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CEPOV

REPORT

SOCIAL MEDIA CAMPAIGN

June 2026

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Victims of crime often face significant challenges in accessing their rights, frequently navigating a system that is more focused on the offender than on victim's protection and recovery. Key challenges include secondary victimization, lack of information about rights and procedures, and limited access to support services. In order to tackle such challenges, the project *Addressing the gap in multidisciplinary cooperation to enhance the protection of victims' rights (CEPOV)* was implemented between September 2024 – June 2026 with the financial support of the European Commission – Justice Programme; the project being coordinated by [Association Pro Refugiu](#) (Romania) in partnership with the [University of Bucharest – Faculty of Law](#) (Romania), [Italian Coalition for Civil Liberties and Rights](#), [University Roma Tre](#) (Italy), [Solwodi e.V.](#) (Germany), [Scandinavian Human Rights Lawyers](#) (Sweden).

An online social media campaign was among the project's activities. Social media can play a central role among the tools that can be used to raise awareness and engage different target groups on topical subjects related to the situation of victims of crime.

Objectives

An online campaign that had the following **main objectives**:

- To raise awareness about victims of crime and their rights
- To educate the public (social media users) about the situation of victims, raise awareness about different types of crimes
- To raise awareness on resources, legal procedures available
- To challenge victims-blaming attitudes, misconceptions towards victims

Social media advertising strategy

To carry out this campaign, the partners created a series of banners (each banner consisting of an image and text) in English, Romanian, Italian, German and Swedish languages; these banners were promoted on social media platforms (ex. Facebook/Meta, Instagram). In addition to posting the banners on the partners' social media pages, they were also promoted through paid advertising so that the information could reach as many social media users as possible. For this purpose, each partner entity used an Add Account on Meta Ads Manager, to publish, manage and measure the results of the ads (the banners). The banners were gradually advertised online.

Social media campaign target groups

The campaign focused mainly on social media users from the project countries (Romania, Italy, Germany and Sweden) aged 18 - 65 years, all genders, different professions and fields of activity. The online promotion of the banners was monitored by the partners, a continuous track of the online performance was carried out, in accordance with the set goals (reached, frequency, impressions, etc.).

Impressions are the number of times a post from the page is displayed. For example, if someone sees a page update in their Facebook/Meta newsfeed and then sees that same update when a friend shares it that would count as 2 impressions.

Reach is the number of people who received the banners online.

Social media campaign, results per country, for the period August 2025 – May 2026

In Romania, the social media campaign was implemented by the Association Pro Refugiu and it reached a total of 634.435 social media users from Romania and 17.061 social media users from other Member States of the European Union. 12 banners in English and 12 banners in Romanian were published on the NGOs social media account <https://www.facebook.com/AsociatiaProRefugiu/> and also widely advertised on Facebook/Meta.

August 2025, the advertisements within the campaign **reached** 36.065 social media users from Romania (age 18-65+, all genders), **impressions** 49.270

September 2025, the advertisements within the campaign **reached** 88.688 social media users from Romania (age 18-65+, all genders), **impressions** 130.518

November 2025, the advertisements within the campaign **reached** 89.869 social media users from Romania (age 18-65+, all genders), **impressions** 90.529

December 2025, the advertisements within the campaign **reached** 59.288 social media users from Romania (age 18-65+, all genders), **impressions** 67.120

January 2026, the advertisements within the campaign **reached** 88.348 social media users from Romania (age 18-65+, all genders), **impressions** 174.072

February 2026, the advertisements within the campaign **reached** 32.827 social media users from Romania (age 18-65+, all genders), **impressions** 47.325

March 2026, the advertisements within the campaign **reached** 84.182 social media users from Romania (age 18-65+, all genders), **impressions** 149.010

April 2026, the advertisements within the campaign **reached** 97.486 social media users from Romania (age 18-65+, all genders), **impressions** 131.790

May 2026, the advertisements within the campaign **reached** 57.682 social media users from Romania (age 18-65+, all genders), **impressions** 88.221

In addition to social media users from Romania, Association Pro Refugiu promoted several banners also towards social media users from other Member States (e.g. Belgium, Bulgaria, Estonia, France, Finland, Greece, Hungary, Poland, Portugal, Spain) thus reaching a total of 17.061 social media users from these countries.

