

Social media tools 1-6 from the SafeNet project



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About the project

The 24-month project Monitoring and Reporting for Safer Online Environments seeks to apply a comprehensive and intersectional approach in prevention and fight against intolerance, racism and xenophobia online. It joins 21 partners, members of the International network against cyber hate (INACH) and the roof organisation itself. Many are trusted flaggers and have taken part in the monitoring exercises within the scope of the Code of Conduct on countering illegal hate speech online. The project will focus on two priorities being 1. continuous monitoring and reporting hate speech content to the IT companies and responsible authorities and 2. awareness raising by regular advocacy towards the social media companies, providing consolidated and interpreted data to national authorities as well as running national bi-monthly information campaigns involving different stakeholders, including IT Companies, public authorities, civil society organisations and media. The project tasks will be organised in 3 work packages consisting of management and organisational framework; monitoring of content deemed illegal under national laws transposing the EU Framework Decision 2008/913/JHA using the methodology from the past monitoring exercises conducted by the European Commission; and dissemination of gathered data to the relevant stakeholders and the general public. Up to 20 000 of cases will be reported, 10 infosheets in English and 170 in other EU languages produced, online training run for the monitoring partners, standards for trusted flaggers reached for all partners, advocacy roundtables and closing conference will be organised. The project fights for targets of online hate based on grounds of racial or ethnic origin, colour, religion, sexual orientation or gender identity. The second primary target group involves IT companies, national and European authorities, CSOs and media. A wide public will benefit from a kinder internet due to a better and faster removal of hate speech. Project funded by the European Union's CERV-2022-EQUAL.



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 social media campaign implemented by the consortium in each partner country aimed at promoting a safe and inclusive online environment, raising awareness about the phenomenon of hate speech on social media.

Social Media Campaign: Concept and Process

As detailed in the Dissemination and Awareness Raising Strategy, LGL, in collaboration with coordinator INACH, proposed the concept for the social media campaign for partners to use as a reference point.

The proposed concept has two elements. First is the presentation of different project partners and each organization's activities. Second, presentation of the local legal context when it comes to hate speech. Since the consortium is large and the project envisages using partners' social media channels rather than creating new social media pages for the project, the social media campaign's purpose is to both introduce different partners and different legal backgrounds of hate speech legal framework throughout the EU and present the project with engaging social media posts.

LGL, as a WP3 leader, explained the concept of the social media campaign and produced the first content of the social media campaign for INACH and LGL so that it would be easier for the consortium to visualise the concept. The timeline spanning the project implementation period was presented to partners during the consortium meeting.

Each partner has one month to prepare the content for the social media campaign for the upcoming month. At the end of the month, once the content is produced, each partner



creates posts on all social media accounts available per organization to disseminate the content. This way all partners will contribute to the social media campaign with their content once throughout the project implementation period and all partners will be engaged in disseminating all material produced for the social media campaign.

LGL produced a template for partners who wish to use it to produce their content. LGL explained to partners the essential elements for the content, namely the obligatory use of the SafeNet logo, the organization's logo, the EC logo and the disclaimer. Partners were asked to produce 2-4 images and a short text for the post and adapt images resolutions required by as many social media websites as possible (Facebook, Twitter, Instagram) so partners could effectively disseminate it on their social media channels.

Regarding disseminating produced content, partners were instructed to use the visuals and text provided, adapt it to their local language and create posts on different social media platforms they use. The consortium was asked to tag partners' social media handles and include their dissemination efforts in the dissemination log. Partners were presented with a timeline and deadlines for producing and disseminating the content.

Social Media Campaign: Implementation

As Coordinator and WP leaders, INACH, LICRA and LGL produced their contents for the social media campaign first to allow partners time to familiarize themselves with its concept and implementation.

The first 3 pieces of content were produced and disseminated in a month to catch up with the timeline. HRHZ provided its content by 31 July and ROMEA by 31 August. EHRC produced its content by 30 September, LCHR by 31 October, Hatter Society by 30 November, Subjective Values Foundation by 31 December, CESIE by 31 January, Jugendschutz by 28 February, ITU by 31 March, DigiQ by 30 April, ZARA by 31 May. CEJI is next in line to produce their materials by 30 June, with MCI, Never Again Association, Integro Association, Plataforma Khetane and ILGA-Europe to follow.

