



**SOCIAL
COMMUNICATION
FORUM 2.0**



Erasmus+

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PREFACE

GLOSSARY

The organisations members of Social Communication Forum have proposed an agreed definition of “social communication”. In order to clarify the meaning, the topic and the actors involved, the consortium has proposed a distinction between:

Social communication: Communication produced by organisations, which describes their work on social issues.

Social information: Communication produced by media/press agencies (and, in some cases, social organisations) which informs on social issues.

Definition	Who communicates	What is communicated	Who is the target
Social communication	NGO's, association	Work of NGO's	Wide public
Social information	Press agencies, NGO's	Social issues	Wide public

METHODOLOGY OF THE RESEARCH

The research was carried out according to an agreed methodology, which was defined during the first TPM.

The methodology consisted in two main research activities:

- 3 focus groups with students of communication or journalism, youth workers and journalists
- desk research on trend topics (for example the tool <https://answerthepublic.com/> has been used) , risk assessment and good practices

The research had aimed at identifying good practices (at least one per organisation), to spot two main social issues... in each country, to have an overview of how the communication of social issues is addressed and of how the NGOs communicate their work in the social field, to analyse the lexicon related to the two social issues identified.

ITALY





1. STATE OF ART OF SOCIAL COMMUNICATION IN ITALY

From the focus groups with organisations working in the third sector and journalists it emerged that all the participants are in accordance with the definition of social communication and social information identified by the consortium. Moreover the organisations underlined their exigency to cover both: on the one hand the social information is useful to make advocacy and to raise awareness on the topics the organisations address with their activities, on the other hand social communication is crucial to promote the organisation's work among different targets.

The targets identified by the organisations are basically three:

1. The donor, especially the European Commission and the Italian National agency
2. The local community
3. Potential partners

The three targets have different needs and peculiarities, therefore the organisations consider it crucial to use different channels: the local community, especially when working with people with fewer opportunities, are more efficiently reachable thanks to the word of mouth and the presence on the territory (such as local events and participations to other organisations' activities); whereas social media and the website of organisations are essential in order to give visibility to the actions and to promote the source of the funding (all the pictures and the multimedia

outputs bear the logo of the donor) and to share the vision and mission of the organisations using a more professional and technical lexicon. Nevertheless most of the participants identified the necessity to be present on the territory in the sense that local organisations should be aware of the work of the other stakeholders working on the third sector, especially by taking part to local events and exchanging experiences between organisations, this shall be extremely important to build a network and to multiply the impact of these entities.

The findings of the research underline a huge gap between small organisations (which constitute the main target of the research) and the bigger NGOs in the field of social communication. The greatest part of big NGOs happen to be criticised because their communication strategy is regarded as not enough attentive to the protection and dignity of the subject portrayed, exploiting dangerous narratives and clichés or exposing to public eye sensitive stories without a real attention to the people displayed. In the same way, different organisations detect a lack of sensitivity of the mainstream media, which are regarded as detached from the actors of the social topics they address, too often they look for the scoop, the story which could strike the public's attention and bring more likes to their news on the social media, rather than paying attention to the protagonist of the story they are telling. The lack of sensitivity and consideration to protection and dignity of the subjects portrayed is identified in the scarce attention to the lexicon used, as most of the interviewees believe that ethics lies in the choice of words, as well as in the request for consent of the subjects depicted both ex-ante (when collecting the story) and ex-post (asking for feedbacks before publishing the content).

Although the situation remains critical and the interviewees detect a lack of ethics in social



communication, they also reckon that there has been an improvement when addressing social topics in respect to the past and also more attention towards social topics from the media. Also the journalists pointed out the increasing importance and visibility of social topics in the media arena, even if the debate around these issues is highly polarised and politicised and too often it is unfortunately reduced to a fight between supporters and opponents who shout their opinion, but do not really exchange ideas. Indeed journalists admitted that when it comes to popular social topics, they often give more space to the declaration of politicians about the topic, rather than explaining objectively the topic per se. To this regard, the migration issue, altogether the rise of populism, environmental crisis and human rights have been identified as the most relevant social issues in Italy. In addressing social topics journalists highlight the impossibility to deepen stories and subjects; in a format such as the television news the time for each news is limited and this makes it hard to detail a story, which is forcibly told in a general way. For this reason, often journalists use a story as “Trojan horse” in order to catch the public’s attention and to drive it into a specific context or fact. However, journalists identify the social media as a tool to share social stories in an effective way, especially through Instagram and Facebook stories, because there is more freedom in the management of the deepening and the time devoted to a given issue and they are also more user-friendly, allowing the story to reach a mainstream public. Both organisations and journalists underline the difficulty of the third sector actors to produce communication content, as often they spend a lot of time and energy in compiling reports which are crucial for the monitoring of the project, but do not really speak to people about the project actions. Moreover rarely small organisations have a staff member

