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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.

SĂ COMBATEM BLAMAREA VICTIMELOR

Blamarea victimelor este încă o practică obișnuită în România, pentru faptul că unii oameni sunt încă victime ale infracțiunilor, dar nu au fost încă condamnați pentru acestea.



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VIOLENȚA ESTE INACEPTABILĂ ȘI NU EXISTĂ NICI O SCUZĂ PENTRU ACEASTA

Violența împotriva femeilor și a copiilor este încă o problemă în România. Este o problemă care trebuie să fie abordată și eliminată.

Violența domestică este un fenomen care afectează milioane de oameni în întreaga lume. Este o problemă care trebuie să fie abordată și eliminată.



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COMPENSAȚIA FINANCIARĂ ACORDATĂ DE STAT, VICTIMELOR INFRAACȚIUNILOR ÎN ROMÂNIA

Statul român este obligat să acorde o compensație financiară victimelor infracțiunilor. Aceasta este o măsură care trebuie să fie luată în considerare.



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INFRAACȚIUNILE MOTIVATE DE URĂ NU SUNT DOAR UN ATAC ASUPRA UNUI INDIVID, CI UN ATAC ASUPRA UNEI COMUNITĂȚI

Infraacțiunile motivate de ură nu sunt doar un atac asupra unui individ, ci un atac asupra unei comunități. Este o problemă care trebuie să fie abordată și eliminată.



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Impactul unei infracțiuni asupra victimei poate fi profund și de lungă durată, incluzând consecințe fizice, psihologice, sociale și financiare.

Consecințele unei infracțiuni asupra victimei pot fi foarte grave și de lungă durată. Este o problemă care trebuie să fie abordată și eliminată.



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COMBATEȚI RACISMUL, XENOFOBIA, FAPELE MOTIVATE DE URĂ

Racismul și xenofobia sunt probleme care trebuie să fie combătute și eliminate. Este o problemă care afectează milioane de oameni în întreaga lume.

Comunismul este o ideologie care trebuie să fie combătută și eliminată. Este o problemă care afectează milioane de oameni în întreaga lume.



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SĂ COMBATEM VIOLENȚA DOMESTICĂ

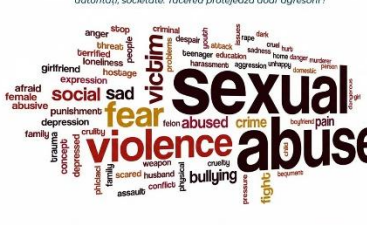
Violența domestică este o problemă care trebuie să fie abordată și eliminată. Este o problemă care afectează milioane de oameni în întreaga lume.



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ABUZUL SEXUAL – SĂ AJUTĂM VICTIMELE

Abuzul sexual este o problemă care trebuie să fie abordată și eliminată. Este o problemă care afectează milioane de oameni în întreaga lume.



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CE ESTE VIOLENȚA CIBERNETICĂ

Violența cibernetică este o problemă care trebuie să fie abordată și eliminată. Este o problemă care afectează milioane de oameni în întreaga lume.



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ASISTENȚA JURIDICĂ GRATUITĂ PENTRU VICTIMELE INFRAACȚIUNILOR

Victimele infracțiunilor au dreptul la asistență juridică gratuită. Aceasta este o măsură care trebuie să fie luată în considerare.

Asistența juridică este o serviciu care trebuie să fie oferit victimelor infracțiunilor. Este o măsură care trebuie să fie luată în considerare.



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INFORMEAȚ-ȚI TRAFICUL DE PERSOANE POATE FI PREVENIT, COMBĂTUT

Traficul de persoane este o problemă care trebuie să fie abordată și eliminată. Este o problemă care afectează milioane de oameni în întreaga lume.



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CUNOAȘTE-ȚI DREPTURILE !

Victimele infracțiunilor au dreptul la asistență juridică gratuită. Aceasta este o măsură care trebuie să fie luată în considerare.



