive communication approach on issues regarding refugees and migration. Further focus will be put on Africa, while keeping a broad footprint that includes the Middle East, the Balkans, and South Asia incl. Afghanistan and Pakistan. In addition to ongoing and new campaigns leveraging traditional communication channels such as print, radio and TV as well as our social media channels, we will develop two central instruments: Firstly, we will further develop the website [www.rumoursaboutgermany.info](http://www.rumoursaboutgermany.info) by adding regionally specific content, versions in additional languages, external content from partners like other EU member states, IOs like IOM, and broadcasters like Deutsche. Secondly, we will strengthen our ability in social media listening and engagement by building a de-centralized "Interactive Team". It will monitor discourse and rumours regarding migration to Europe and Germany on social media platforms and they will communicate correct information in the respective local language. As we conceptualize and implement this Interactive Team, we are interested in collaborating with EU member states, EU institutions such as EASO, and other partners.





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|  |  |  | <p><b>3.</b> The Social Media unit of the Federal Office of Migration and Refugees commissions external translators for translating and answering questions posted by the target audience for special occasions. Since our target groups are not only refugees themselves but also volunteers helping refugees, posts are mainly in German, English and to a lower extent Arabic and Farsi. The Steering Group Strategic Communications of the Federal Foreign Office makes use both of the internal translation services at the Federal Foreign Office as well as of external translation providers. In addition, local employees with language abilities are employed in all of our diplomatic posts.</p> <p><b>4.</b> We do not use geo-tracking or similar device. We only have access to publicly available information.</p> <p><b>5.</b> The Social Media unit of the Federal Office of Migration and Refugees only uses its official Social Media channels (Facebook, Twitter) to distribute its messages. The Federal Foreign Office communicates on its own channels such institutional accounts in social media, personal accounts of ambassadors of diplomatic missions in countries/regions of origins. The Federal Foreign Office also supports third parties such as IOs like IOM, NGOs or media groups in their own communication</p> <p><b>6.</b> The Social Media unit of the Federal Office of Migration and Refugees is using the software “Tweetdeck” to monitor Twitter and “Facebook Page Manager” to administer Facebook. The Federal Foreign Office currently tests different social media listening and engagement tools/software programmes and plans to procure a respective tool in the first half of 2018. Tools currently evaluated and tested include Ubermetrics, Meltwater, Hootsuite, and Dataminr.</p> <p><b>7.</b> The Social Media Unit of the Federal Office of Migration and Refugees produces most of the content (videos/photographs) in-house. The Steering Group Strategic Communications of the Federal foreign Office produces some content 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.</p> <p><b>8.</b> The Social Media unit of the Federal Office of Migration and Refugees 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 the Federal Foreign Office communication campaign. It is covered by multiple measures such as the website <a href="http://www.rumoursaboutgermany.info">www.rumoursaboutgermany.info</a> as well as in video testimonials featuring returnees. In the communication work we look at voluntary return from two angles. On the one hand we provide fact-based information to</p> |
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			migrants considering voluntary return and on the other hand we aim at reducing stigma of returnees in their home communities.
	Hungary	Yes	<ol style="list-style-type: none"> <li>1. There were no information campaigns launched on social media during the past 12 months.</li> <li>2. No.</li> <li>3. N/A</li> <li>4. N/A</li> <li>5. N/A</li> <li>6. N/A</li> <li>7. N/A</li> <li>8. No.</li> </ol>
	Ireland	Yes	<ol style="list-style-type: none"> <li>1. Ireland has not undertaken any such social media campaigns.</li> <li>2. .</li> <li>3. .</li> <li>4. .</li> <li>5. .</li> <li>6. .</li> <li>7. .</li> </ol>

			8. .
	Italy	Yes	<ol style="list-style-type: none"> <li>1. see presentation uploaded</li> <li>2. see presentation uploaded</li> <li>3. see presentation uploaded</li> <li>4. see presentation uploaded</li> <li>5. see presentation uploaded</li> <li>6. see presentation uploaded</li> <li>7. see presentation uploaded</li> <li>8. Yes.</li> </ol>
	Latvia	Yes	<ol style="list-style-type: none"> <li>1. No information campaigns have been conducted in Latvia during last 12 months.</li> <li>2. At the moment information campaigns are not planned for the next year.</li> <li>3. N/A</li> <li>4. N/A</li> <li>5. N/A</li> <li>6. N/A</li> <li>7. N/A</li> </ol>

			8. No.
	Lithuania	Yes	<p>1. Lithuania did not conduct in the field of irregular migration</p> <p>2. To the best of our knowledge - no</p> <p>3. n/a</p> <p>4. N/a</p> <p>5. N/a</p> <p>6. N/a</p> <p>7. N/a</p> <p>8. Lithuania has a website providing information on assisted voluntary return and constantly organizes meetings with relevant institution and staff of diplomatic missions.</p>
	Luxembourg	Yes	<p>1. There has not been information campaigns during the last 12 months.</p> <p>2. a) N/A. b) Not at the moment.</p> <p>3. N/A.</p> <p>4. N/A.</p> <p>5. N/A.</p> <p>6. N/A.</p> <p>7. N/A.</p>