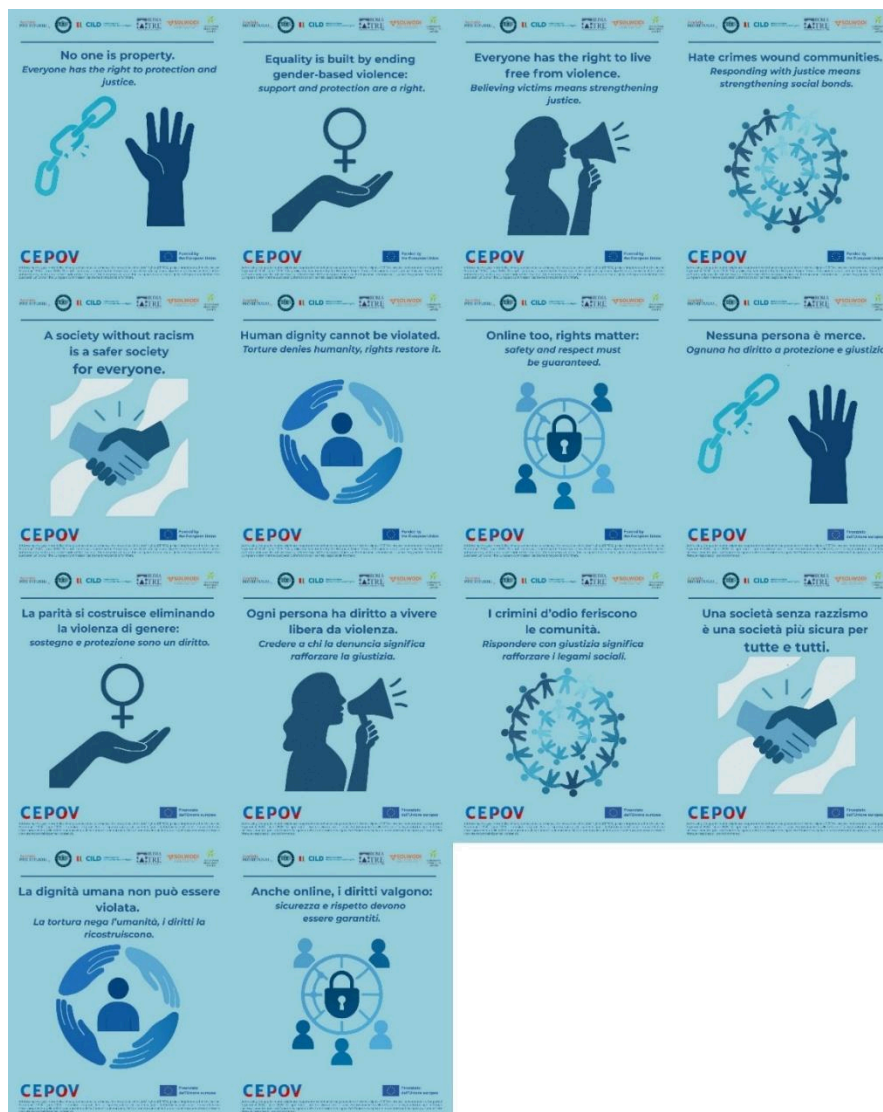
English and 7 banners in Italian were promoted through Facebook/Meta, Instagram, LinkedIn

<https://www.facebook.com/CILDitalia/>

<https://www.instagram.com/cilditalia/>

In 2025, the advertisements within the campaign **reached** 339.732 social media users from Italy (age 18-65+, all genders), **impressions** 350.792.