which takes care only about communication, but educators or project managers take care of it and their lack of professional experience in the field makes the social communication of their organisations less accessible for mainstream audience, as the actions are communicated through a lexicon related to the project management semantic field. We identified the need and also the will of these two worlds to cooperate, the media and the third sector have the exigency to learn one from the other: media need to be sensitised and informed about social issues, whereas organisations need to be taught how to reach the audience more efficiently. Moreover the absence of cooperation of journalists and third sector organisations causes the lack of representation of the work of local NGOs in the media, which would be crucial to fully describe social topics. Especially journalists from local newspaper are highly motivated to give more attention to social stories, so we believe there should be more interaction between local NGOs and local media. To this extent, the project will promote several offline events which will constitute an occasion for networking.

1.1 ANALYSIS LEXICON AND SOCIAL MEDIA TRENDS

The research takes into account the most popular researches on Google concerning the social field and the social issues identified as most important in Italy during the focus groups. Concerning the migration phenomenon, the word “migrants” has been searched frequently, with a peak at the beginning of 2019 which overlaps with the peak of research of the word “non governmental organisation”.

The words connected to the topic are:

- Illegal immigration
- Brexit
- Island of Lampedusa
- Human Rights

For what it concerns the environment, the most popular researches were “Greta

Thunberg”, “strike” and “pollution”. Especially on Greta Thunberg there is a great number of researches on her personal life and on her autistic disorder, altogether a great interest for climate change and its meaning.

For what it concerns human rights, the topic of racism and discrimination is mainly researched in connection to important people who are victim of the phenomenon. In autumn 2019, the most popular research related to racism are “Mario Balotelli”, the Italian football player who happened to be insulted for being black during a match, and “Liliana Segre”, survivor of the holocaust, member of the Italian Senato activists who stands against racial discrimination. For what it concerns unemployment, which has been researched constantly throughout the whole year, the most researched words are “basic income” (reddito di cittadinanza in Italia) and “disoccupazione”, which is the Italian word for the subvention given by the Italian government to people who are unemployed.

1.2 ANALYSIS OF ITALIAN PRESS AGENCIES

Among the 5 main press agencies (Ansa, Agi, Reuters, Adnkronos, Askanews), none of them has a specific section in their homepage dedicated to social issues. Social news are not addressed for their social value, but their are treated as regular news.

Thus, social information in Italy is mainly managed by specialised press agencies. Only 1 out of the 10 main online newspapers in Italy has created a specific section which gathers stories and social projects (“Mondo solidale”, section of the newspaper Repubblica.it). The research has shown that social issues are considered “not news-worthy”, and not interesting for a wide audience.



1.3 GOOD PRACTICES IN ITALY

In general, the specialised press agencies are reliable and produce a good quality work. One of them, Redattore Sociale, can be considered a good practice in the field of social information. Working since 2001, it has become a reference point for those who want to be informed on social issues. Redattore Sociale has chosen a thematic approach, in order to deal with different topics in a clear way. At the same time, Redattore Sociale promotes social information and social communication about projects, using the structure of a magazine.

The strong points of this agency are:

- Variety of the in-depth analysis
- Level of details
- Territorial presence

The press agency DIRE, although it deals with general issues, such as politics and news, it has a strong social vocation. It manages the web portal www.diregiovani.it, dedicated to a young audience. The web platform VITA.it has become an important source of information for the third sector, promoting contents related to the social organisations.

Summing up, the small press agencies are the ones paying attention to social themes and to the work of the NGOs.

As a result, the information on social issues is reached only by those who are more attentive and sensitive to social issues and to the world of non-profit, these people are already aware of the agencies covering social issues. Unfortunately the wide public of mainstream media, not directly involved in this field, does not have the possibility to get information about social issues.





LITHUANIA





2. STATE OF ART OF SOCIAL COMMUNICATION IN LITHUANIA

First of all, an assessment of the weaknesses of the communication sector in non-profit organisations has been made. The interviewees identified the problems non-profit organisations have to struggle with:

Lack of budget for communication

Usually there is not a dedicated budget for project visibility, outcomes and dissemination of results, this decreases the opportunities for spreading the message about the activities the organisation is involved in.

Lack of professional experience

Usually non-profit organisations have very few staff members and they mainly depend on volunteers. This is also applicable for communication, which is very often amateur more than professional. Moreover many organisations are convinced that anyone can cover the communication activities and delegate them to volunteers or staff members who do not have professional communication skills.

Low quality communication materials

Above mentioned points very often result as low quality communication product, i.e. not professional pictures, video material, etc. Whereas in today's world internet is full of high quality contents and it makes third sector communication look poor and not able to attract that much of attention.

