# Dissemination/Outcome report

Three promotional videos are elaborated with key messages for children, youths, parents and educators, and industry stakeholders, within the ITU Global Project: "Creating a Safe and Prosperous Cyberspace for Children". The videos are being disseminated on five online platforms in Albania and on all official social media channels of NAECCS. The duration of the dissemination campaign on online platforms is projected for 1 month, from April 13 to May 12. Furthermore, the social media campaign will last until February 2023.

The videos target children, youth, parents, educators, and the industry regarding online safety. Through the dissemination plan, we reached and engaged broad population coverage that uses the internet for work, communication, research, games, leisure, shopping, etc. Social media campaign includes the dissemination of posts, videos, and quizzes of awareness-raising materials.

### **Key Outcomes:**

- More than 6,000 people are reached mainly through the dissemination of videos on online media platforms;
- Circa 300 people are engaged by following the NAECCS's social media channels, commenting, saving, or reacting to the content;
- Circa 200 people have followed recently the NAECCS's social media channels;
- More than 100 people have participated in the guizzes shared on Instagram stories.

Below are some related statistics regarding engagement, number of users, views, reach, and likes in all the media channels.

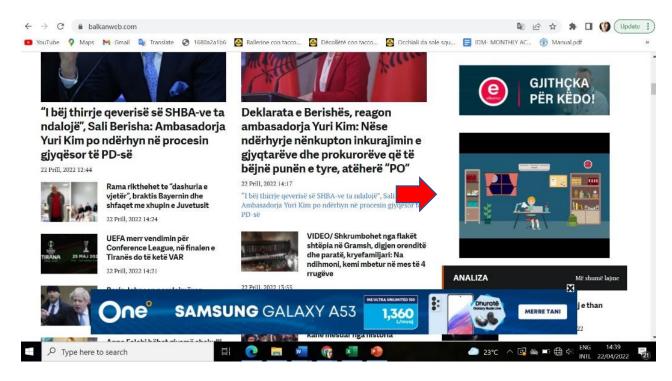
### Media platforms and analytics

- 1. News24 (193,520 users)
- 2. Gazeta Shqiptare (183,968 users)
- 3. BalkanWeb (1,358,304 users)
- 4. Syri (1,340,887 users)
- 5. Gazeta Tema (c. 1,300,000 users)

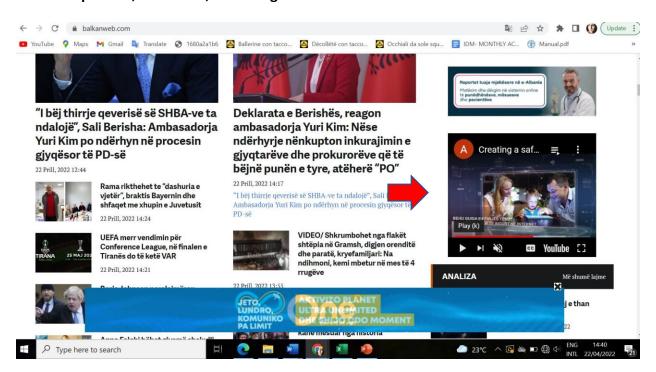
### BalkanWeb (https://www.balkanweb.com/)

BalkanWeb holds the record of the most clicked news agency in the Albanian language worldwide.