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Social Media Campaign: Dissemination

The consortium entered their dissemination efforts into the project dissemination log.

It is estimated that the social media campaign has generated 650 posts and reached 172 319 users on social media.



Social Media Campaign: INACH Content



BRINGING THE ONLINE IN LINE WITH HUMAN RIGHTS

International Network Against Cyber Hate is the leading global network that combats cyber hate using a holistic approach that combines monitoring, content, removal, educational methods, international cooperation, advocacy and cutting-edge technology.

With our **34 members** from **27 countries**, we are at the forefront in addressing the issue of online hate speech and bringing the online in line with human rights.

Check more at - www.inach.net



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INACH

Since 2002, INACH has been **fighting online hate, extremism** and incitement to prevent violence by supporting and collaborating with its 34 members to make the internet more open, accepting and conducive to civilised, democratic debate.

In 2016, INACH developed the **first-ever international cyber hate database** and complaints handling system, which holds thousands of recorded instances from numerous countries.



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INACH in the Netherlands. The Dutch courts use the European Convention on Human Rights to limit online hate. During the COVID-19 pandemic, Dutch politician Thierry Baudet on numerous occasions compared the lockdowns to the Holocaust and referred to politicians as Nazis. The Court used Article 10 of the ECHR and stated that unnecessarily causing offence to someone is not protected under freedom of speech. Even though the Court of Amsterdam does not specifically state that it is hate speech, it is using the limitations under the freedom of speech to limit offensive and hateful statements to stop online hate.



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ABOUT THE SAFENET PROJECT:

the 24-month project Monitoring and Reporting for Safer Online Environments seeks to apply a comprehensive and intersectional approach in prevention and fight against intolerance, racism and xenophobia online. It joins

21 partners, members INACH. Many are trusted flaggers and have taken part in the monitoring exercises within the scope of the Code of Conduct on countering illegal hate speech online.



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Number of posts by partners:	50
Number of users reached:	12 735



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Social Media Campaign: LGL Content







Number of posts by partners:	45
Number of users reached:	16 347



Social Media Campaign: LICRA Content





SafeNet project brings together over 20 civil society organizations for continuous monitoring of **online hate speech**, reporting and removal on the social media platforms.

The solid data provides solid advocacy background for negotiations with multiple stakeholders.

The French NGO Licra is part of SafeNet's consortium

www.licra.org



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About the french partner of the SafeNet project :



The International League Against Racism and Antisemitism (Licra) is the oldest antiracist association in France, it was created in 1927.

The association's objective is
to fight online and offline racism, antisemitism and
to promote republican and universalist values,
such as secularism.



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licra



In its fight against online hate speech, LICRA applies the **Law on the Freedom of the Press of 29 July 1881.**

According to this law, hateful public content constitutes a criminal offence, such as racial insult and defamation, incitement to discrimination, hatred or violence...

Recently, the Digital Services Act (DSA) was adopted.

This text establishes a liability regime for the various stakeholders in the digital sector, particularly in terms of illegal content.

While the DSA will enable harmonization on a European scale, it will also have a major impact on the fight against online hate in France.



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Number of posts by partners:	47
Number of users reached:	7 427



Social Media Campaign: HRHZ Content

 HUMAN RIGHTS HOUSE ZAGREB

INTRODUCING THE HUMAN RIGHTS HOUSE ZAGREB 1/2

 SafeNet
safer net for all

Human Rights House Zagreb is an advocacy and a watch-dog human rights civil society organization founded in 2008 as a network of civil society organizations with the aim of protecting and promoting human rights and fundamental freedoms.

Human Rights House Zagreb has been actively dealing with the freedom of expression and the issues of hate speech through monitoring, research, education and advocacy activities. It has been a member of the International Network Against Cyber Hate since 2017.

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INTRODUCING THE HUMAN RIGHTS HOUSE ZAGREB 2/2



Human Rights House Zagreb has been a Trusted Flagger of the European Commission for monitoring hate speech on social media sites for several years alongside with Center for Peace Studies, with which it administers the only online tool for reporting hate speech in Croatia - dostajemrznje.org.

The aim of this tool is not only to intervene by removing and sanctioning hate speech, but also to raise public awareness of such expression as incompatible with a democratic and inclusive society.



