



# **FI RESPONSE NO follow-up limited EMN AHQ on information campaigns using social media in countries of origin or in transit for AT, BE, DK, FI, FR, DE, IT, and NL OPEN dissemination**

**Requested by NO EMN NCP on 16 of December 2016**

**Compilation produced on 01.03.2017**

**Responses from [Belgium](#), [Denmark](#), [Finland](#), [Germany](#), [Italy](#), [Netherlands](#), [Norway](#) (7 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.*

## **1. Background information:**

The Norwegian Ministry of Justice and Public Security has commissioned a research study on the use of information campaigns directed at migrants and potential asylum seekers through social media. This EMN AHQ will help us obtain further information on the use of social media (in the widest sense: Facebook, Twitter, YouTube, Instagram, apps, and others) in information campaigns, the platforms used, who the targets of the campaigns were, and the kind of response or reaction to the campaigns the target groups have had. We are also interested in learning about the effects of such campaigns, and or any evaluation methods used.

***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.*

COM sent an EMN AHQ on awareness campaigns requested in September. This is a follow-up query which we are directing to *a selection* of those EMN-member states that reported having had campaigns where social media had been used in this context. We are also requesting responses from Denmark and Austria as well.

Based on MS responses to the COM EMN AHQ on this topic, your country either is using or has in the past used social media in various forms to provide information to migrants and potential asylum seekers, in their country of origin and /or while in transit. (For Austria and Denmark we have attached the table that the Commission used in their AHQ and ask that this be filled out.) Any additional information can be added to the information/tables you provided in the EU Commission's EMN AHQ. Please upload your response with tables to the IES website. The Norwegian Ministry of Justice and Public Security would like the MS to respond to the following questions:

1. In addition to the information about campaigns your MS recently provided in the COM AHQ on this topic, (including a note describing which media were used, target groups etc.), please provide *relevant links* to campaign sites/Twitter-accounts etc.
2. Were the campaigns your MS has carried out perceived as successful by the responsible Ministry/Immigration authorities?  
–Yes: Why?----- \_\_\_\_ No: Why not?\_\_\_\_\_
3. Were the effects of these campaigns evaluated in any way? Yes. No. (If yes, please provide a brief description of methods used.)
4. Do you have any information on how the campaigns have been received by the target groups? Yes. No. (If yes, please provide a brief description of the nature of the responses.)
5. If your MS were to do something differently next time, what would it be? \_\_\_\_\_
6. AT and DK please provide us with a contact email to someone working on these matters in your MS so we can send you results from the study and so that we may contact you if we have further questions.

We would very much appreciate your responses by **23<sup>rd</sup> January 2017**

**Response provided by: (FINLAND)**

Following table adapted from COM EMN AHQ. Please list all such past and on-going campaigns. For **each** of these campaigns please provide following information:

**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.

<b>Title of the campaign</b>	<p>The activities can be divided in two, A and B:</p> <p>A. Several promoted news items concerning Finland's asylum policy, asylum decisions, return of asylum seekers, family reunion, border control, residence permits, principles of international protection etc. Communicated through social media.</p> <p>B. Stop Human Smuggling –campaign</p>
<b>Year(s) of implementation and duration</b>	<p>A. Oct 2015 – ongoing. The duration of each social media promotion has been 1 – 2 weeks.</p> <p>B. Around 3 months from July to October 2016, covering the UN and EU anti-human-trafficking-days on 30<sup>th</sup> July and 18<sup>th</sup> October</p>
<b>Costs of the campaign</b>	<p>A. Cost of each campaign is estimated 1 000 € – 1 500 € including and depending on the number of the translation-versions. The total cost of all social media communication is estimated 20 000 € in 2016.</p> <p>B. 25 000 €</p>
<b>Targeted country / audience/ languages</b>	<p>Targeted countries: Albania, Afghanistan, Pakistan, Bangladesh, India, Iraq, Lebanon, Turkey, Russia, Algeria, Libya, Somalia, Kenia, Ethiopia and Eritrea. This is summary of all the countries and usually the countries of origin and transit, where Finland has received asylum seekers during the past one year period.</p> <p>Targeted audience: Usually 15 – 45 years old male or female, using a mobile phone and/or a computer. Primary audience are the potential asylum seekers who are able to afford the mobile, have access to the Internet and who are literate. The secondary audience are those, who can be influenced by the primary audience.</p> <p>Targeted languages: Every message is available in English (and Finnish), in addition e.g.: Arabic, Dari, Pashto, Hindi, Bengal, and Somali. These were the languages usually spoken by the asylum seekers, who came to Finland during the past year.</p>
<b>Implementing partner(s)</b>	<p>A. Implemented by the Ministry for Foreign Affairs of Finland and the missions, embassies and consulates, abroad. Close co-operation with Ministry of the Interior, and especially with the Finnish Immigration Service.</p> <p>B. Implemented by the Ministry for Foreign Affairs of Finland and a commercial Finnish communication company. Cooperation with local IOM-office and Somali diaspora.</p>