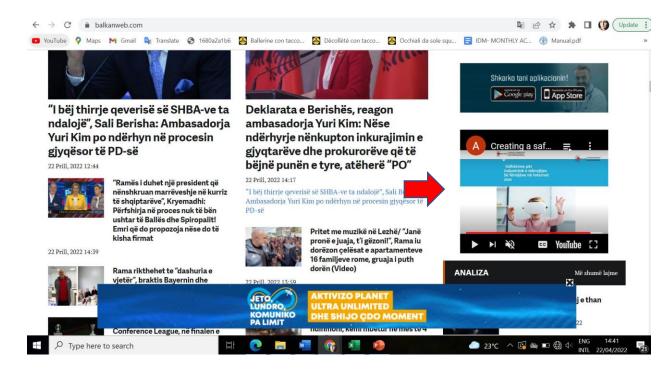
### Video for children and youths



### Video for parents, educators, and caregivers



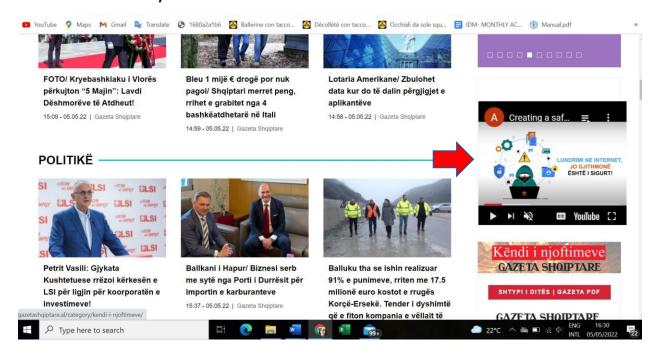
### Video for industry stakeholders



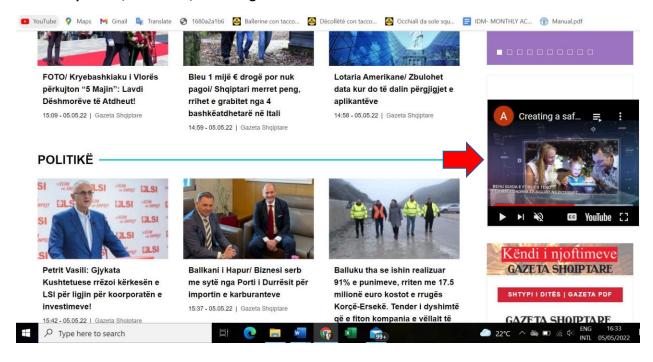
# Gazeta Shqiptare (<a href="http://gazetashqiptare.al/">http://gazetashqiptare.al/</a>)

"Gazeta Shqiptare" is the oldest independent newspaper in Albania, founded in 1927.

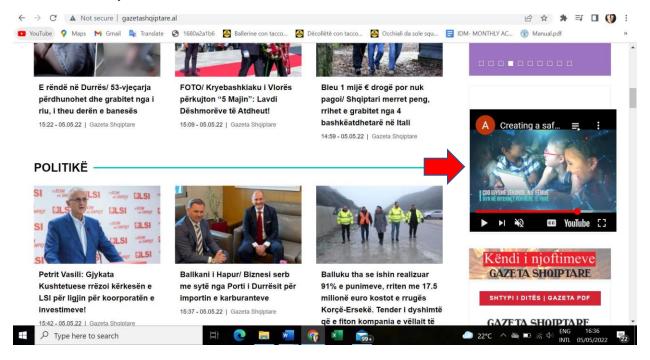
### Video for children and youths



#### Video for parents, educators, and caregivers



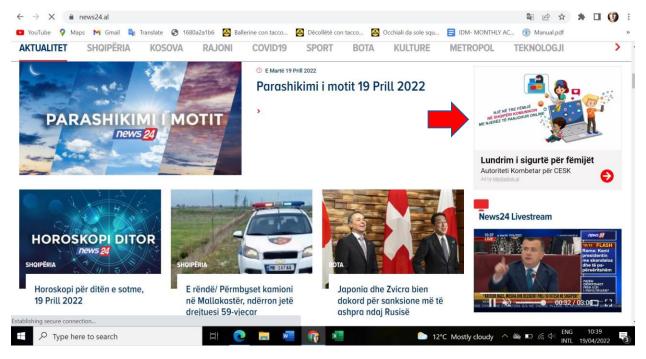
### Video for industry stakeholders



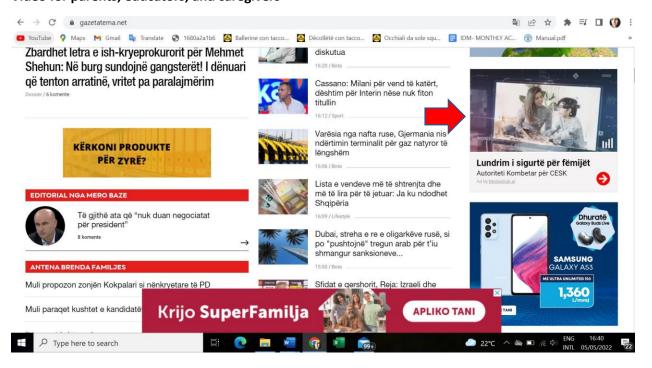
## News24 (https://www.news24.al/)

News24 brings the latest news in real-time, with 24-hour reports from journalists across the country and Albanian lands.