			8. Yes.
	Netherlands	No	
	Slovak Republic	Yes	<p>1. N/A</p> <p>2. N/A</p> <p>3. N/A</p> <p>4. N/A</p> <p>5. N/A</p> <p>6. N/A</p> <p>7. N/A</p> <p>8. IOM (as the only subject in Slovak Republic implements voluntary return of migrants) has launched this year an information campaign through social media (Facebook). IOM has prepared short information videos and thematic posters which have been published on FB fanpage in 3 phases (1. Introduction of AVRR programm; 2. Focus on AVRR services; 3. Focus on reintegration assistance): 1. <a href="https://www.facebook.com/IOMSlovakia/videos/1820918397924911/">https://www.facebook.com/IOMSlovakia/videos/1820918397924911/</a>  <a href="https://www.facebook.com/IOMSlovakia/photos/a.913683431981750.1073741827.913570748659685/1755929411090477/?type=3&amp;theater">https://www.facebook.com/IOMSlovakia/photos/a.913683431981750.1073741827.913570748659685/1755929411090477/?type=3&amp;theater</a> 2. <a href="https://www.facebook.com/IOMSlovakia/videos/1820927107924040/">https://www.facebook.com/IOMSlovakia/videos/1820927107924040/</a>  <a href="https://www.facebook.com/IOMSlovakia/photos/a.913683431981750.1073741827.913570748659685/1764923726857712/?type=3&amp;theater">https://www.facebook.com/IOMSlovakia/photos/a.913683431981750.1073741827.913570748659685/1764923726857712/?type=3&amp;theater</a> 3. <a href="https://www.facebook.com/IOMSlovakia/videos/vb.913570748659685/1821929304490487/?type=2&amp;theater">https://www.facebook.com/IOMSlovakia/videos/vb.913570748659685/1821929304490487/?type=2&amp;theater</a>  <a href="https://www.facebook.com/IOMSlovakia/photos/a.913683431981750.1073741827.913570748659685/1771945659488852/?type=3&amp;theater">https://www.facebook.com/IOMSlovakia/photos/a.913683431981750.1073741827.913570748659685/1771945659488852/?type=3&amp;theater</a> All posts were published in both Slovak and English language. Aim of the campaign was to raise public awareness on AVRR program and its services and to attract potential clients</p>

			<p>(irregular migrants). Besides that, IOM occasionally share on FB fanpage success stories of migrants that returned home voluntarily and started their own business with the help of the reintegration assistance. Impact of the campaign is hardly measurable. IOM did not record migrants who would have contacted the staff based on the FB campaign, but as majority of the IOM FB fans are foreigners, we assume that information on AVRR was brought to attention of our target audience. One of the reason is long-term relatively small presence of irregular migrants on the territory of the Slovak Republic (1180 administrative expulsions issued to irregular migrants for the first half of 2017). In the long term, IOM distributes information brochures on AVRR to the Ministry of Interior facilities (e.g. detention camps, Alien Police departments, etc.), where the target group is located. Information in these brochures is available in 6 languages (Slovak, English, Vietnamese, Chinese, Russian and Arabic). Information is distributed also through AVRR webpage, which serves as a source of information not only for potential clients but also for IOM partners (social workers, alien police officers, etc.)</p>
	Sweden	Yes	<ol style="list-style-type: none"> <li>1. The Swedish Migration Agency has not been active in social media channels for so long. We started our Facebookchannel in the beginning of 2016, during the migrationcrisis in Europe. During those first months we worked with the campaign "asylumschool", to increase the knowledge about the asylumprocess in Sweden and the Swedish Migration Agency's daily work with these type of applications. We conducted the campaign on both Facebook and Twitter for the target audience the general public. Information campaigns is not a big part of the content in Swedish Migration Agency's social media channels. The content now mainly consists of information about migration to Sweden and to increase the knowledge about The Swedish Migrations Agency's work and organisation. The main target audience for the social media channels is the general public.</li> <li>2. The Swedish Migration Agency doesn't have any plans for new information campaiings during the course of the next year.</li> <li>3. Due to the fact that the main target audience for The Swedish Migration Agency's social media channels is the general public in Sweden, not the people who want to take up permanent residence in Sweden, come for a visit, seek protection from persecution or become Swedish citizens, we don't translate the content in social media.</li> <li>4. No, we don't use geo-tracking for location-specific sharing of content.</li> <li>5. If The Swedish Migration Agency distribute information campaiings we distribute them through our own</li> </ol>

			<p>official governmental channels.</p> <p><b>6.</b> The Swedish Migration Agency is using Clarabridge CX Social.</p> <p><b>7.</b> The content is created and produced by the Swedish Migration Agency.</p> <p><b>8.</b> The Swedish Migration Agency have done some small information campaigns/investements regarding the voluntary return of migrants.</p>
	United Kingdom	No	