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LATEST DEVELOPMENTS ON HATE SPEECH IN CROATIA 1/2



In Croatia, hate speech is present in public spaces, especially online and on social media, and LGBTIQ persons, migrants, Serbs and Roma are the most targeted. The lack of preventive measures and an adequate and comprehensive response to hate speech remains a cause for concern.



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LATEST DEVELOPMENTS ON HATE SPEECH IN CROATIA 2/2



The legal regulation of hate speech in Croatia is fragmented through a number of provisions (criminal and misdemeanor), but none of these provisions refer to the term "hate speech" as such. There is also no universally agreed definition of hate speech, but the interpretations and understanding of the term closely follow the established European notions and standards. Article 325 of the Criminal Code (public incitement to hatred and violence) is most often associated with hate speech.

Amendments to the Law concerning misdemeanors, including certain forms of hate speech were recently proposed and adopted. The changes include a sharp increase in fines for performing, reproducing songs, compositions and texts and highlighting symbols that express or incite hatred.

Still, as hate speech is a continuously present problem that is intensifying, a more holistic approach is needed - there is a lack of systematic research and monitoring, institutions do not have a systematic approach to combating hate speech and citizens find it difficult to understand the channels for reporting hate speech to the competent authorities.



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Number of posts by partners:	46
Number of users reached:	9 591



Social Media Campaign: ROMEA Content





romea
romská mediální a vzdělávací organizace

We are giving a **voice to the Roma**

ROMEa strengthens trust between people. Through quality **reporting and scholarships**, we enable mutual understanding and contribute to the recognition of **Roma as equal members** of society. ROMEa strives to contribute to the expansion of the Roma middle class in the long term.

www.romeaops.cz

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romea
romské mediální a vzdělávací organizace

Our vision

- Better coexistence between Roma and the majority society
- No more negative, prejudicial labeling of the Roma
- A serious, objective media culture in the Czech Republic
- Active citizenship of the Roma
- A strong Roma middle class

www.romeaops.cz

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romea
romska mediálne a kultúrne organizácie

Scholarship program

ROMEa supports Roma students in secondary schools, colleges and universities with scholarships. As of 2016, we have awarded a total of **525 scholarships** to 251 students for a total of **EUR 360,000** in support distributed so far.

www.romskastipendia.cz

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romea
romes a media a holokozati szervezet

Roma media

News server Romea.cz provides daily news in Czech and English about Roma-related subjects. ROMEA TV also regularly publishes video interviews and recordings from various events online. Up to **40,000 users** visit **Romea.cz** every week.

www.romea.cz

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Number of posts by partners:	45
Number of users reached:	11067





Social Media Campaign: EHRC Content



ESTONIAN HUMAN
RIGHTS CENTRE

Established in 2009,
the Estonian Human Rights Centre
(EHRC) is



**the only independent
expert organisation
on human rights in Estonia,**
advocating for the rights of every
individual.



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ESTONIAN HUMAN
RIGHTS CENTRE

Estonia is
one of the few countries in Europe
that has not transposed the
European Framework Decision on
Combating Racism and
Xenophobia



**Estonia's legislation about
regulating hate speech is
among the weakest in Europe.
It is rarely used in practice.**



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ESTONIAN HUMAN
RIGHTS CENTRE



EHRC tries to
improve
the Estonian legislation by

- raising awareness about & monitoring (online) hate speech;
- collaborating actively with other NGOs;
- putting pressure on decision-makers.



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ESTONIAN HUMAN RIGHTS CENTRE

In June 2023,
the Estonian government
approved a draft
that makes the most severe forms
of incitement to hatred and
hate crimes
punishable by law.

➔ www.humanrights.ee

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Number of posts by partners:	53
Number of users reached:	16 219



Social Media Campaign: LCHR Content



LATVIJAS
CILVĒKTIESĪBU
CENTRS

LATVIAN
CENTRE FOR HUMAN
RIGHTS

An independent association established in Riga, Latvia to promote respect for human rights, social cohesion and tolerance, and protect the interests of vulnerable groups.