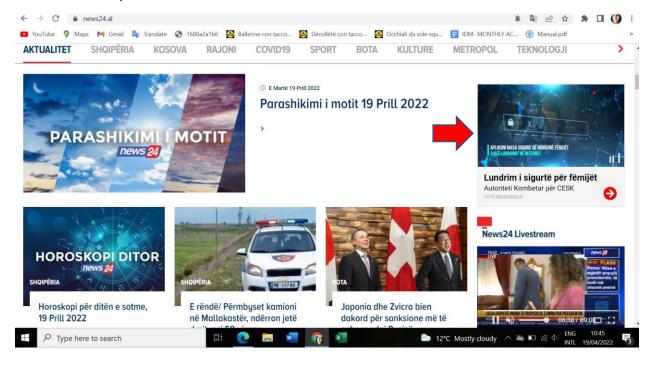
### Video for children and youth



#### Video for parents, educators, and caregivers



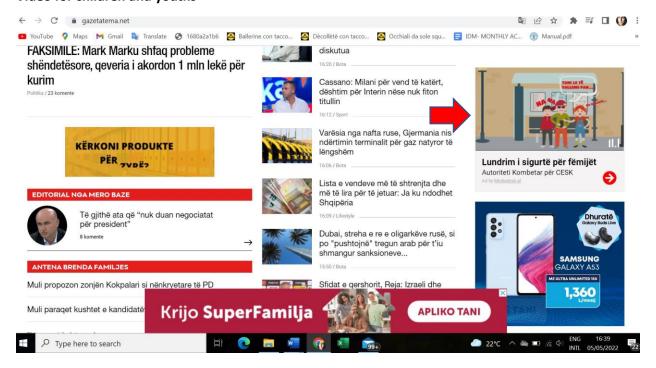
#### Video for industry stakeholders



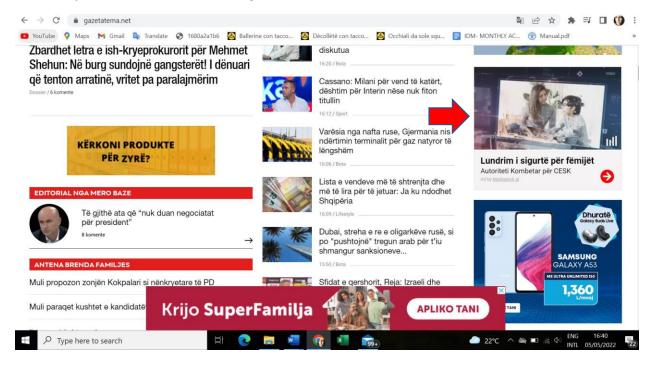
## Gazeta Tema ( <a href="https://www.gazetatema.net/">https://www.gazetatema.net/</a>)

Gazeta Tema is a politically unaffiliated daily newspaper published in Tirana, Albania in the Albanian language. Founded in July 1999, TemA is one of the oldest daily newspapers in Albania