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STOP victim blaming

Victim blaming is when someone suggests that the person who was harmed by a crime is somehow responsible for what happened. Victims deserve support, not condemnation. Perpetrators must take responsibility for their actions. They must be held accountable via the justice system.



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Crime has profound and wide-ranging impacts on victims, extending beyond immediate physical harm to include severe emotional, psychological, and social consequences.

Victims of crime are entitled to support and assistance, both during criminal proceedings and after their conclusion.



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WHAT IS CYBERVIOLENCE

It is a form of aggression that takes place online and can take various forms including harassment, identity theft, phishing, blackmail, or even the disclosure of sensitive content without the consent of the person concerned. As it has become more widespread, it is important to be aware of the risks and to take steps to protect yourself. Cyberstalking is a serious problem that is affecting more and more people every day. Understanding and recognizing the signs of cyberstalking is essential to protecting yourself and your loved ones.

You become a victim of cyberstalking if someone sends you unwanted messages, emails or other electronic communications that cause you distress, fear or concern. Cyberstalking is a form of harassment that is often used to intimidate, threaten or control someone. It can take many forms, such as sending unwanted messages, making threats, spreading rumors, or posting embarrassing information about someone online. Cyberstalking is a crime and is punishable by law.



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VIOLENCE IS UNACCEPTABLE AND THERE IS NO EXCUSE FOR IT

Violence against women and girls is one of the most widespread human rights violations. According to a study published by Amnesty International, 1 in 3 women worldwide have experienced physical, sexual or psychological violence in their lifetime.

Domestic violence does not take into account social status or whether the person lives in an urban or rural area. It can happen anywhere and at any time. It is a crime that is often underreported due to fear, shame, or a lack of support. Domestic violence is a global problem that affects women of all ages, ethnicities, and social classes. It is a form of violence that is often used to control and intimidate women. It can take many forms, including physical, sexual, and psychological violence. Domestic violence is a crime and is punishable by law.



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STAND AGAINST RACISM, XENOPHOBIA, HATE SPEECH

Discrimination, hate speech, xenophobia, and racism are serious and individual manifestations of violence. They are often used to justify violence against vulnerable groups.

These may include acts of physical violence, hate speech, discrimination, or the denial of rights. Hate speech is a form of violence that is often used to intimidate, threaten or control someone. It can take many forms, including verbal abuse, written hate speech, or hate crimes. Hate speech is a crime and is punishable by law.



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FREE LEGAL ASSISTANCE FOR VICTIMS OF CRIME

Free legal aid means that the state provides a lawyer to ensure that the victim's rights are fully and equally protected. This is a right that is essential for the protection of the victim's rights.

Free legal aid is provided to victims of crime who are unable to pay for legal services. It is a right that is essential for the protection of the victim's rights. Free legal aid is provided to victims of crime who are unable to pay for legal services. It is a right that is essential for the protection of the victim's rights.



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FINANCIAL COMPENSATION GRANTED BY THE STATE TO VICTIMS OF CRIME IN ROMANIA

Victims of crime in Romania are entitled to financial compensation from the state. This is a right that is essential for the protection of the victim's rights.

Financial compensation is granted to victims of crime in Romania. This is a right that is essential for the protection of the victim's rights. Financial compensation is granted to victims of crime in Romania. This is a right that is essential for the protection of the victim's rights.

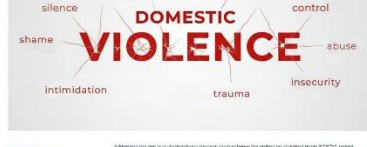


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COMBAT DOMESTIC VIOLENCE

Domestic violence is a global problem that affects women of all ages, ethnicities, and social classes. It is a form of violence that is often used to control and intimidate women.

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INFORM YOURSELF! HUMAN TRAFFICKING CAN BE PREVENTED, COMBATED

Human trafficking is a crime that is often used to control and intimidate women. It is a form of violence that is often used to control and intimidate women.

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HATE CRIME IS NOT JUST AN ATTACK ON AN INDIVIDUAL, IT IS AN ATTACK ON A COMMUNITY

Hate crimes are not just an attack on an individual, they are an attack on a community. They are a form of violence that is often used to control and intimidate women.