**IN 2023 LCHR
CELEBRATES ITS
30TH
ANNIVERSARY**

LATVIJAS
CILVĒKTIESĪBU
CENTRS

LATVIAN
CENTRE FOR HUMAN
RIGHTS



LCHR WORK HAS BEEN FOCUSED ON:

**ANTI-DISCRIMINATION
COMBATING HATE CRIMES
AND HATE SPEECH
MINORITY RIGHTS
INTEGRATION
ASYLUM AND MIGRATION
CLOSED INSTITUTIONS
OTHER FUNDAMENTAL
RIGHTS**

**RESEARCH
MONITORING
POLICY ANALYSES
LEGAL AID
ADVOCACY
TRAINING
AWARENESS RAISING**



LATVIJAS
CILVĒKTIESĪBU
CENTRS

LATVIAN
CENTRE FOR HUMAN
RIGHTS



Fighting hate crimes and hate speech online and offline since 2005.

During past 5 years LCHR conducted training and awareness raising events on combating hate speech to more than **1200** persons, including young people, teachers, youth workers, NGOs and others.

LCHR monitors online hate speech within projects, including monitoring exercises by the European Commission, and on own initiatives.

LCHR has status of Trusted Flagger with Meta, Twitter, Youtube, and TikTok.





Number of posts by partners:	48
Number of users reached:	13225

Social Media Campaign: Hatter Society Content

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Háttér Society is the **largest** and **oldest** currently operating lesbian, gay, bisexual, transgender, queer and intersex (LGBTQI) public benefit association in Hungary.

They are working for a society in which **no-one is discriminated** against because of their sexual orientation or gender identity, where all members of the LGBTQI community **are free to live** according to their identity, and **receive the help** they need to resolve the problems they might face.



In order to realise these goals, Hátter Society runs an **Information and Counselling Hotline**, a **Personal Counselling Service**, a **Legal Aid Service**, a **HIV-hotline**, a **HIV Peer Support Service**, as well as an **Archive and Library**. In addition to their permanent programmes, they have also been involved in **cultural and community events**, **advocacy**, **research and training**.

Acknowledging their efforts on international level as well, Hátter Society was shortlisted for the Václav Havel Human Rights Prize in 2022.



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The hostile political discourse and legislation fuels hate speech against vulnerable groups but due to the narrow interpretation of the authorities and the courts there are very few registered hate speech cases in Hungary.

Based on several online monitoring exercises the removal rate of hate speech on social media platforms was relatively high until 2021 when it significantly dropped for unknown reasons. Since then the removal rate is fortunately rising again, but still falls short of former levels.



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Besides providing assistance in individual cases, Hátter Society has a wide range of hate speech related activities: they **participate** in the **European Commission's Code of Conduct on Countering Illegal Hate Speech Online** monitoring exercises, implement different projects, raise awareness through booklets and trainings for professionals and provides a reporting opportunity on the **Report homophobia!** website.



Number of posts by partners:	53
Number of users reached:	10922



Social Media Campaign: SVF Content



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szubjektív
értékek
alapítvány

ABOUT US

The Subjective Values Foundation (SVF) was founded in 2002 with the primary aim of **taking steps against racism and discrimination**. The organisation has had the chance to work with many different types of vulnerable people, supporting ethnic minorities, religious minorities, homeless people, refugees, youngsters from state care and many others.

SVF is also active in the **work against hate speech and hate crimes**, by doing monitoring, campaigns, training, research and lobbying for more effective policies.

The Foundation is being part of the most important national, European and global networks in the related fields.



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szubjektív
értékek
alapítvány

OUR WORK

EVENTS AND TRAINING

The Foundation uses a variety of tools and themes (professional round table discussions, presentations, training, concerts, film screenings, games) to **address the issues of discrimination and human rights.**

CAMPAIGNS

SVF runs anti-discrimination, anti-radicalisation campaigns and focus group research that has been supported by public figures and social media influencers as well. They work together to create a more accepting and sustainable society.



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szubjektív értékek alapítvány

YOUTH WORK

SVF organizes several activities with the participation of youth to **support them becoming active citizens**. As it is the young people's future that is most affected by European decision making processes, it is vital that their opinions are heard and relayed to decision makers.

EMPOWERING DISADVANTAGED YOUTH

With the tools of theatre, life and career orientation, computer skills and driving license training and internship opportunities SVF **helps the personal development of young people** resulting in a measurable increase of the chances of the social and labour market integration.