In 2026, the advertisements within the campaign **reached** 190.788 social media users from Italy (age 18-65+, all genders).



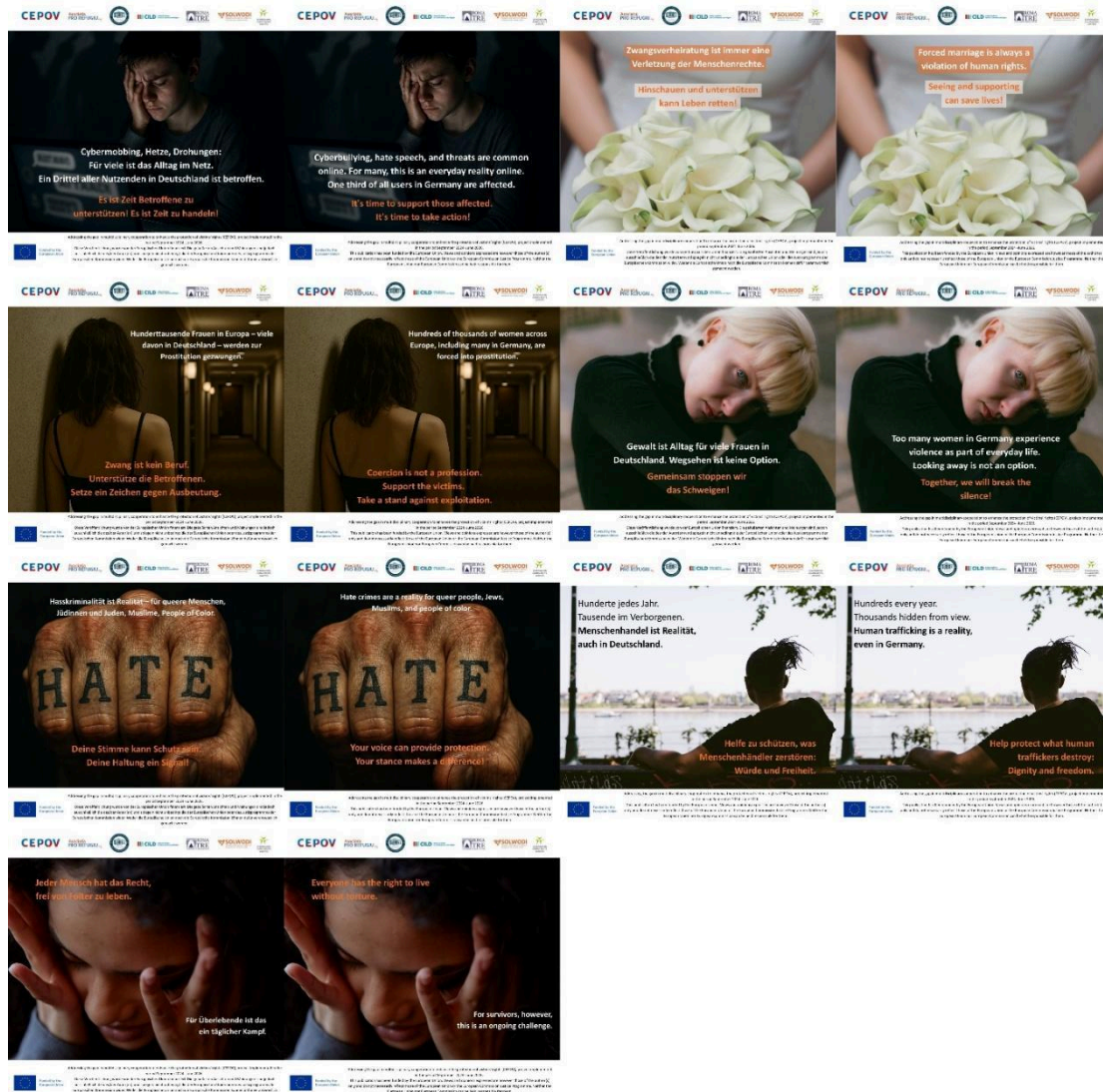
In Germany, the social media campaign was implemented by Solwodi e.V. and it reached a total of 80.956 social media users, and impressions for all banners were 115.555. 7 banners in English and 7 banners in German were advertised in the period 2025-2026.

