



D5.3 Multimedia Activities

Project acronym: KID_ACTIONS

Project full title: Kick-off preventing and responding to children and Adolescent cyberbullying through innovative monitoring and educational technologies

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SUMMARY OF MODIFICATIONS

Version	Date	Author(s)	Summary of main changes
0.1	25/11/2022	Chiara Gullotta (AMN), Francesca Cesarotti (AMN)	First draft of the deliverable
0.2	2/12/2022	Barbara Purin (FBK), Inna Agadzhanova (EUN)	Added inputs about project website and social media channels
0.3	19/12/2022	Chiara Gullotta (AMN)	Second draft of the deliverable
0.4	20/12/2022	Alessia Torre (FBK), Sara Tonelli (FBK), Olivia Balagna (PAT), Rita Marques (YEU), Inna Agadzhanova (EUN)	Review of the document
1.0	23/12/2022	Alessia Torre (FBK)	Final version and submission

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LIST OF ABBREVIATIONS

Abbreviation	Meaning
AMN	AMN International Italy
EUN	European Schoolnet
FBK	Fondazione Bruno Kessler
PAT	Provincia Autonoma di Trento
YEU	Youth for Exchange and Understanding

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EXECUTIVE SUMMARY

This deliverable provides an overview of the KID_ACTIONS multimedia activities. This report is complementary to the D5.4 “Final dissemination, communication and networking activities report and policy recommendations” and will present in additional detail an analysis of the project website, the social media accounts and e-newsletter and of the awareness-raising video.

In particular, in the first chapter, the deliverable reports on the development of the website by FBK and it lays out the continuous updates and contributions by all partners that allowed the project to meet its objectives in terms of views and reach. The second chapter overviews the social media activities that supported the social media campaign. Specifically, the Twitter and Instagram accounts are presented and their results in terms of public engagement. Finally, the last chapter is reserved for the awareness-raising video produced by AMN and its results in terms of views and reach.

1. INTRODUCTION OF THE PROJECT

“KID_ACTIONS – Kick-off preventing and responding to children and AdolesCent cyberbullying through innovative mOnitoring and educatioNal technologieS” aims to address cyberbullying among children and adolescents through interactive education and gamification within formal and non-formal learning settings at the EU level.

The project supports teachers, educators, and youth workers in fostering efficacy and efficiency in education about the risks and effects of cyberbullying, raising awareness among secondary school students and youth centres, and encouraging reporting by victims and bystanders.

At the core of the KID_ACTIONS project lies the creation of a Digital Education Platform, which contains an advanced social media monitoring system and gamified education tools in order to empower young people to recognise and react effectively to cyberbullying. In the framework of the project, a set of tailored educational toolkits will also be produced and disseminated – these will be co-created with and experimented with by over 1,000 children and adolescents with their educators across 10 European countries.

KID_ACTIONS also aims to foster a wider dialogue with stakeholders in education, in order to adopt a co-creative and evidence-based approach to prevent and counter cyberbullying through education. In doing so, the aim is also to strengthen cross-border collaboration on matters related to cyberbullying.

2.PROJECT WEBSITE

The period of time considered in this chapter is from 1st March 2021 (the project website was launched in M3) to 16th December 2022 when all project activities have been completed. The users visiting the project website in that period were 10,604. In particular, 10,602 users (89.7%) were *new visitors* landing on the project website for the first time, while 1,220 users (10.3%) visited the website more than once (*returning visitors*). Note that if a user visits a website from his/her desktop computer at work, and then he/she visits the same website again from a mobile, Google Analytics would record he/she as 2 new users; moreover, new users are counted as returning users if they return within the selected period of time. For these reasons, the total number of users reported by Google Analytics (10,604) is not equal to the sum of new visitors (10,602) and returning visitors (1,220).

The analysis of the *user distribution* over time (Figure 1) has shown that there was a peak in accesses in the period from 30th January to 9th February 2022 (Figure 2).