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Number of posts by partners:	50
Number of users reached:	12974



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Social Media Campaign: CESIE Content



CESIE

CESIE is a European Centre of Studies and Initiatives, centre for the development of cultural, recreational, social, educational, economical, research initiatives, without lucrative purposes.

CESIE contributes, through the active participation of people, civic society and institutions, towards the promotion of growth and development, always valuing diversity.



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CESIE Rights and Justice Unit's Mission

At Rights and Justice Unit, we fervently promote equality, diversity, and non-discrimination. Our efforts include raising awareness on gender equality from an intersectional and non-binary perspective, empowering individuals, and preventing all forms of violence, such as gender-based violence, child abuse, online/offline violence, polarization, and radicalization.

We also prioritize supporting victims and survivors. Additionally, we champion innovative, community-based initiatives that aim to uphold fundamental rights, prevent criminal behaviors, including hate speech and radicalization, and foster alternative narratives.



CESIE's Role in SafeNet project

CESIE actively monitors social networks for hate speech and raises awareness as part of the SafeNet project.

The project's global approach aims to combat online intolerance, racism, and xenophobia, creating safer and more inclusive digital spaces.

SafeNet, with 21 expert partners and members of INACH, enforces a Code of Conduct to remove illegal and non-illegal online hate speech from platforms.





**Join us in the fight against online hate speech
and the promotion of safe digital spaces.**

Together, we can make a difference in creating
a more inclusive and respectful online environment.



Learn more about **SafeNet** at
cesie.org/project/safenet

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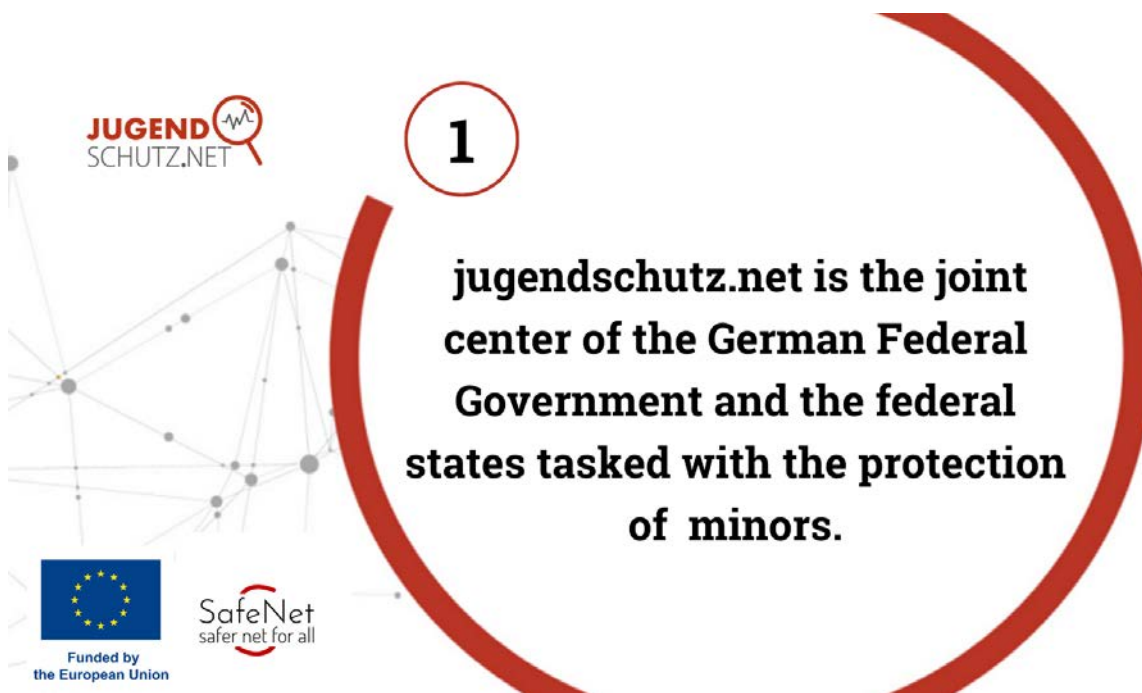
Number of posts by partners:	50
Number of users reached:	17665



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Social Media Campaign: Jugendschutz Content



1

jugendschutz.net is the joint center of the German Federal Government and the federal states tasked with the protection of minors.