https://www.instagram.com/p/DW6DKLvDKGi/?img_index=1

<https://www.facebook.com/solwodi.de>

<https://www.facebook.com/solvodi.international>

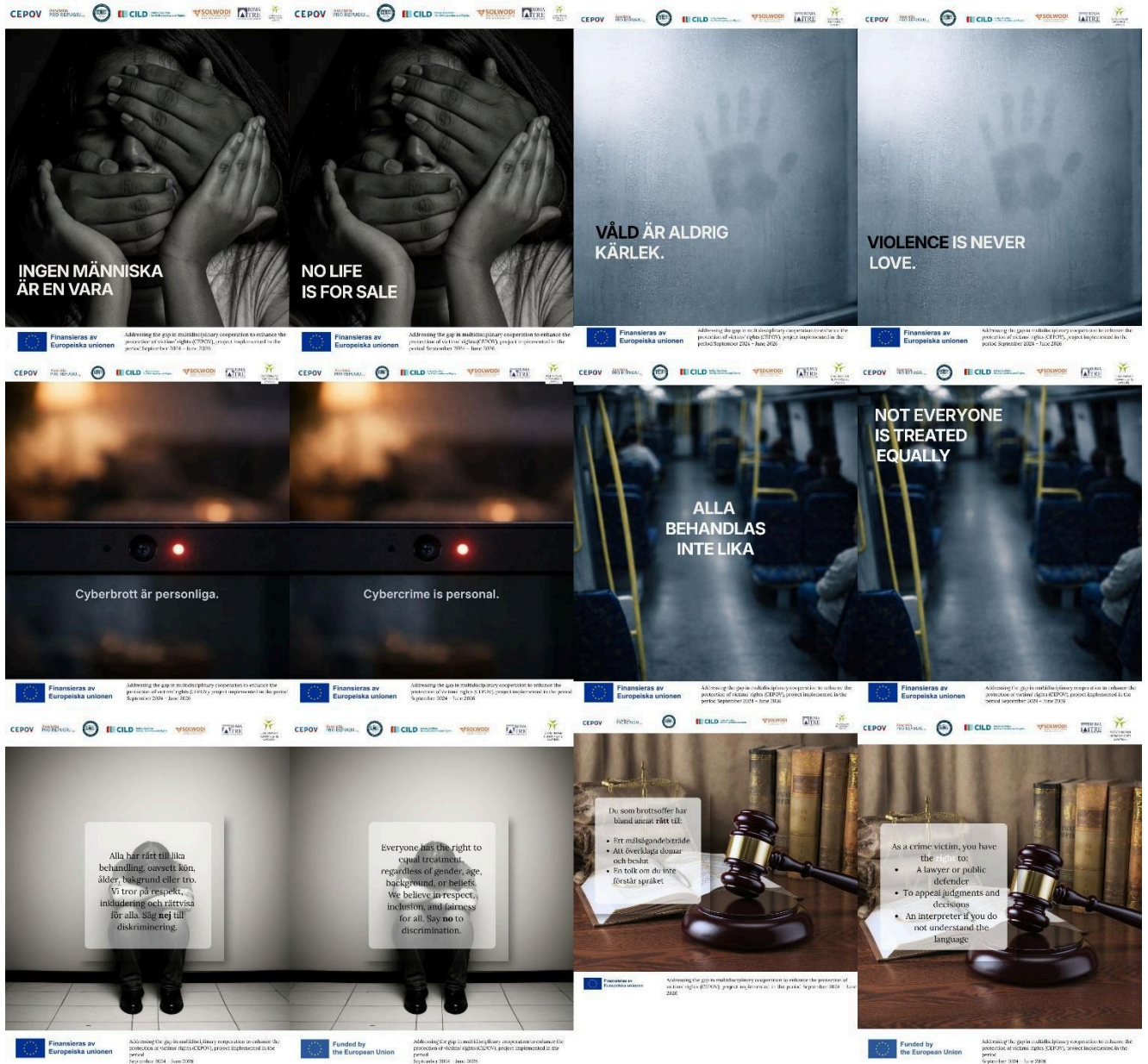
<https://www.solvodi.de/seite/733323/eu-projekt-justice-cepov.html>