During the focus groups participants have debated on the difference between profit and non-profit communication, outlining the following characteristics:

Funding

One of the most important aspects of running a communication campaign is establishing a consistent method for funding. For-profit organisations tend to fund their initial efforts through local investors and revenue generated from sales. Non-profit entities often take a different approach by seeking out private donations of time and money, corporate sponsorships, different funding programmes and government grants, among others. Crowdfunding, a form of online fundraising, has also become a popular method of funding for non-profit organisations.

Staff

The workforce responsible for communication of a non-profit entity can be wholly different from the one of a for-profit corporation. While a for-profit corporation's staff will consist mostly of paid employees (professionals), a non-profit entity's workforce typically relies heavily on volunteer staff. This element links up with many other aspects of a non-profit organisations, as these volunteers will also frequently be on the front line, representing the non-profit organisation's communication.

Purpose

All companies have a distinct purpose, but this is where the difference between a non-profit and a for-profit is the biggest. While for-profit organisations may have a variety of goals, their primary mission is to generate profit and develop effective products and services that are valuable to consumers. So the purpose of their communication at the end is to get

more customers, higher sales etc. A non-profit organisation, by contrast, does not prioritise profit and it is instead dedicated to promoting a social cause or advocating for a particular standpoint. So the purpose of communication is usually raising awareness of some social issue.

A second level of the debate concerned the key points for a qualitative social communication. The interviewees and the desk-based research activities have outlined as most important elements:

Knowledge of the audience

Each organisation engages with many different people and other organisations, so it is very important to know which one of them is exactly the main audience, to which the organisation will address its communication. How to identify the target group? Raise as many questions as possible about the target group – what do they like, what do they do, what interests them etc. - When answering these questions try to put yourself in their shoes, go there where your target group likes to be, do things your target group likes to do, what interests them. In other words, try to be close to the environment where your target group is and, in a perfect scenario, be together with them. This is how you will get to know your audience.

Clearness of the communication's objective

Most of organisations think that they know what they want to communicate to their target, but this might be misunderstood because the organisations deeply know their activities, each single thing they do and why they do it, how their activities work etc., but their target group does not know it. So it is very important to formulate the exact

message to the target group, to put everything the organisations knows about themselves into a clear message. 27-9-3 rules might be helpful, try to put your main message not more than into 27 words, say it in 9 seconds and there should be not more than 3 thesis in this message. This could help to crystallise exactly what you want to communicate to your target group and it will help you to test it in a short way.

Comprehensive language

Once you know your audience and know what you want to tell them, you have to choose how to do it. The most important thing is to choose the language that is natural for your target group – it will not look fake, artificial, your target group will relate easier with such language and more possible it will like your message. Also, it is recommended to choose the language of storytelling as it is easier for many people to relate when they hear the story.

Look for interesting perspectives in the story you tell

There are plenty of sources now to get information, so try to choose something more interesting than what others did, mention some facts that others did not mention in their communication on the same topic, choose not so common format or genre for that field, interview more interesting people etc.

Honest communication

When you speak honestly, people will recognise and appreciate it. Honesty helps to communicate with passion and this will not only make you visible, but it might also make your target group take action.

2.1 GOOD PRACTICES IN LITHUANIA

1. MISIJA SIBIRAS

<https://youtu.be/6ayblJaGocw>

It is a patriotic project organised by the charity and support foundation “Jauniems” (“For Youth”). The main aim of this initiative is to organise an expedition to Siberia (Russian Federation) and take care of Lithuanians graves and express respect for Lithuanians warriors and exiles.

This project’s communication is worth attention. In FB profile it reaches over 28 000 people, this year 1033 people express desire to be part of the main team but only the 16 of them had the possibility to participate. Before the expedition, its promotion is stronger on the radio, TV and a lot of posters can be found in different places. During the expedition a team is making videos and showing to the public what they are doing. After the expedition the organisers and participants go to the schools, universities, cultures homes, embassies, Lithuanians’ homes abroad and firms to present expeditions and to spread the message about the importance of Lithuanians’ and Lithuania’s history. They also organise discussions, meetings, welcomes and send off events.

Project “Misija Sibiras” has many sponsors - President of Lithuania, Lithuanian Foreign Office, Ministry of Culture, Ministry of National Defence and many more non-commercial and commercial sponsors. “Misija Sibiras” won Login award in category Social responsible website. Login is Internet Awards, honouring the excellence of Internet projects of the previous year in Lithuania.