JUGENDSCHUTZ.NET

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JUGEND
SCHUTZ.NET

2

jugendschutz.net checks internet content for violations of youth protection laws. jugendschutz.net also operates a hotline to which internet users can report illegal and harmful content and regularly searches for potential risks on the internet.



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JUGEND
SCHUTZ.NET

3

Our focus is on topics such as self-harm, political extremism, sexual violence, harassment and cyberbullying.

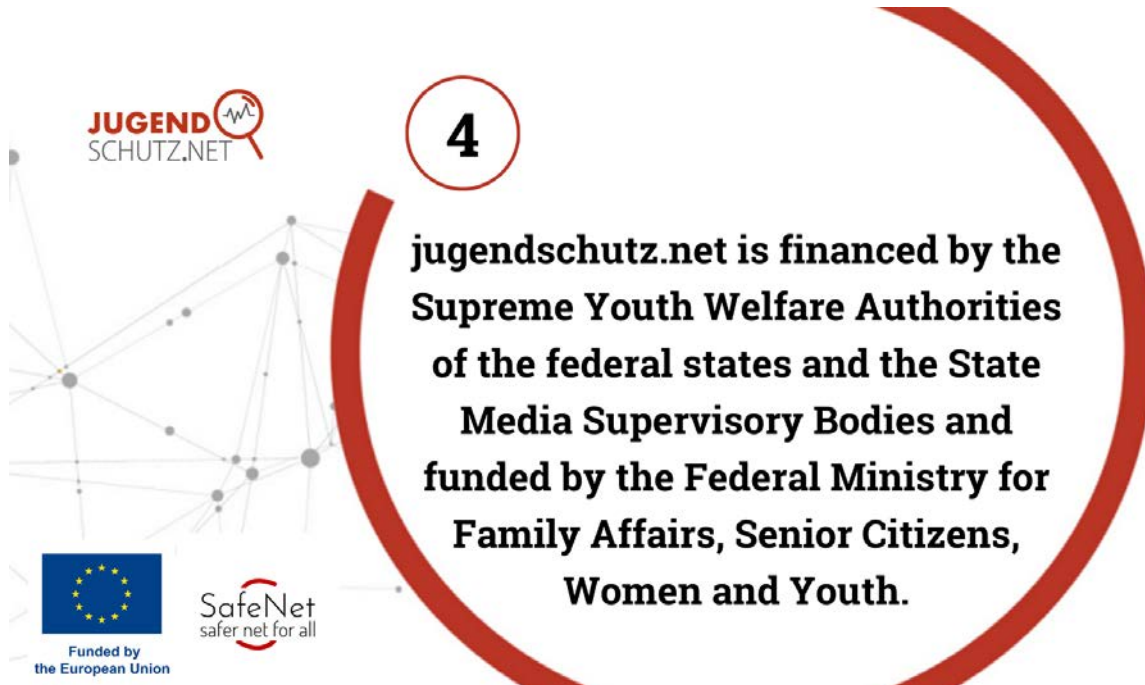


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jugendschutz.net is financed by the Supreme Youth Welfare Authorities of the federal states and the State Media Supervisory Bodies and funded by the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth.