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SEXUAL ABUSE – HELP VICTIMS

Sexual abuse is one of the most serious forms of crime, with long-lasting consequences. It is a form of violence that is often used to control and intimidate women.

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KNOW YOUR RIGHTS!

Know your rights! It is important to know your rights and to take steps to protect yourself. This is a right that is essential for the protection of the victim's rights.

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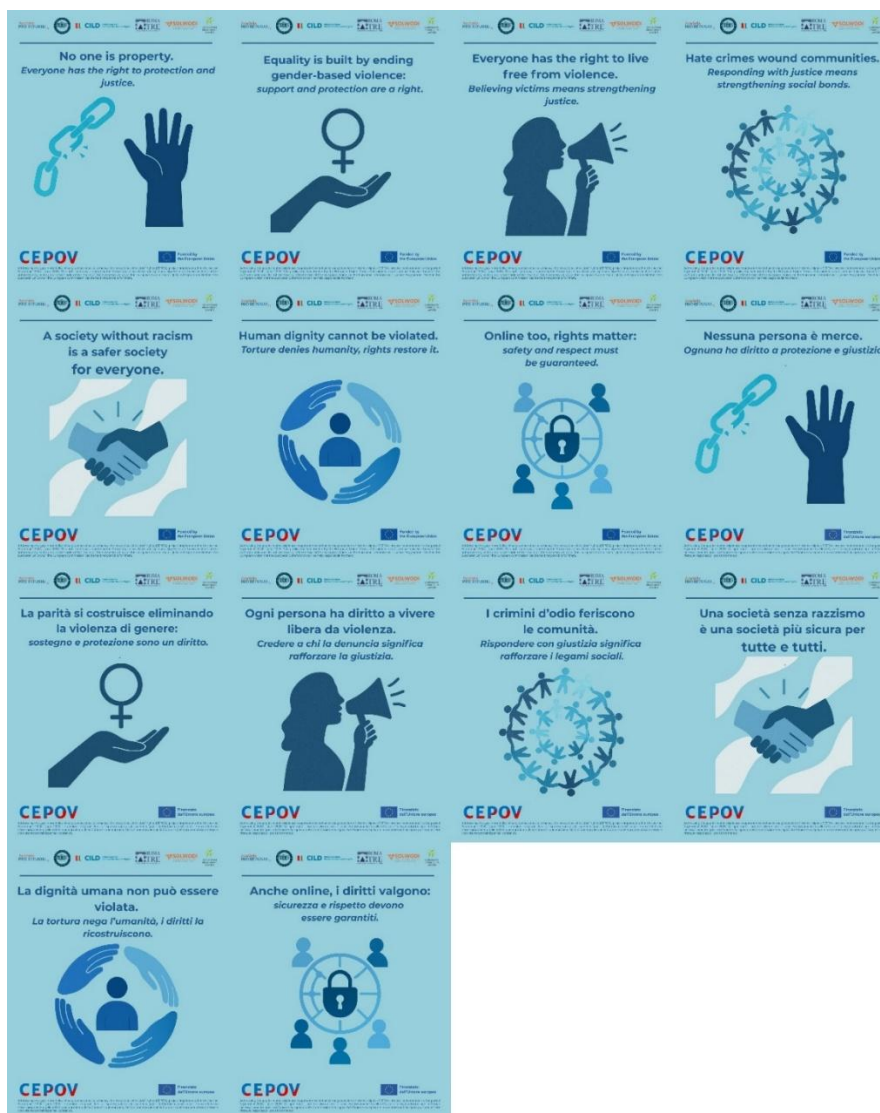
In Italy, the social media campaign was implemented by the Italian Coalition for Civil Liberties and Rights and it reached a total of 530.520 social media users. 7 banners in English and 7 banners in Italian were promoted through Facebook/Meta, Instagram, LinkedIn

<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).



