

# Information materials: Infosheets 6-10

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 from December 2023 - November 2024. 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

Due to the continuous nature of the monitoring process the cumulative approach was adopted. As reporting periods progressed, the infosheets reflected the continuity of the partners' reporting process. The final fact sheet reflects the final results of the monitoring process up to November 2024.

National infosheets and one summarizing infosheet in English were 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, 100 infosheets were produced for infosheets No 6 – 10, while 99 infosheets were produced for infosheets 1 – 5 (199 info sheets in total). Bi-monthly informational material included 19 national infosheets and one summarizing infosheet in English.

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

The final info sheet was produced in November instead of October in order to allow partners to have more time to collect all monitoring data so that the final fact sheet would reflect the project monitoring results as best as possible. The number of cases in the infosheets do not reflect the overall number of cases collected in the database due to the longer process of collecting cases throughout the project.

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

The infosheets were designed in two different formats, which made 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 528 users in 2024 and 381 users in 2023 (909 users in total). Infosheets are one of the main dissemination materials for the project results. When disseminating the infosheets, partners were asked to tag all social media profiles of project partners to maximize the

reach. Over the reporting period, 411 entries related to infosheets were entered in the project dissemination log (754 cases in total throughout the project implementation period). In total infosheet dissemination efforts reached 92174 social media users (180 476 in total throughout the project implementation period). Therefore these results demonstrate that the project's preferred method of dissemination was via social media accounts of the partners and it proved to be very impactfull.

[INFOSHEETS ON SAFENET SUBPAGE](#)