JUGENDSCHUTZ.NET

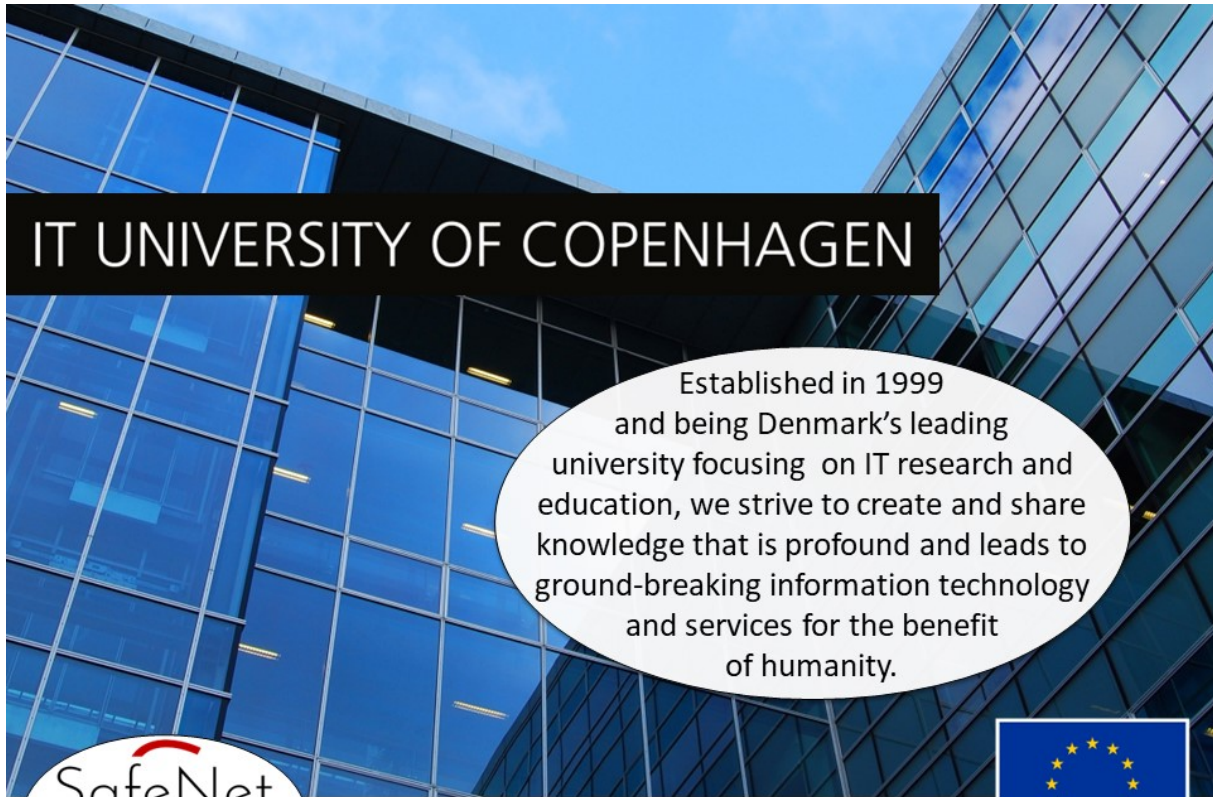
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Number of posts by partners:	48
Number of users reached:	7652



Social Media Campaign: ITU Content




IT UNIVERSITY OF COPENHAGEN

Established in 1999 and being Denmark's leading university focusing on IT research and education, we strive to create and share knowledge that is profound and leads to ground-breaking information technology and services for the benefit of humanity.

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Legal Context in Denmark

In Denmark, the legal system carefully balances freedom of expression with protection against hate speech. Danish law prohibits public expressions that threaten, insult, or degrade based on protected characteristics.



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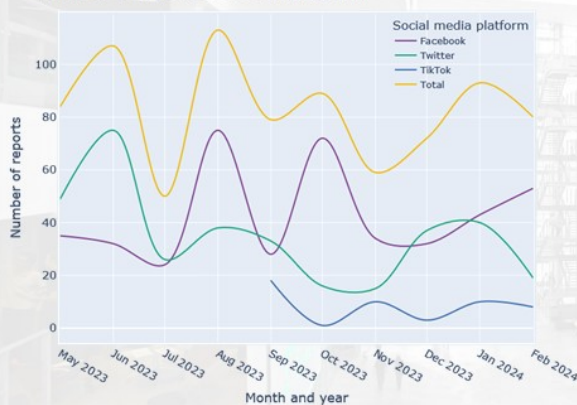


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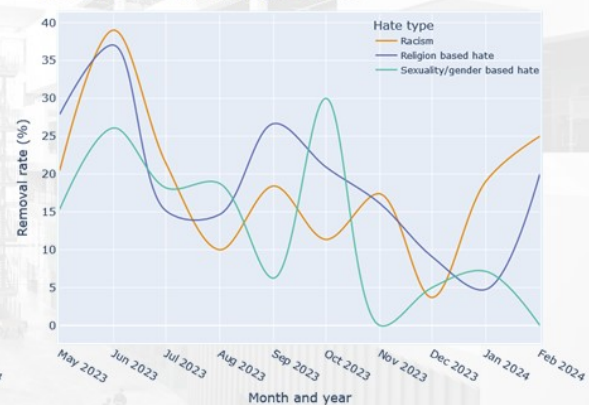
Preliminary results from the monitoring activity

