

# **Increasing HELP visibility and disseminating HELP courses**

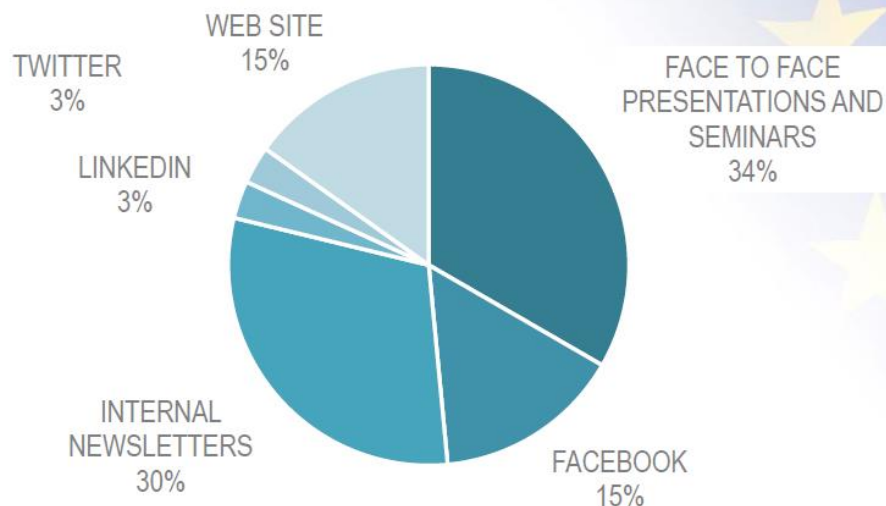
***Ana Medarska-Lazova, HELP Secretariat  
20 June 2017, Strasbourg***

# Focal and Info Points

- Effective multipliers of HELP's messages and visibility!
- Visibility – part of the role of a FP and IP
- BUT – not for its own sake:
  - *To increase the use of HELP courses*
  - *To raise awareness on HELP Network*

# Focal and Info Points Questionnaire – 2016

People described which channel performed the best interest towards the programme



- FACE TO FACE PRESENTATIONS AND SEMINARS
- FACEBOOK
- INTERNAL NEWSLETTERS
- LINKEDIN
- TWITTER
- WEB SITE

# HELP's main visibility tools

## Communication strategy developed for 'HELP in the 28'

- Search Engine Advertising
- Facebook Advertising
- Social Media Page Management (Facebook & Twitter)
- Quarterly Newsletter
- Videos

# Search engine advertising

- cost-efficient way to reach our target audience
- consistent traffic from relevant search results
- target people who search relevant keywords
- also use geo-targeting for human rights professionals in each country separately

# Results

COUNTRY	IMPRESSIONS	CLICKS
Austria	17285	2
Germany	6114	0
Spain	586901	47
France	128378	19
Greece	715410	136
Croatia	426142	220
Italy	134491	35
Lithuania	191239	40
Portugal	1295072	321
Ukraine	1129087	216

## Impressions?

An **impression** is counted each time your ad is shown on a **search** result page or other site on the Google Network. Each time your ad appears on Google or the Google Network, it's counted as one **impression**. ...