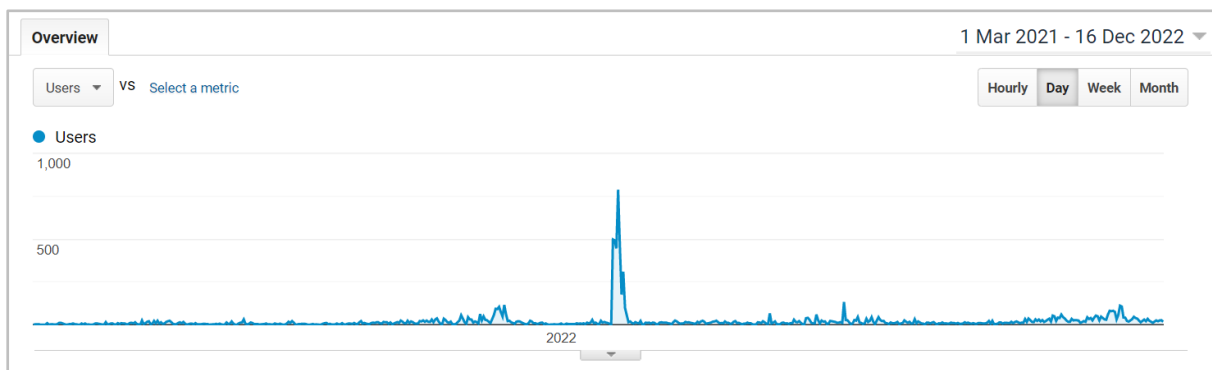


Figure 1. Distribution of users who have visited the KID_ACTIONS project website in the period 1st March 2021 – 16th December 2022.

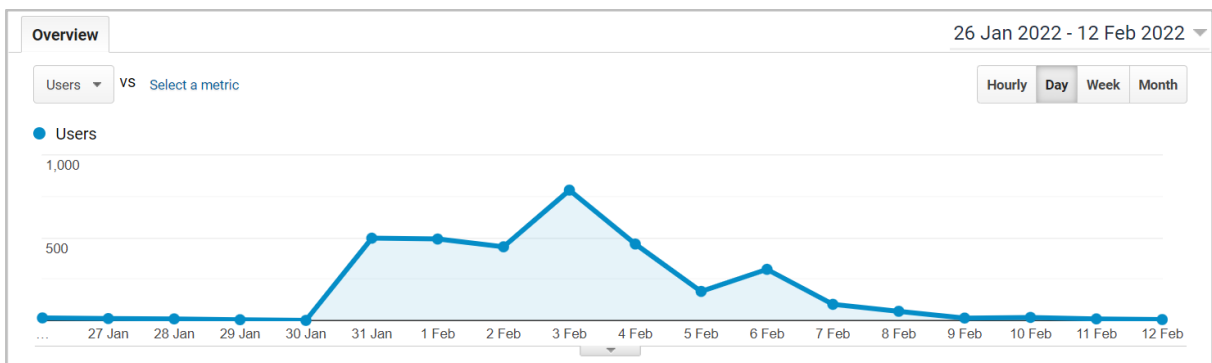


Figure 2. Peak in accesses of users who have visited the KID_ACTIONS project website in the period 26th January 2022 – 12th February 2022.

The trends of visiting users in the remaining periods are shown in Figure 3 e Figure 4.

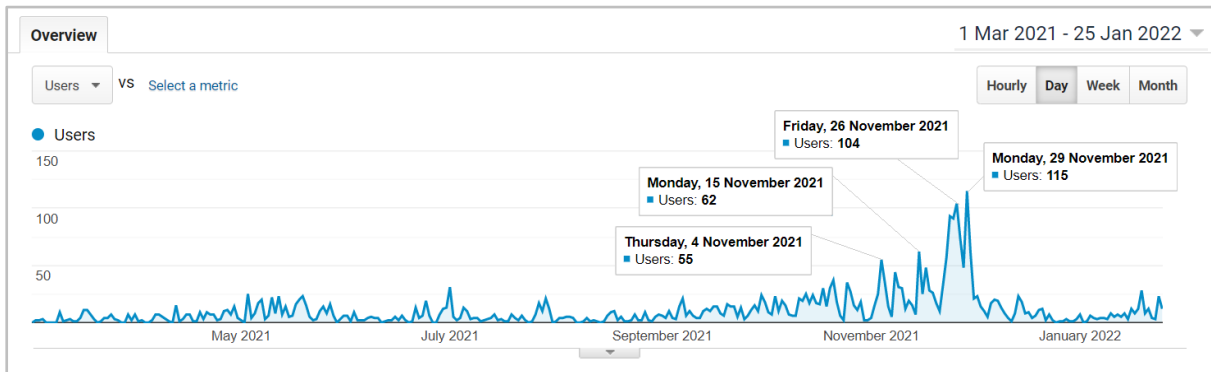


Figure 3. Distribution of users who have visited the KID_ACTIONS project website in the period 1st March 2021 – 25th January 2022.