2. MAN NE DZIN

<https://youtu.be/OMFNP3ajB8g>

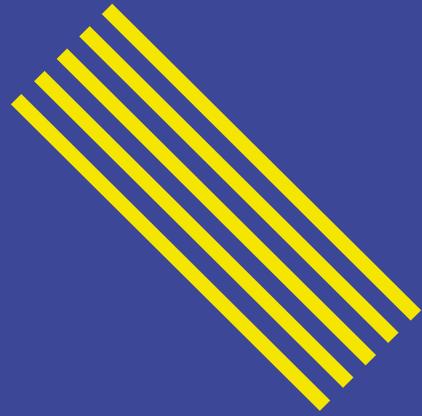
Lithuanian Youth Council (LiJOT) is the biggest non-governmental, non-profit umbrella structure for Lithuanian national youth organisations and regional unions of youth organisations. LiJOT was founded on the 19th of September 1992. Currently LiJOT has 68 members (non-governmental youth organisations), and represents more than 200 000 young people in Lithuania.

Project „Man ne dzin“ (MND) was created by LiJOT in 2004. This campaign seeks to attract young Lithuanians to be active in politics. It is not about promoting one or another political party. Main actions are to show how important is to actively be political curious, to show youngsters about decision making process and democracy in action. These actions are achieved not only by social media, 5 internet or television channels, but also during live meetings with politicians. This initiative was one of the reason for bigger participation of young people in elections.

This project won two first places as best social media campaign:

LOGIN 2015 PEOPLE'S CHOICE
LOGIN 2015 (commission decision).

Social campaign was active not only on Facebook but the project had special deal with one of the biggest news website: 15min. This video has more than 12k views on YouTube but it was also showed lots of times on TV, because of that it is quite hard for us to measure real reach.



GREECE





3. STATE OF ART OF SOCIAL COMMUNICATION IN GREECE

The objective of the focus groups was to understand how invited individuals and organisations working on social/ environmental issues in Greece approached ‘social communication’, the challenges they faced, and the strategies adopted to address and overcome these issues. The activity of the focus groups was accompanied by desk-based research activities. Table 1 summarises the key issues identified with

social communication and in the right column potential solutions to address these issues. Issues range from how to better ‘format’ the information (eg. Use pictures and videos rather than solely text) to how to better build capacity within one’s organisation to create a comprehensive communication strategy (eg. appoint someone to deal with the organisation’s social communication needs).

Table 1. Issues and strategies identified

ISSUES	POTENTIAL STRATEGIES
<p>Hard to communicate with those that are already sensitized and those that aren’t Hyperinformation and misinformation - how to get to trustworthy information</p>	<p>Reference most information and add links to additional information Do the research for all the info that is not yours - invest in quality not quantity Images and videos are very important because people have short attention spans, especially in text</p>
<p>Be part of how many social media platforms? Need someone to be responsible for this communication</p>	<p>Organise roles and have someone be specifically responsible</p>
<p>How to reach audiences that more comfortable with more traditional means of communication How to connect social media with face to face communication How to not appear weird to outside world - issue of social acceptance outside of one’s circle</p>	<p>Do not rely only on social media but also on personal contact Step by step- accept that things will take time</p>



During the focus groups participants immediately understood what was meant by social information & social communication given their profession and interests. Table 2 summarises insights and strategies discussed. The group focused initially on identifying best practices in terms of tools and capacities. The participants insisted that first and foremost a successful social communication strategy needs to understand well its intended audience. They stated that while there are a lot of tools available, each has its audience and should be wielded accordingly. For instance, Instagram is for younger people, Facebook for a more mature audience, twitter for specialised groups and linked in for professionals in certain fields. Knowing one's audience also meant understanding the hours that this audience would be approachable, the imagery and interests that would catch their attention. One participant suggested using the tool "Personas" to role play one's audience and advance one's communication strategy. All insistent that consistency in how the message is disseminated and packaged was paramount. They also insisted that face-to-face events – especially social events – were extremely important in order to build one's community and to communicate information.

Participants spent considerable time focusing on the importance of building community in order for one's social communication to be scaled up. Face-to-face events such as parties or events that allowed for closer interactions were identified as key in order to garner further interest and to gain ambassadors – meaning people that would disseminate the social communication messages organically without needing input from the seed organisation. A strong community base is also very important when the social/environmental issues at stake are complex and involve many stakeholders (as most social and environmental issues do). One participant, heavily involved in the field

of social economy, explained that one of the key challenges she faced was to explain to lay audiences what social economy was.

To do so, she needed to create spaces where very different people could meet and build trust. The issue of trust is particularly important in countries where political co-optation is frequent and messages are often associated with particular party lines or organisations.

Participants also mentioned that successful social communication requires the involvement of smaller as well as big players. Smaller players are usually more active locally and are able to translate and generate locally relevant and appropriate knowledge/information while bigger players can bring these issues to the national level and bring legitimacy to concerns raised at smaller scales.

Another key issue that participants identified was that of how to create a clear message for a wider audience. As mentioned earlier most social and environmental issues are complex and involve very diverse audiences. So while communication strategies are most successful when they are specifically targeted, these tend to be narrow and miss many other audiences. How to balance the two? One suggestion was to connect with other social communicators that have similar interests (but different audiences) to allow for the social/environmental issues to gain greater traction.