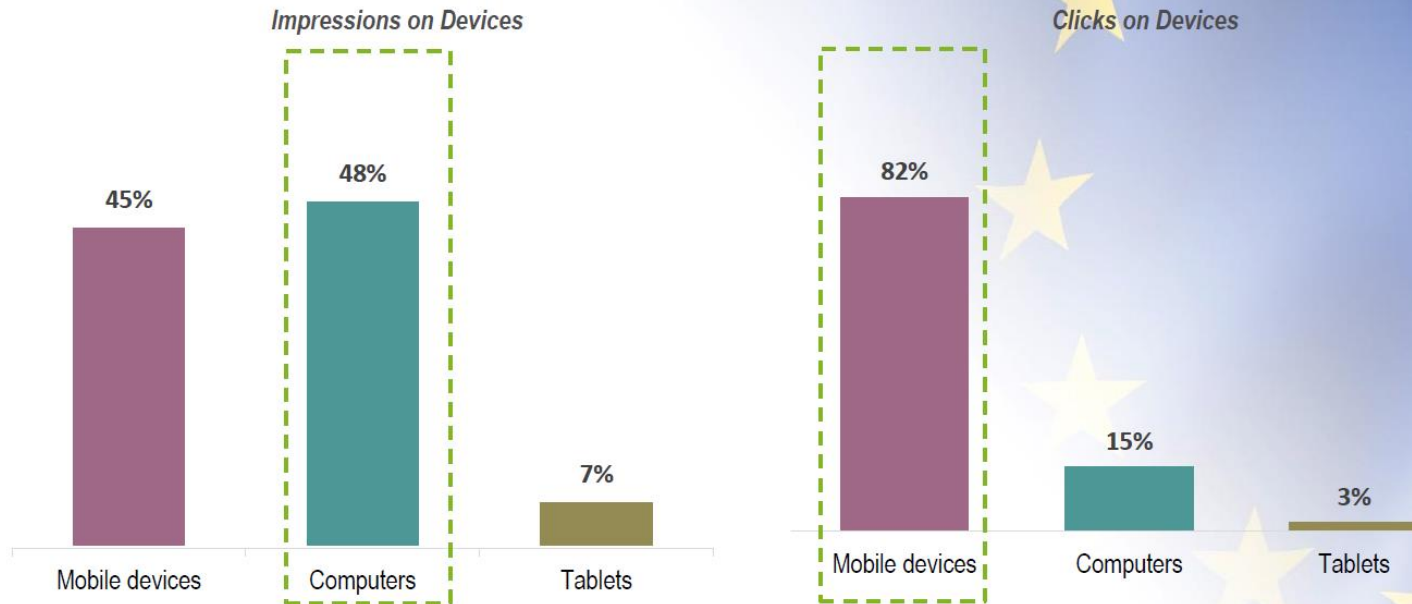
**Top keywords  
of the HELP's  
search  
campaign**



**course;**  
**droit;**  
**droit de;**  
**racism;**  
**human rights;**  
**list of human rights;**  
**rights of human;**  
**a human right;**  
**definitions of human  
rights**

# Results on devices

## Results on Devices



Most of clicks and impressions are done on mobile devices. The CTR is 5.45%. Next campaigns should be planned especially on mobile.

Source: Google Adwords



# Social networks

- HELP Facebook and Twitter
- Others as well (eg. personal LinkedIn accounts)
- active targeting:
  - demographic and geographic
  - by behavior and interest (profession)

# Content of website/social media posts

- news about HELP in a specific country and coverage of events,
- HELP Network news,
- links to educational articles about the topics covered by the courses (eg. fight against racism, xenophobia and homophobia, labour rights; right to integrity of a person, etc.)...
- **POSTS:**
  - short text,
  - link to website/ platform/course and
  - **visual content!**

# Newsletters

**HELP** in the 28  
**HELP** in the 28  
**HELP** in the 28

Financed by the European Union and the Council of Europe

EUROPEAN UNION

COUNCIL OF EUROPE

Financed by the Council of Europe

## EUROPEAN PROGRAMME FOR HUMAN RIGHTS EDUCATION FOR LEGAL PROFESSIONALS

### 1ST MULTI COUNTRY EU-COE "HELP COURSE ON DATA PROTECTION" FOR CZECH AND SLOVAKIAN LAWYERS



"HELP in the 28" course on data protection was launched in Brno in collaboration with both the Slovakian and Czech Bar, and attended by more than thirty lawyers from both countries. The course has been developed within the "HELP in the 28", a EU-funded Programme implemented by the Council of Europe using its HELP methodology. [READ MORE](https://go.coe.int/huZf)

### LABOUR RIGHTS COURSE SUCCESSFULLY CONCLUDED IN GREECE, LITHUANIA, PORTUGAL AND SLOVENIA



<http://www.coe.int/en/web/help/-/safeguarding-labour-rights-in-practice/help-in-the-28-course>  
<http://www.coe.int/en/web/help/-/increasing-capacities-on-labour-rights-in-greece-help-in-the-28-course>  
<http://www.coe.int/en/web/help/-/labour-rights-require-more-practice-in-times-of-crisis-and-austerity-help-in-the-28-european-seminar-in-slovenia>  
[http://www.coe.int/en/web/help/all-news/-/asset\\_publisher/yjz20x0llb2/content/increasing-capacities-on-labour-rights-and-data-protection-in-lithuania-launching-of-help-in-the-28-courses-for-judges-and-lawyers?\\_101\\_INSTANCE\\_yjz20x0llb2\\_viewMode=viewer](http://www.coe.int/en/web/help/all-news/-/asset_publisher/yjz20x0llb2/content/increasing-capacities-on-labour-rights-and-data-protection-in-lithuania-launching-of-help-in-the-28-courses-for-judges-and-lawyers?_101_INSTANCE_yjz20x0llb2_viewMode=viewer)