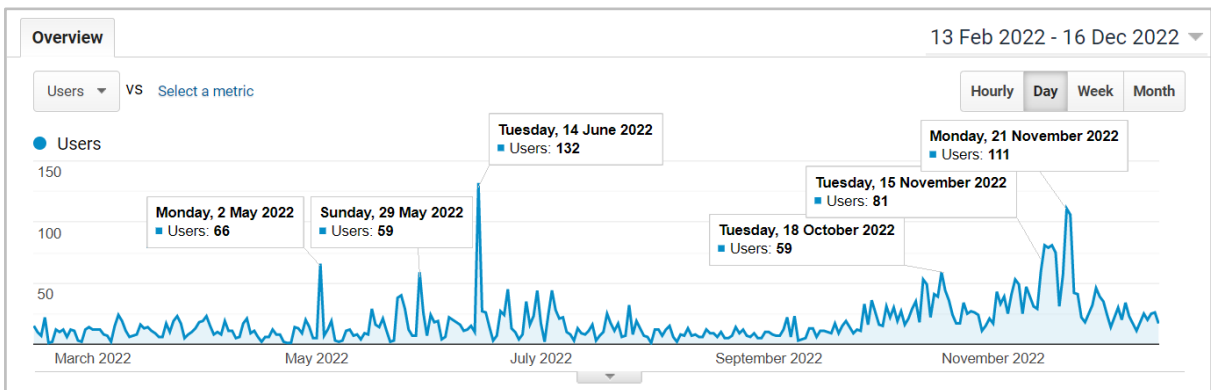


Figure 4. Distribution of users who have visited the KID_ACTIONS project website in the period 13th February 2022 – 16th December 2022.

From March 2021 on, there have been 13,850 *sessions* (time periods users have been actively engaged with the project website) and the total number of pages viewed is 30,170 (repeated views of a single page were counted). The average number of sessions per user is 1.31, while the average number of pages viewed during a session is 2.18. The average length of a session is 1 minute and 32 seconds. The percentage of single-page sessions in which there was no interaction with the page is 39.97%.

Table 2-1 shows the first top viewed pages on the KID_ACTIONS project website from March on. The homepage, the pages about the project and its events, the news about “*Cyberbullying: what does the research say?*” (29th June 2022) and that about the International Women’s Day (8th March 2022), and the “*Educational Toolkit*” page were the most visited. The news about “*Stop Cyberbullying with Artificial Intelligence*” (4th August 2022) and the webpages on publications (conference papers and public deliverables of the KID_ACTIONS project), project partners, and news also attracted a great deal of interest.

Page ?	Page Views ? ↓	Unique Page Views ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
	30,170 % of Total: 100.00% (30,170)	18,926 % of Total: 100.00% (18,926)	00:01:18 Avg for View: 00:01:18 (0.00%)	13,850 % of Total: 100.00% (13,850)	39.97% Avg for View: 39.97% (0.00%)	45.91% Avg for View: 45.91% (0.00%)
1. /	7,363 (24.41%)	4,366 (23.07%)	00:01:10	3,878 (28.00%)	36.85%	41.17%
2. /events/	3,199 (10.60%)	1,877 (9.92%)	00:01:30	1,507 (10.88%)	29.60%	52.45%
3. /2021/06/29/cyberbullying-what-does-the-research-say/	2,865 (9.50%)	1,559 (8.24%)	00:01:20	1,528 (11.03%)	24.87%	52.32%
4. /2022/03/08/international-womens-day/	2,140 (7.09%)	1,105 (5.84%)	00:01:13	1,099 (7.94%)	16.56%	51.12%
5. /edutookit/	1,955 (6.48%)	1,246 (6.58%)	00:01:30	810 (5.85%)	47.04%	42.46%
6. /the-project/	1,090 (3.61%)	742 (3.92%)	00:01:08	215 (1.55%)	23.72%	28.35%
7. /2022/08/04/artificial-intelligence/	589 (1.95%)	314 (1.66%)	00:01:59	308 (2.22%)	19.48%	51.78%
8. /publications-dissemination/	562 (1.86%)	441 (2.33%)	00:01:15	56 (0.40%)	35.71%	32.56%
9. /partners/	541 (1.79%)	421 (2.22%)	00:00:46	75 (0.54%)	21.33%	26.80%
10. /news/	441 (1.46%)	352 (1.86%)	00:00:46	59 (0.43%)	28.81%	18.14%

Table 2-1. Commonly viewed pages on the KID_ACTIONS project website in the period 1st March - 16th December 2022.

Overall, Google Analytics data for the KID_ACTIONS project website shows that it was a valuable tool for spreading knowledge about the project and its related activities.

3.SOCIAL MEDIA AND E-NEWSLETTER

This section aims to present the social media channels and the e-Newsletter performance. The table below gives an overview of the KPI achieved in regards to social media promotion and newsletter dissemination. An elaborative analysis of all communication channels and promotional efforts is given in the report on Final Dissemination, Communication and Networking activities (D5.4).