Last but not least, participants identified humor as a great tool in order to attract people's interest and gave examples of successful communication campaigns that made use of such tools (e.g. Half Cretan Marathon). Other successful examples identified included TVxs and pressproject (alternative press), WWF spots (Environment), Sxedia (newspaper run and sold by former homeless and marginalized people).



To the question what are in your view key social issues in your country, participants answered (in no order of importance): 1) refugees/ immigration, 2) public vs. private domain (issues of commons – economic, social, legal, political etc.), and 3) security – what does it mean?

Table 2. Issues and strategies identified by focus group

ISSUES	POTENTIAL STRATEGIES
Lack of trust and transparency. People very wary of co-optation by political parties or powerful elites	Be very transparent. If you get funding – especially from a private enterprise – be very clear and transparent about it
Local conflicts over an issue	Bring a trusted bigger player to give legitimacy to your issue, can help with conflict resolution
Unfocused communication strategy	Appoint someone whose task is to specifically deal with communications Know your audience (timing, personality types, interests)
Complex issues are hard to communicate	Find allies & take the time to cultivate relationships Break it down in smaller, more digestible short bits Use imagery (videos, photos) & humor Invest also in physical spaces (places to meet, parties and events that are not online)
Hard to sustain communication strategies for smaller organisations	Find allies – including bigger players Build community Try to create ambassadors (i.e. people that will be your advocate without prompt)

3.1 GOOD PRACTICES IN GREECE

Overview

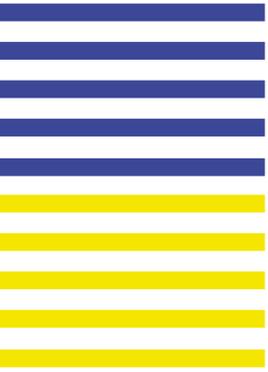
The Press Project is an independent online news portal that has an English version accessible at <https://thepressproject.gr/category/english/>. It was founded in 2010 by Konstantinos Efimeros and is funded to this day mainly by its contributors.

Highlights:

- I. The Press Project was the first to publish the Greek diplomatic cables from WikiLeaks.
- II. Produced a successful documentary about the crisis (“Debtocracy” by Aris Xatzistefanou)
- III. Provided public broadcaster ERT with media servers to keep its program going when the government shut it down

DESCRIPTION

Context: In Greece, level of media concentration is high. It affects both the



print and broadcasting sectors and it has increased in last decades together with the emergency of cross-ownership problems. The interdependence between political and media elites is considered among the major factors leading to ineffective and contradictory media policies and poor implementation of anti-corruption rules.

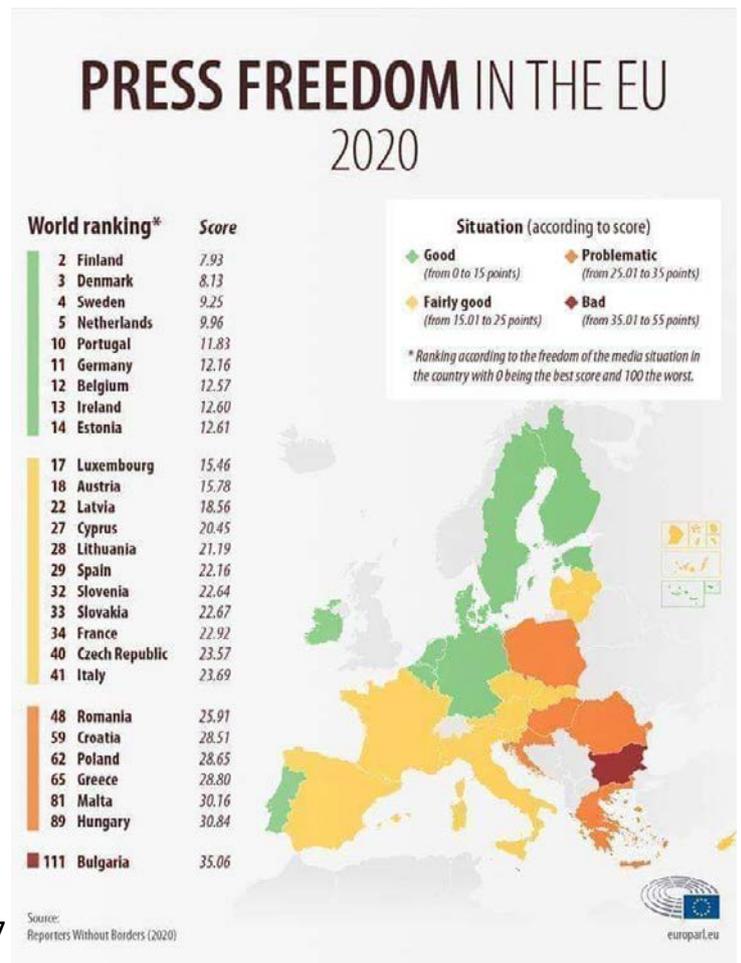
The Press Project was founded in the height Greek insolvency crisis as an attempt to provide alternative sources of information along with EFSYN cooperative newspaper, Unfollow Magazine and others.