### REINFORCED CAPACITIES TO FIGHT XENOPHOBIA AND HOMOPHOBIA IN EUROPE

THIS COURSE WAS LAUNCHED AND ADAPTED TO THE LEGAL ORDERS OF AUSTRIA, FRANCE, SPAIN AND ITALY  
Austria: <https://go.coe.int/au8dXk>  
France: <https://go.coe.int/At1b0Q>  
Spain: <https://go.coe.int/0kGcA>  
Italy: <https://go.coe.int/nSew>



This HELP in the 28 course will help lawyers to identify violations and apply remedies in specific areas of data protection and privacy rights. It therefore aims at protecting individuals from violations, which in the current digital area, may come from both private and public actors. [READ MORE](#)

### PAVING THE WAY AHEAD FOR HELP ACTION IN THE EU: EUROPEAN SEMINAR ON LEGAL TRAINING AND EVALUATION



More than 100 judges, prosecutors, lawyers and experts gathered in Strasbourg on 20-21 March to exchange views on 'Legal/Human Rights Training and Evaluation Methodology'. Most of the participants were members of the EU HELP network and HELP national tutors. Representatives from the European Judicial Training Network (EJTN) with whom HELP closely works, and the EU. The event served as a stock-taking exercise and also as a forum to identify best practices and lessons-learned to pave the way ahead for more HELP actions in EU countries. [READ MORE](#)

<http://www.coe.int/en/web/help/-/paving-the-way-ahead-for-help-action-in-the-eu-european-seminar-on-legal-training-and-evaluation>

### THE COURSE ON FIGHT AGAINST RACISM AND XENOPHOBIA WAS THE PERFECT COMPLEMENT TO THE HELPFINDER COURSE ON ASYLUM LAUNCHED ACROSS EUROPE, INCLUDING IN ITALY AND GREECE THANKS TO HELP IN THE 28.

<https://go.coe.int/nSew>  
<http://www.coe.int/en/web/help/-/workshop-for-the-members-of-the-new-independent-appeal-committees-and-administrative-judges-on-the-edv-and-the-protection-of-asylum-seekers-in-greece>

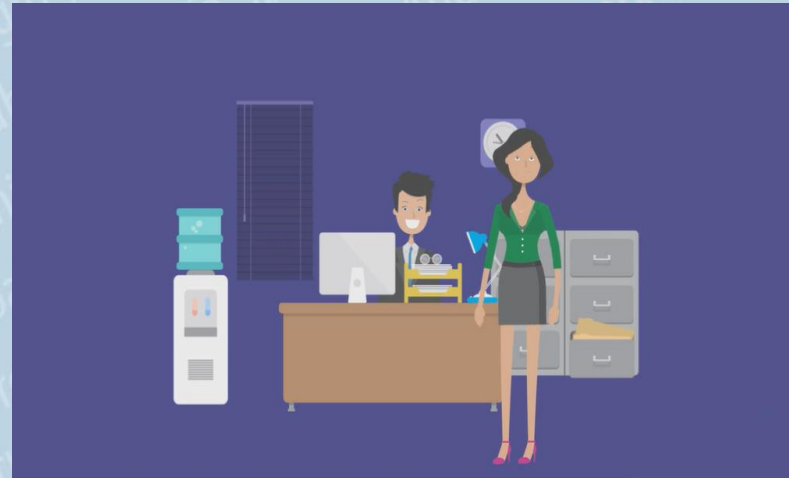
# Videos

- Disseminate them!
- **Video on HELP**



# Course videos

**Cartoon movie on Data Protection and Privacy Rights**



**2D animated video on Labour Rights**

# Videos on content: *COUR*Talks/*Dis*COURs



Available on:

- Admissibility of an application
- Asylum
- Terrorism

# Recommendations

- Keep **visibility and promotion lenses** always in mind when implementing any activity
- Continue supporting **HELP's social media accounts**: these are platforms where the target audience needs to be nourished
- When you can, **develop video materials** on/related to online courses, since the videos are usually well perceived and are of high demand.

