

Information materials: Infosheets 1-5

Work package nr.3 Advocacy, Awareness Raising and Dissemination Activities



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Introduction

This document has been prepared for the project "SafeNet: Monitoring and Reporting for Safer Online Environments," implemented with the financial support of the CERV-2022-EQUAL Programme of the European Union.

Specifically, this document concerns the information materials – infosheets – produced to raise awareness about the results of the social media monitoring process in January-November 2023. The bi-monthly infosheets are one of the key instruments to reflect upon the monitoring periods, identify key challenges faced by partners in reporting hate speech comments to social media platforms, summarize main trends and present how social media companies are addressing the reports of hate speech.

This document will detail the process of infosheet production, the main elements of infosheets, its role in implementing the dissemination and awareness-raising strategy and include the bi-monthly infosheets.

Infosheets: Concept, Process and Dissemination

As detailed in the Dissemination and Awareness Raising Strategy, LGL, in collaboration with coordinator INACH, proposed the concept for the infosheets to partners. The concept of the infosheets was debated in kick-off and training meetings and partners had several proposals on what infosheets should include to best reflect the monitoring process results.

Since infosheets are one of the most important tools for project dissemination and awareness raising and should reflect the results from 19 EU countries, it was essential to develop a universal template for infosheets. As the project involves more than 20 partners, LGL proposed producing infosheets for partners to speed up the process of producing bi-monthly infosheets.

After extensive consultations with partners, the content of the infosheets was confirmed. The content was slightly adapted since the second infosheet as it was decided to follow a cumulative approach. The cumulative approach was adopted due to the continuous nature of the monitoring process. As reporting periods progress, the infosheets reflect the continuity of the partners' reporting process.

National infosheets and one summarizing infosheet in English are produced every two months. All infosheets include the project logo, GA number, EU logo with an indication of received EU funding, disclaimer and partner's logo (in case of national infosheets). All infosheets are composed of 5 pages and produced in PDF and .jpg formats so they could be easily shared on partners' social media.

The first page of the infosheet details the time of assessment of notifications by social media platforms, the second one – removals per IT company, the third one – the number of notifications with no feedback, the fourth one – grounds for reporting hate. These are the key aspects when it comes to evaluating if, how and when social media platforms address the reports of hate speech comments and what groups hate speech comments affect mostly. The final page includes a summary comment detailing the latest trends in the current reporting period. The summary is critical as it explains the data presented on pages 1-4 and includes partners' insights on the monitoring process.

Over the reporting period, 99 infosheets were produced for infosheets No 1 – 5. Bi-monthly informational material includes 19 national infosheets and 1 summarizing infosheet in English.

After bi-monthly monitoring, partners have 10 days to analyze their data and enter it into the spreadsheet provided by LGL. LGL then produces the infosheets based on this data. Partners have a possibility to enter their comments and revised versions are prepared. LGL then prepares the summarizing infosheet in English and INACH provides a summarizing comment for page 5.

Once partners consider their national infosheets final, dissemination efforts are made and entered into the project dissemination log. All partners are requested to provide at least one entry of dissemination efforts for national infosheets and one entry for summarizing infosheet in English. Their dissemination efforts are being followed in a separate tab in the dissemination log. The infosheet production is a continuous process, so the production and dissemination of the infosheets are implemented every two months. Overall, with more practice, this process is becoming more and more understandable for partners and fewer revisions are needed.

The infosheets are designed in two different formats, which makes it easy for partners to share it on the social media platforms they use, websites, newsletters and any other means

available. All infosheets are also published on the [SafeNet subpage](#) under the INACH website. Over the reporting period, infosheet page on SafeNet subpage was visited by 348 users. Infosheets are one of the main dissemination materials for the project results. When disseminating the infosheets, partners are asked to tag all social media profiles of project partners to maximize the reach. Over the reporting period, 343 entries related to infosheets were entered in the project dissemination log. In total infosheet dissemination efforts reached 88 302 social media users.

[INFOSHEETS ON SAFENET SUBPAGE](#)