In Sweden, the social media campaign was implemented by the Scandinavian Human Rights Lawyers and it reached a total of 239.294 social media users. 6 banners in English and 6 banners in Swedish were advertised <https://www.facebook.com/scandinavianhumanrightslawyers>

In 2025, the advertisements within the campaign reached 25.056 social media users from Sweden (age 18-65, all genders), impressions 35.319

In the period January 2026 – May 2026, the advertisements within the campaign reached 114.238 social media users from Sweden (age 18-65, all genders), impressions 171.124



Successful factors, key learnings as result of the social media campaign

The social media campaign was a successful one, the initial target (100.000 social media users) set in the CEPOV project was overstepped, ultimately the campaign reaching a total of 1.402.266 social media users from the project countries and additionally from other Member States of the European Union. The success was due to a coordinated effort of the partners to reach and engage the audience; social media channels (e.g. Facebook/Meta, Instagram, LinkedIn) have been used to promote at specific time intervals a series of tailor-made banners available in English and partners languages.

Like the CEPOV project, this campaign and the materials developed did not focus solely on a certain category of victims; rather, the aim was to raise awareness of issues concerning different types of victims. Tailor-made banners, branded visuals designed for social media platforms format, covered topics such as:

- Stop victim blaming, victims deserve support, perpetrators must take responsibility for their actions and must be held accountable by the justice system
- Crime has a profound and wide-ranging impact on victims, extending beyond the physical harm, and victims need support during and after the trial proceedings
- How to avoid becoming a victim of cyber-violence, human trafficking and key steps to be taken if a person becomes victim
- Violence against women and girls is one of the most widespread human rights violation; steps to be followed by victims of domestic violence. Silence and inaction on the part of those who have knowledge of such cases is complicity to this type of violence
- Free legal assistance for victims of crime
- Financial compensation for victims of crime
- Hate crime is not just an attack against an individual, is in fact an attack on a community
- Support victims of hate speech, cyberbullying, racism, xenophobia

The campaign targeted people of different ages, all genders, people with different professional background including from fields such as legal, social, educational, health. Social media metrics were used to track users' engagement. Awareness raising campaigns are recognized as efficient means of communicating information towards the public. This campaign took into consideration also that stereotypes & blaming attitudes towards victims are not only held by the general public but are often mirrored by professionals who come into contact with victims, such as police officers, healthcare providers, social workers, and legal professionals. This phenomenon often leads to secondary victimization, where victims experience additional trauma due to the insensitivity or judgmental attitudes of those meant to provide support. An enhanced victims-approach is needed from professionals' part, and that is way when advertising the banners, *profession* was one of the metrics used for selecting users that were reached by the campaign.

Key takeaways

The campaign had an objective driven, with clear understanding of the intended audience, it enabled the production of materials with concise content. For future actions related to victims' and specific contexts, more campaigns are needed to support proper reporting of crimes towards authorities, to encourage individuals to recognize victims within their social circles and to learn how to support victims. More online awareness campaigns can help victims by breaking the silence surrounding their experiences, providing accessible pathways to help, and reducing feelings of isolation. Such campaigns can play a key role to educate the public on the signs of abuse, to challenge societal norms that permit violence.