# Dissemination of courses

- **Course briefs**
- **Web news on new courses**
- **Videos (when giving presentations on HELP)**



## HELP Online course on

## PRE-TRIAL INVESTIGATION AND THE ECHR

### Background and summary

Individuals or groups of persons under pre-trial investigation are likely to see their rights and freedoms affected. They may be subject to observation, surveillance, search, questioning and detention, prior to their appearance at trial, which could expose them to interferences of their rights guaranteed under various Articles of the European Convention on Human Rights ('the ECHR'). Furthermore, the evidence gained at this stage of the proceedings can decisively influence the fairness of the criminal proceedings as a whole. Finally, for a pre-trial investigation to fulfill the standards set under a number of substantive Articles of the ECHR, it must be conducted in a specific manner and following certain criteria. Therefore, understanding the requirements of the various Articles of the ECHR and their application to the pre-trial stage of the criminal proceedings is fundamental for investigators and legal professionals active at this stage of the proceedings.

The HELP online course on Pre-trial Investigation and the ECHR course explores where the ECHR and the exigencies of an investigation can conflict and assists professionals who have roles in a pre-trial investigation to understand their obligations under the ECHR.

The course covers human rights standards governing the use of various pre-trial investigation techniques, such as covert investigation and search, as well as standards developed in respect of the imposition of pre-trial detention and the treatment during pre-trial detention, the fair trial guarantees relevant for the pre-trial stage of the criminal proceedings, and the requirements to conduct an effective investigation into alleged violation of certain ECHR Articles. It provides an overview of the relevant case law of the European Court of Human Rights developed under Articles 2, 3, 5, 6 and 8 of the ECHR.



These topics are explored in a practical way, by using presentations, interactive screens, knowledge tests and reflective exercises.

Users will be led through the course by a hypothetical scenario which illustrates an on-going investigation.

**The course was developed in 2016.**



# Other visibility materials

## Resources of the Human Rights National Implementation Division

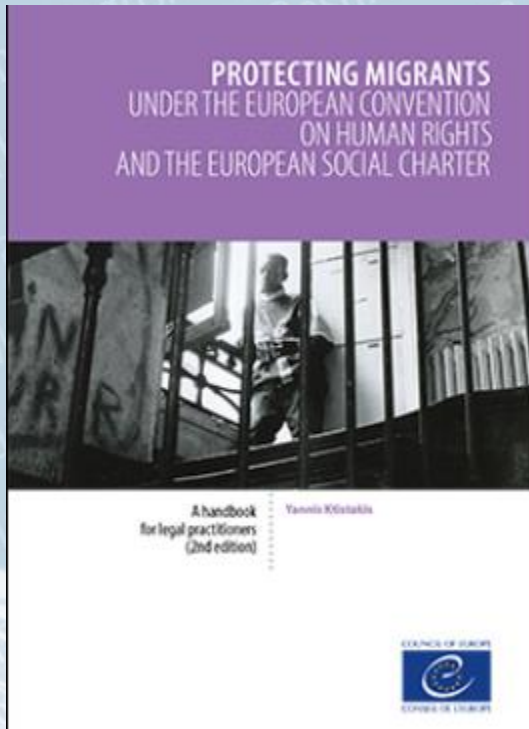


### Glossaries

Intended to guide legal professionals from Council of Europe member states in using the correct terminology when they make Convention-based arguments in national proceedings and to correctly understand when reading judgments in English.

Languages available: [ALB](#) - [AZE](#) - [BGR](#) - [BOS](#) - [ESP](#) - [GEO](#) - [HYE](#) - [LAT](#) - [MON](#) - [ROU](#) - [RUS](#) - [SRB](#) - [TUR](#) - [UKR](#)

# Handbooks



**Protecting Migrants under the European Convention on Human Rights and the European Social Charter**

**Protecting the right to respect for private and family life under the European Convention on Human Rights**

**Protecting the right to freedom of thought, conscience and religion under the European Convention on Human Rights**

**Protecting the right to a fair trial under the European Convention on Human Rights**

# Web, Facebook & Twitter #HELP

<http://www.coe.int/en/web/help>

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

HELP in the 28

European Programme for Human Rights Education for Legal Professionals @CoEHELP

Political Organization · Strasbourg, France

5.0 ★★★★★

387 likes +12 this week

2 were here 0 this week

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Invite friends to like this Page

1,079 post reach this week

More Reach. Less Money.

Reach 120,000 people near European Programme for Human Rights Education for Legal Professionals. Get started for €18.00.

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<https://twitter.com/CoEHELP>

HELP in the 28

EUROPEAN PROGRAMME FOR HUMAN RIGHTS EDUCATION FOR LEGAL PROFESSIONALS

#HELP #HELP28

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TWEETS 141

FOLLOWING 97

FOLLOWERS 63

***Thank you for your attention!***

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