**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.*

<p><b>Main objectives, intended results and key messages</b></p>	<p>Main objectives: To reach the potential asylum seekers in the countries of origin and transit and raise awareness about Finland's asylum policy and risks of human smuggling. The objective is to restrain the unnecessary migration flow and to counter human smuggling.</p> <p>Intended results: The potential asylum seekers will have a realistic picture of the asylum process and he/she would be able to make their decisions based on reality and current facts (if this kind of decision making is possible).</p> <p>A. Slogans are not used. Messages are based on news about e.g.:</p> <ul style="list-style-type: none"> <li>- Joint declaration on the return of asylum seekers</li> <li>- Criteria of the international protection</li> <li>- Family reunification</li> <li>- Applying for a residence permit to Finland</li> <li>- Border traffic restrictions</li> <li>- Finland bears its share of responsibility for asylum seekers</li> </ul> <p>B. Messages:</p> <ul style="list-style-type: none"> <li>- Human smuggling is not charity; it's a profit-seeking criminal business. Don't buy into empty promises – get informed about the risks of human smuggling. #STOPSMUGGLERS and a billion-dollar business</li> <li>- There are approximately 40 000 human smugglers in the world. Together they are responsible for 10 000 migrants dying or disappearing while travelling to Europe. Get informed about the risks of human smuggling. #STOPSMUGGLERS and save lives</li> <li>- If you are seeking for asylum, human smugglers cannot guarantee you a refugee status. The decision on a resident permit may take months and a rejection leads to an immediate return ticket. Get informed about the risks of human smuggling. #STOPSMUGGLERS and prevent empty promises</li> <li>- Human smugglers break families. Children are separated from their families. 10 000 minors have disappeared since travelling to Europe. Get informed about the risks of human smuggling. #STOPSMUGGLERS and keep families together</li> <li>- Many migrants are at risk of becoming victims of forced labor, violence and sexual abuse. Get informed about the risks of human smuggling. #STOPSMUGGLERS and protect human dignity</li> </ul>
<p><b>Communication channels and tools</b></p>	<p>A. Websites of the Embassies abroad. Content has been promoted in Facebook and Instagram. Sometimes also Twitter. Embassies have also provided interviews and executed press conferences, reaching the local</p>






**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.

used	<p>newspapers in the country.</p> <p>B. Campaign website, Facebook, Instagram, Twitter, YouTube and Google Ads. In addition Somali diaspora, living in Finland, carried out a one week TV campaign in two channels in Somalia.</p>
<b>How effective the campaign was in reaching its objectives and intended results</b>	<p>Altogether we have reached over 6 million social media user. The percentage of clicks is around 5 %. These numbers are provided by the social media channels which seem to be not that reliable. It seems also that comparing the activities in European countries to the countries origin of the asylum seekers, the social media promotions reach more audience in the latter. (Reason for this can be e.g. that competition among the social media advertisers is more heated in Europe than in targeted countries.) The real impact of communication is really hard to evaluate without any further interaction.</p>
<b>Additional questions from Norway</b>	
1. Please provide relevant links to campaign sites and or Twitter accounts	<p><a href="http://www.stoptraffickers.info/">http://www.stoptraffickers.info/</a>  <a href="http://asyluminfeland.info/">http://asyluminfeland.info/</a> (the language versions are under construction)</p> <p>What comes to the communication in the social media so far, we have used mainly the official accounts of Ministry for Foreign Affairs of Finland (e.g. <a href="https://www.facebook.com/ulkoministerio/">https://www.facebook.com/ulkoministerio/</a>)</p>
2. Was this campaign perceived as successful by the responsible Ministry/Immigration authorities? Why or Why not?	<p>Yes and no.</p> <p>Yes: Information operations are perceived relevant and cost effective, when thinking that they may prevent unnecessary asylum seeking and provide a realistic picture about the asylum process in Europe. In addition, this communication is countering the disinformation generated by the human smugglers. It is possible that we can influence those potential asylum seekers who have choices and haven't yet made the decision about leaving or not leaving. When counting the numbers and clicks in social media (and if relying on them), the campaigns seem to be successful, as reaching hundreds of thousands hits.</p> <p>No: The real success is hard to measure. When evaluating qualitative success, the results are limited. In some cases the information operations are not perceived successful as long as we can't provide any alternatives for the target audience e.g. safe routes. In addition, it is hard to see that these information campaigns could influence those people who are on their way and have already paid a fortune to the human smugglers.</p>
3. Was the effect of this campaign evaluated in any way? If so, please briefly describe <i>methods</i>	<p>Numbers (hits, clicks, reactions) provided by the social media tools and Google Analytics. The amount and the content of the comments and other input. It is estimated that the qualitative results are too limited for getting a real understanding on the effects.</p>

**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.*

of evaluation.	
4. Do you have any information about how the campaign was received by the target group? If so, please provide a brief description of the <i>nature</i> of the responses.	It seems that different and even same messages are received in many ways. Here are some examples on the nature of responses: <ul style="list-style-type: none"> <li>- Unbelief and questioning the source/authority</li> <li>- Anger, bitterness and disrespect</li> <li>- Laughing at other's misfortune</li> <li>- Opening up about the distress of own life and asking for help</li> </ul>
5. If your MS were to do something differently next time, what would that be?	In the future these information campaigns should be done not on national but on international level, especially when countering human smuggling.





## 2. Responses<sup>1</sup> *Any additional information not suitable for the table format can be added here:*

		Wider Dissemination? <sup>2</sup>	
	Austria	Yes	
	Belgium	Yes	
	Denmark	Yes	
	Finland	Yes	<b>Recently we have collected experience also with Facebook live stream and WhatsApp communication.</b>
	France	Yes	

<sup>1</sup> If possible at time of making the request, the Requesting EMN NCP should add their response(s) to the query. Otherwise, this should be done at the time of making the compilation.

<sup>2</sup> A default "Yes" is given for your response to be circulated further (e.g. to other EMN NCPs and their national network members). A "No" should be added here if you do not wish your response to be disseminated beyond other EMN NCPs. In case of "No" and wider dissemination beyond other EMN NCPs, then for the Compilation for Wider Dissemination the response should be removed and the following statement should be added in the relevant response box: "This EMN NCP has provided a response to the requesting EMN NCP. However, they have requested that it is not disseminated further."

***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.*

	Germany	Yes	
	Italy	Yes	
	Netherlands	Yes	
	Norway	Yes	