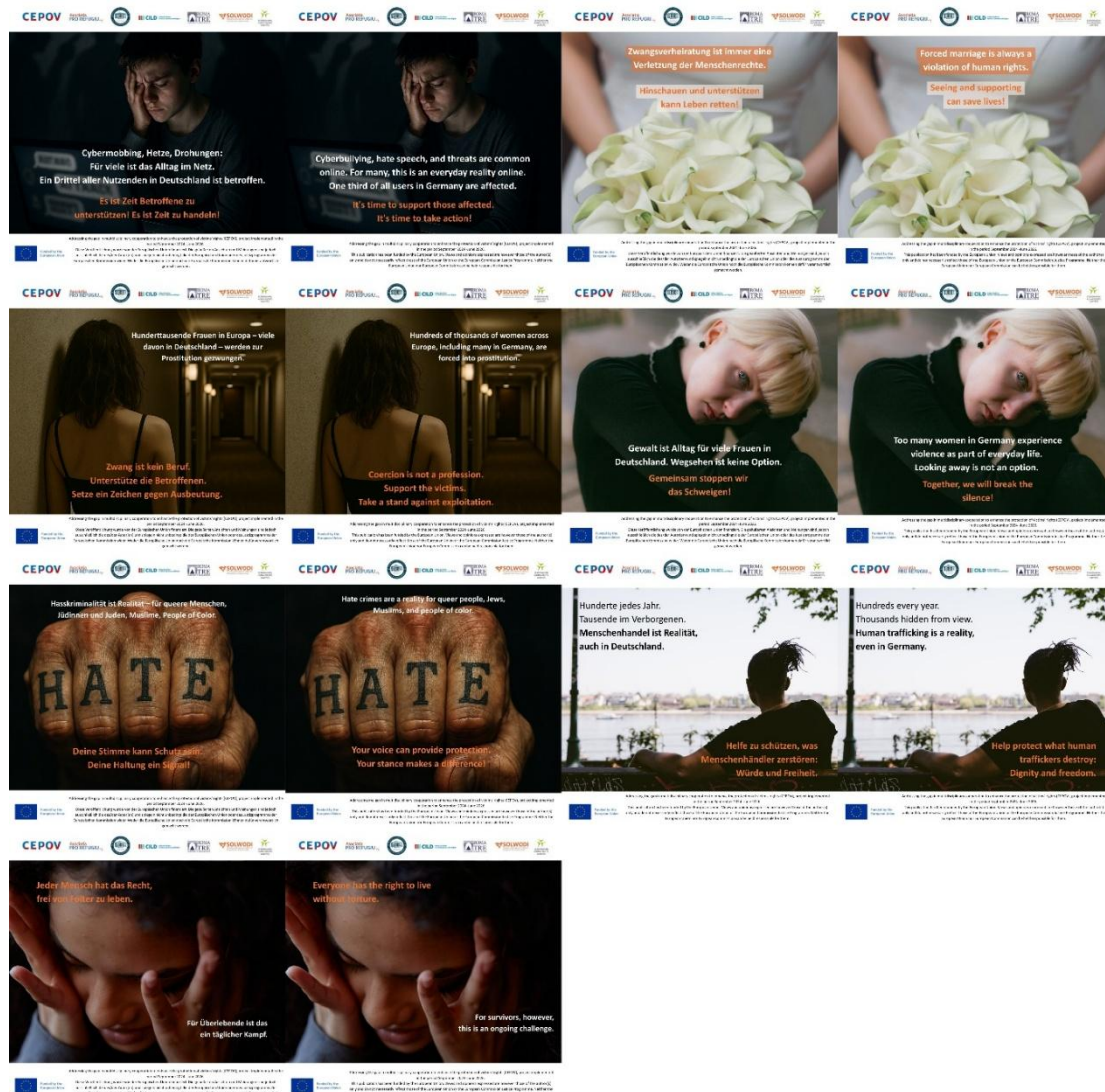
In Germany, the social media campaign was implemented by Solwodi e.V. and it reached a total of 80.956 social media users, and impressions for all banners were 115.555. 7 banners in English and 7 banners in German were advertised in the period 2025-2026.