The Press Project since its creation does not accept any advertising from Greek banks and government, on the basis that these have been linked to manipulation of information, and pursues alternative means by relying on its audience contributions. Its founder Kostas Efimeros has been, since day one, funding the project using revenues from his other ventures (i.e his web design agency Bits and Bytes). A striking personality was considered to be a human multitool, most notably undertaking the enormous task of keeping the public broadcaster ERT on the air, under a siege by riot police, for 16 days until EBU finally took over. Kostas after several heart attacks that haven't stopped him further developing the project passed away in 2017, 43 years old and until the last day has fought to make the press project the first financial independent media outlet in Greece.

In 2015 an unprecedented media campaign for Greek standards has teased the audience about the "1101 that are coming" starring the freshly resigned finance minister Yianis Varoufakis. Most suspected that the move concerned a new political party but instead it turned out to be a platform to support the Press Project financially, proved to be successful for a few years.

After Efimeros' death in 2017 the project again went through financial hardships but it is gradually overcoming them and continued to grow in the hands of its editors and journalists.

In 2020 it is also providing TV and Radio Shows in depth analysis and is boasting successful international collaborations with The Guardian, Russia Today, European Center for Press & Media Freedom, Center of Investigative Journalism, Osservatorio Balcani e Caucaso, The Real News Network, Wikileaks and others. Most importantly The Press Project is slowly cultivating a culture of responsibility at its audience by transmitting the message of taking the ownership for their information while producing high quality journalism in a period where the national media landscape seems more concentrated than ever before, proven by the fact Greece is 4th to last in European press freedom index in 2020 and 65 in the world. Additionally the last 3 years after Efimeros death had proven that the project could survive, although barely, the loss of its founder and can continue to uphold its values even in the face of severe financial hardships.





POLAND





4.STATE OF ART OF SOCIAL COMMUNICATION IN POLAND

During the focus groups the targets expressed their disagreement with the definition of social communication identified by the consortium. In their opinion Social communication is a crossover between verbal and non verbal communication, altogether social knowledge within the influence of a certain culture. According to the targets, social communication is the look, gesture, facial expressions, word expressions, voice power, body distance, body language. The targets also identified a third definition of social communication, that is to say social media. The role of social communication, in the opinion of the targets, is to solve the disconnection in our society, connecting people and building communities. Lastly, another role the targets identified for social communication is the one to describe and solve social problems related to Education, Health, Migration, Economy and Politics.

The first target group, youth workers, see their greatest achievements in the field of social communication in communicating the activities of Erasmus+ projects, especially on the social media.

The second and third target groups, students of journalism and communicators, see their greatest achievement in publishing articles and having impact on the television when addressing social issues.

During the focus groups targets agreed on the necessity to find innovative ways to deliver information and communication on social

issues, particularly they identified flash mobs and an extremely powerful tool to drive the audience's attention on a given social subject.

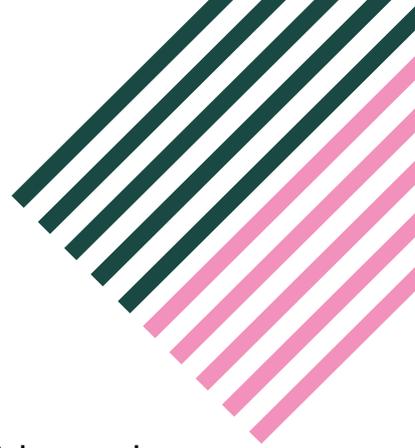
The targets agreed that guidelines for an efficient social communication strategy are:

- to establish a dialogue with the audience, in order to involve them and to stimulate a proactive behaviour
- to expose information as it is, in order to be as neutral as possible, this shall enable the content (articles, videos, releases) to reach a wider audience
- active listening, meaning to be ready to listen to the audience's feelings and opinion; the interviewees believe that social communication, more than regular communication, should pay a lot of attention to the reception of the audience, so that social communicators can shape their ways to deliver information according to the audience's feedback
- to be critical at the source, meaning to evaluate carefully the source of information and, in case of an interview, to be active listeners and to ask all the questions that are needed in order to avoid misunderstandings
- to put the source the communicator is extracting the information from, so that the audience can have the possibility to check it themselves
- use social media, indeed the targets underlines the lack of trust of the Polish population regarding the traditional media, so they think that social media should be the place to convey alternative narratives

The interviewees identified as major social issues in Poland the following:

- Radicalisation
- Bullying
- Women's rights
- Nationalism

The last two are considered the two most relevant social topics.