Number of reports for each platform



The stable number of reports indicate a continuous need for monitorisation of the social media platforms

Removal rate for each type of hate



Varying removal rates show that detailed analysis of hate speech is necessary to understand the removal mechanisms



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Hate Speech Research at ITU

Hate speech research at ITU focuses on

- understanding patterns and societal impacts
- analysing and explaining rather than simply detecting
- the balance between hate speech and freedom of expression



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Number of posts by partners:	55
Number of users reached:	13413



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Social Media Campaign: DIGIQ Content



digiQ

digiQ

**Programs and
flagship projects**

digiQ is a Slovak NGO focusing on online safety and prevention since 2017. It reports illegal content, offers educational programs, and promotes smart digital citizenship. Their vision is a world with responsible internet users achieved through prevention and collaboration.

54



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digiPEERS

digiQ

Long-term volunteer program focusing on digital intelligence skills for young people. Offers specialized education and ongoing mentoring. Volunteers can gain experience as lecturers, journalists, social media managers, editors, and creative content creators.



A photograph of three children sitting around a table, working on a project. They are looking at a piece of paper with text in Slovak. A blue robot icon is overlaid on the image. The background is a purple gradient.

#Cyber4Kids

digiQ

This program connects socially responsible companies, experts, civil society, and schools to educate Slovakian children on cybersecurity and critical thinking. Webinars and workshops are free, funded by us and corporate donors.





Report it!

digiQ

SafeNet
safer net for all

The "Report it!" program aids in addressing online hate situations with authorities. part of this program is also the SafeNet project, a collaborative effort to combat online hate speech through monitoring, reporting, and advocacy, involving 21 partners to foster a safer internet environment





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Project Number: 101084457 — SafeNet



Number of posts by partners:	38
Number of users reached:	8524



Social Media Campaign: ZARA Content





WHAT WE DO

ZARA offers legal and psychosocial counselling to all victims of racism as well as victims and witnesses of hate online.

ZARA sees itself as an ally and, with its two counselling centers, supports all those people who wish to make use of this support free of charge.





OUR APPROACH



In our daily work, there is very often an **overlap** between our three areas of work and we experience them as closely interlinked. There is therefore **no fixed weighting** of the areas:

Racism - Online Hate - Civil Courage



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Bundesministerium
Soziales, Gesundheit, Pflege
und Konsumentenschutz



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ONLINE RACISM

ZARA documented and processed
1302 reports of racism in 2023.

758 of those reports have been
online.

This means that **58%** of cases
recorded by ZARA in **2023**
occured online.



To find out more about our work
visit us on Instagram
@zara.zivilcourage and our
website www.zara.or.at!



Number of posts by partners:	18 (so far)
Number of users reached:	Too early to indicate

Dissemination and Awareness Raising Strategy: Updates

The activities detailed in the Dissemination and Awareness Raising Strategy are being implemented. Some of these activities involve a social media presence. In this document, we will assess the implementation of the most important activities detailed in the Dissemination and Awareness Raising Strategy, namely dissemination of fact sheets, and maintenance of project subpage.

Fact Sheet Dissemination

Over the first 18 months of the project implementation period, 8 fact sheets were produced in April, June, August, October, December 2023, February, April and June 2024, documenting the findings of continuous monitoring of hate speech on social media, carried out by the consortium.

Joint efforts were made to establish and strictly follow the deadlines for the production of fact sheets and their dissemination. The national and international factsheets are designed in a way that makes it perfect for social media dissemination. All partners are responsible for analysing their data, disseminating both their national fact sheets and international fact sheets and respecting the established deadlines. So far, the dissemination of fact sheets produced 494 posts and generated 135 203 users reached on social media.



Maintenance of Project Subpage

The project subpage on INACH website is being maintained continuously. The project website contains all factsheets produced to this date: <https://www.inach.net/safenet-fact-sheets/>

The total number of cases of illegal hate speech reported by partners is also regularly updated.

News relating to the project activities are regularly published on project website: <https://www.inach.net/category/safenet-news-and-events/>

Maintenance of Project Dissemination Log

All dissemination efforts are being entered by partners into the project dissemination log. Currently, the dissemination log contains 1293 entries with an estimated total reach of 348 604 social media users.