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

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

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

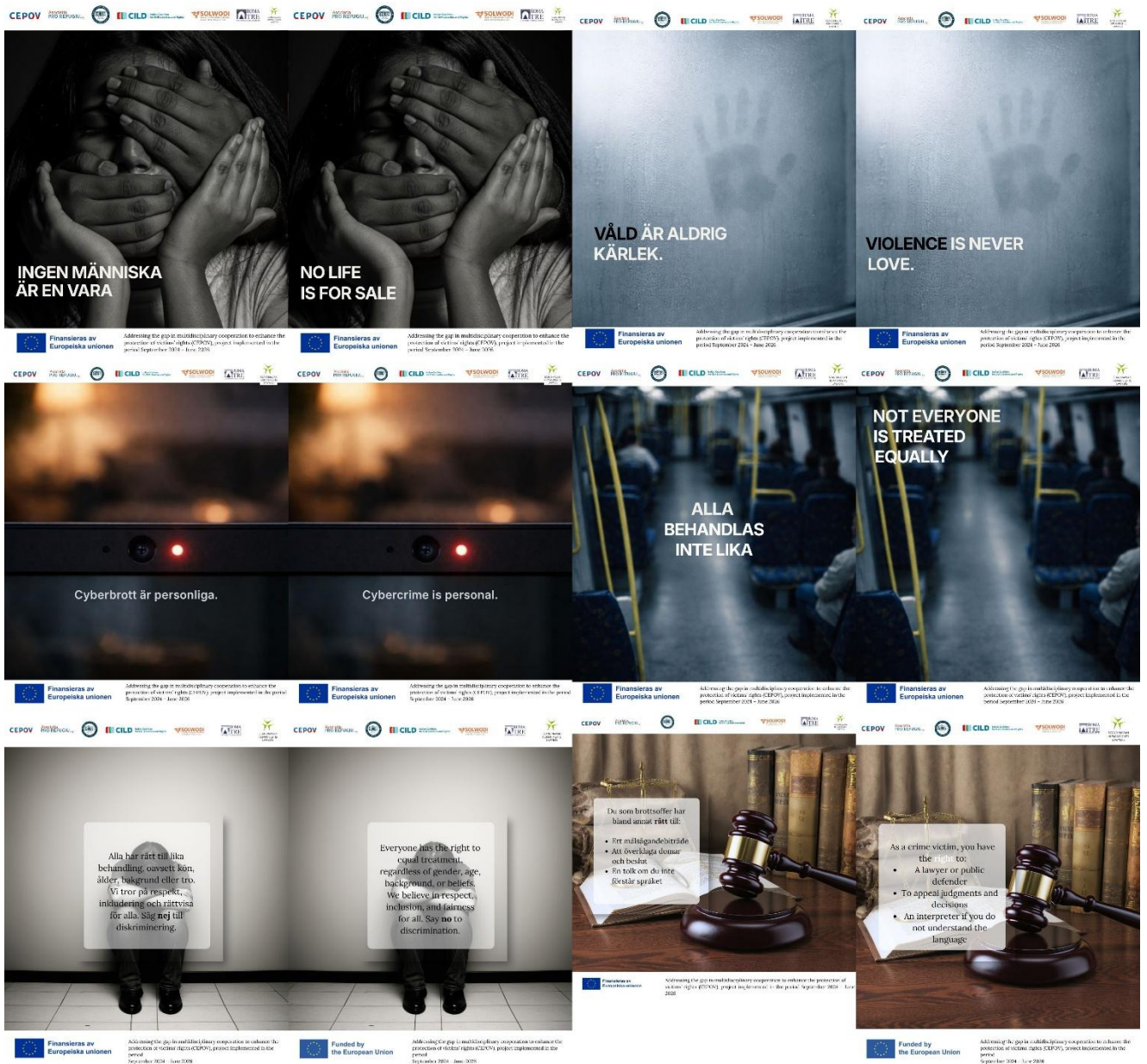
<https://www.solwodi.de/seite/733323/eu-projekt-justice-cepov.html>



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.