4.1 ANALYSIS OF LEXICON AND SOCIAL MEDIA TRENDS

The trend of usage of Social Media in Poland is positive. Both in the profit and no profit sector, associations and organisations are using the social media to sponsor their activities,

the two most popular social networks are Facebook , specifically Facebook is beyond the first three of most popular social media platform, followed by Instagram, Snapchat and Tik Tok. In particular, photos, videos and stories are of the followers are used by the organisations to re-target their campaigns and communication strategies.

The lexicon connected to the two main issues is:

<p>1. For what it concerns women rights: Abortion Catholic values NGOs Sexual equality</p>	<p>2. For what it concerns nationalism: 11th of November Law and Justice Jaroslaw Kaczynski Solidarity Catholic church Independence march</p>
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Certainly the focus on abortion and catholic values is related to the protests organised by feminist movements in 2016 and 2018 against a conservative law proposal to make abortion illegal also when it comes to genetic diseases of the foetus. Since 2016 indeed the feminist movement gained ground in Poland, bringing women’s right in the centre of the public debate. Nationalism is certainly on the other pole of the public debate, as the independence march in Poland, which is a demonstration taking place on the Poland’s independence day, the 11th of November, and often involves far-right movement’s presence. The relevance of this two issues shows how the debate in Poland is extremely polarised: on the one hand feminists movements related more to the left wing, on the other hand far-right movements promoting conservative catholic values.

4.2 ANALYSIS OF PRESS AGENCIES

The analysis was carried out in order to verify how many newspapers and press agencies have a specific section to address social issues, in order to have an overview of the state of art of social communication in the mainstream media.

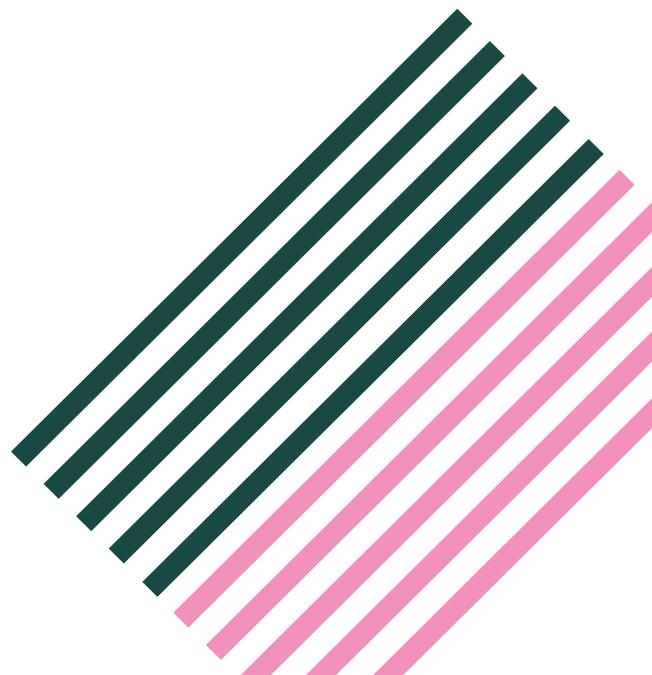
The findings in Poland were the followings:

<p>Out of 49 newspaper: 9 National daily newspaper 42 Regional daily newspaper</p>	<p>None of them has a section devoted to social communication</p>
<p>Out of 25 Polish press agencies</p>	<p>6 of them have a section regarding social issues</p>

4.3 GOOD PRACTICES IN POLAND

The good practice we, altogether the participants to the focus groups, identified is *Dziewuchy Dziewuchom*, a pro-choice feminist collective which later became an organisation in 2018. Before becoming an organisation, *Dziewuchy Dziewuchom* (or *Gals4Gals* as we will call it from here onwards) did an activity of mobilisation against abortion ban. Indeed in 2016 an anti-choice foundation proposed a new bill that implied that any termination of pregnancy would be completely illegal, women who decided to terminate their pregnancy would risk up to 5 years of prison. Right after the threat of completely banning abortion was revealed, *Gals4Gals* created a group on Facebook, which reached 100.000 new members in just one night. From Facebook they managed to take people to the streets, who marched for women's right

in April 2016. Their protests became a true icon in September 2016, when the Polish parliament voted unanimously to proceed with the ban of abortion. *Gals4Gals*, involving all the people they could reach on the social media, organised the Black Monday, asking women to take the streets and strike, all dressed black. After the Black Monday, the Polish government took a step back. We elected it as good practice because they were able to find a clear, inclusive and powerful communication feature: the colour black. Their case is important also because thanks to their simple and straight-forward communication they managed to organise a strike which later became one of the largest protests in the history of the country.