Indicator	Target	KPI achieved at M24
Followers and likes on the project’s social media Twitter	300	1,113
Followers and likes on the project’s social media Instagram	300	309
e-Newsletter	7 editions (1 per quarter)	8

Table 3-1. The overview of the Key Performance Indicators related to social media and the newsletter.

2.1 Social media

2.1.1 Twitter

KID_ACTIONS has its own Twitter page, [@kidactions](https://twitter.com/kidactions), which is used to give visibility to the KID_ACTIONS project primarily with teachers, educators and youth workers (but also, with wider project stakeholders, such as researchers, parents, policy makers, civil society organisations and industry representatives).



Figure 5. KID_ACTIONS Twitter account

In doing so, this page enables us to create a reference point to build a community around KID_ACTIONS activities and materials. The page has been launched by EUN at M3 and currently has reached **158 followers, 180 tweets, 955 likes, 150,496 impressions, and 58,772 profile visits** (data collected through Twitter Analytics on 1 December 2022).

To ensure a regular flow of information, EUN oversees content management on the Twitter page. Tweets are shared in English and are accompanied by the project branded graphics and animations. Posts are published 3-5 times a week to disseminate and communicate project results, raise awareness on the topic and encourage people to engage with the KID_ACTIONS activities.



Figure 6. Examples of the posts on the KID_ACTIONS Twitter page

2.1.2 Instagram

KID_ACTIONS has also its own Instagram page, [@kidactions](https://www.instagram.com/kidactions), that is used to give visibility to the KID_ACTIONS project, primarily with a younger audience, but also with the wider project stakeholders mentioned above. While the Twitter page is more focused on raising awareness of KID_ACTIONS and creating a community of interest around it among professionals, the Instagram page aims to inform young people on the issue of cyberbullying and achieve positive behaviour change among them. To do so, statistics, preventive strategies and best practices are shared.



Figure 7. KID_ACTIONS Instagram account

This page was launched at M4 and till now and has collected an audience of **63 users, 246 likes and a total reach of 7500 users** (data collected through Instagram Insights on 1 December 2022).

To ensure a regular flow of information, EUN oversees content management and constantly develops and implements new strategies to promote the organic growth of the Instagram page. Among the new strategies, there was the production of development of reels - short, entertaining videos on Instagram. The first video has been viewed by 3,371 users. Production of reels allows us to reach a new audience and be promoted organically by Instagram algorithms.

2.2 e-Newsletter

The aim of the KID_ACTIONS e-Newsletter is to make potential and existing website users aware of the news about the project's activities and special events but also to acquire and keep new users interested in the project.

The target audience identified for the KID_ACTIONS e-newsletter includes teachers, educators and the wider school community, youth workers, young people, parents and caretakers, Ministries of Education and other educational stakeholders, academia, NGOs/CSOs promoting digital citizenship, online safety and media literacy and/or addressing (cyber)bullying, social service and healthcare professionals, law enforcement agencies, industry partners, policy makers at local, national and European levels.

The e-Newsletter is published every three months from June 2021 onwards: [June edition](#), [September edition](#), [December edition](#), [March edition 2022](#), [June edition 2022](#), [September 2022](#), [November 2022 – Special edition about the KID_ACTIONS Forum](#) and [December 2022](#). The best time to send out emails has been identified by analysing the project's target audience, and the peak time of engagement on social media channels.

4. AWARENESS RAISING VIDEO

AMN realised an online awareness campaign in order to prevent and combat cyberbullying among children and adolescents. Its main goal has been to raise awareness of the entire community on the nature of the phenomenon and its dangers, promoting empathy, mutual respect and tolerance to all diversity. For this purpose, AMN has released a video on the 26th of November 2021, whose key messages aimed at promoting a greater understanding of what cyberbullying is, raising awareness and promoting empathy.

This video has been produced by Giallomare of Simona Coccozza with the support and presence of Jenny De Nucci, Italian actress and influencer, a former competitor of the Italian reality show “Il Collegio”, who has also starred in popular fictions such as Don Matteo and One Step from Heaven and wrote the book “Girls”. The video succeeded in reaching far more of the target, which was 2000 views. The data of the reach and visualisations and the links to the video are the following:

Instagram

[AMN channel](#)

20,481 reached accounts, 6,870 views, 847 likes, and 28 saved in favourites;

13,500 reached accounts by stories.

Facebook

[AMN channel](#)

1,300 views, 7,504 impressions, 101 interactions, and 66 video sharing.

Twitter

[AMN channel](#)

370 views, 22 likes, and 14 shares

[KID_ACTIONS channel](#)

61 views, 3 shares, and 5 likes