EUROPEAN CONTEXT: DIFFERENCES AND COMMONALITIES

The countries of provenience of the Social Communication Forum's members could be considered as an exhaustive example of European context. Concerning social issues, while Mediterranean countries like Italy and Greece have to deal with international issues as migration flows, countries of north-east Europe (Lithuania, Poland) have to struggle against internal problems (human rights, political participation, economic issues). Although social activism is widely spread and developed in Europe, the type of engagement, the topics and the typology of volunteering are different, as well as the interest of youngsters and their role. Therefore, the approach to social communication is different, as well as the main topics. A common point outlined by the research is the polarisation of the debate about social themes, in politics as well as in communication.

With the rise of far-right political movements, a violent approach has emerged and it has its expression in hate speech and in a corrupted, unethical communication. One of the question addressed to the participants of the focus group was: what are the actual main social issues in your country?

While the Mediterranean countries have mainly respond refugees/ migration as well as security and economic crisis, citizens of Poland and Lithuania have respond abortion, catholic values, sexual equality. Nevertheless, the idea about a qualitative social communication was really similar in the four countries.

In all of them, the participants have enlightened some key points:

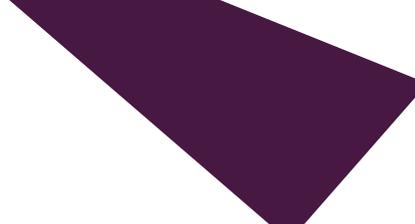
- Connection with the audience
- Comprehensible language
- Be critic, mention the sources
- Ethic is fundamental in communication



DECALOGUE OF THE SOCIAL COMMUNICATOR

During the first mobility of the project, held in November 2019 in Greece, youth workers and experts of communication have elaborated an upgrade to the decalogue for social communication developed in the first edition of the project. The main changes concern the change of language, avoiding the negative form in order to promote a pro-active behaviour.

- **1** **TREAT WITH EQUITY CITIZENS REGARDLESS THEIR NATIONALITY, SEX, RACE, POLITICAL VIEWS, ECONOMICAL SITUATION, SOCIAL STATUS, SEXUAL ORIENTATION, RELIGION OR AGE.**
- 2** **ACKNOWLEDGE AND RESPECT DIVERSITY.**
- 3** **BE AUTHENTIC WHEN SHARING INFORMATION, EXPRESS YOUR OWN VOICE.**
- 4** **FACT CHECK YOUR REFERENCES, MAKE THEM AVAILABLE, DO NOT SPREAD MISINFORMATION.**
- 5** **THE MISREPRESENTATION OR THE FORGERY OF REAL EVENTS IS A VIOLATION OF THE CODE OF CONDUCT.**
- 6** **NEVER TAKE ADVANTAGE, OBJECTIFY OR EXPLOIT PEOPLE AND SITUATIONS.**
- 7** **THE COMMUNICATIVE APPROACH REFLECTS THE MESSAGE.**
- 8** **PROMOTE SOLIDARITY, MUTUAL UNDERSTANDING AND PROACTIVE BEHAVIOUR.**
- 9** **USE NON VIOLENT COMMUNICATION.**
- 10** **RESPECT PRIVACY OF THE PEOPLE YOU ARE PORTRAYING.** 



TOOL FOR FACT CHECKING

When you read the news, it might happen that you come across some fake news. It is not always easy to identify and detect them, this is why we developed a tool to help you in developing critical thinking when reading the news.

Some of the advices are available on the video we developed in the framework of the project “Fake news can fool you”, available at the following link <https://www.youtube.com/watch?v=dcx3E-Mqhfc>

Here some things you can pay attention to when you are in doubt of the veracity of the news:

- 1.** Please notice what feelings the news invoke in you. Does the news make you feel outraged, angry or guilty?
- 2.** Try to read the news “horizontally”, meaning that you check on a search engine if the news is present on different websites. Is the news you are reading present only on one website/source?

- 3.** Ask yourself if the news is based on facts. Is the news just expressing an opinion without the support of evidences?

- 4.** The source of a news can be direct (a video, a document etc.) or indirect (with an intermediary). Always try to find direct sources, when possible. Is the source you are consulting an indirect source?

- 5.** Check very well the source of the news you are reading. Many websites of fake news copy the visual identity and layout of real newspapers to gain credibility. Moreover articles and news are not always written by certified journalists/scientists/professionals, always reflect on who is producing the information you are reading. Is the source of the news unreliable?

Ask yourself this 5 questions when you doubt of the veracity of the piece of information you are reading. If 3 out of 5 answers are YES, then it is likely that that piece of information is fake. Do not be afraid to doubt, to ask yourself and to you peers whether or not a piece of information is true or false. Always be critical.