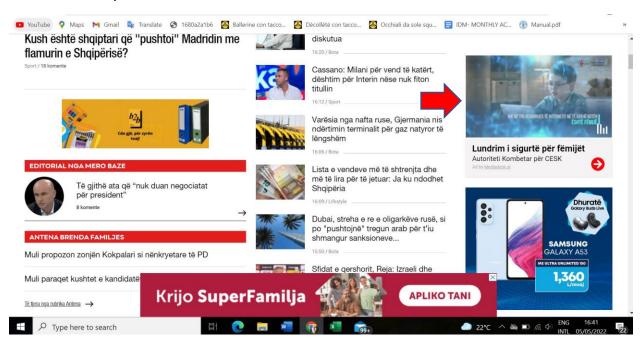
### Video for children and youths



### Video for parents, educators, and caregivers



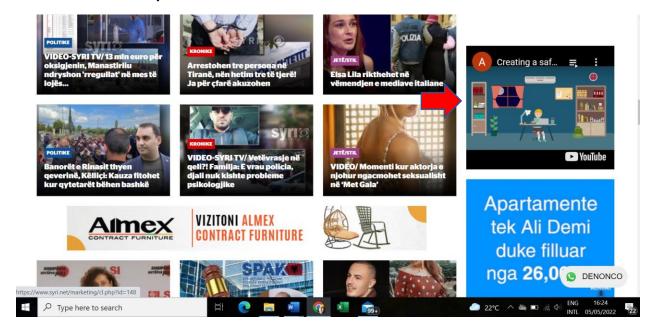
### Video for industry stakeholders



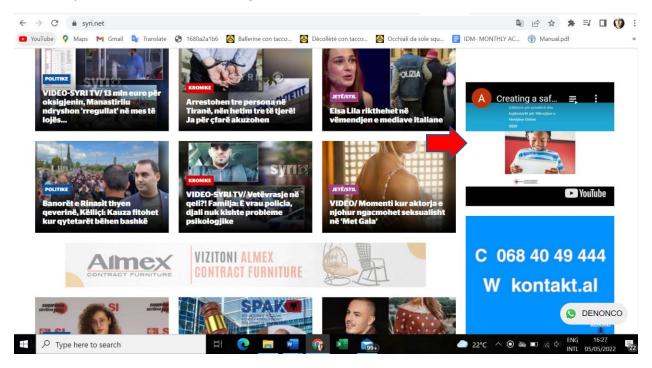
## Syri.net (https://www.syri.net/ )

SYRI.net is one of the largest news agencies in Albania, which for a short period has become a leader in the dissemination of information.

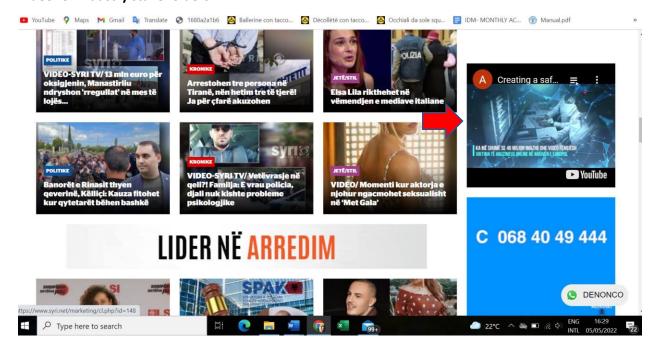
### Video for children and youths



### Video for parents, educators, and caregivers

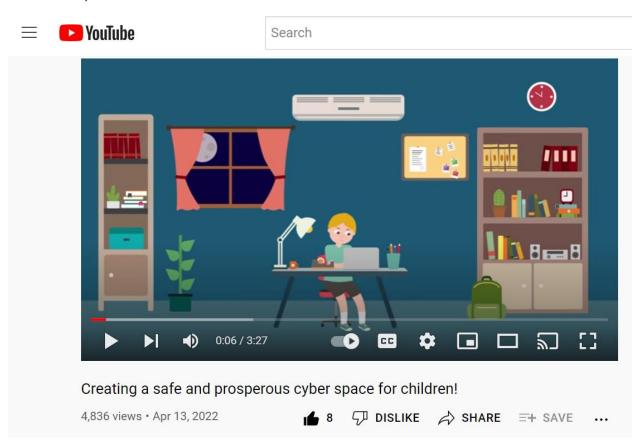


### Video for industry stakeholders



### Youtube

3 videos – 4,836 views



### **Facebook**

Accounts reached: 100 accounts

Liked: 7+



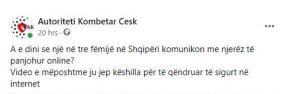
Bëhu guida e fëmijës tënd për një lundrim të sigurt në internet! Aplikoni Parental Control, duke kërkuar ndihmë pranë ofruesve të shërbimit të internetit.

Ky postim u publikua në kuadër të ITU Global Project "Creating a Safe and Prosperous Cyberspace for Children"



O Roy Roy, Sadi Hoti and 1 other

https://www.facebook.com/photo/?fbid=1429272340843064&set=a.257112034725773



Kjo video është përgatitur në kuadër të ITU Global Project "Creating a Safe and Prosperous Cyberspace for Children"... See more



Creating a safe and prosperous cyber space for children!

C Roy Roy

https://www.facebook.com/permalink.php?story\_fbid=1429213224182309&id=100012809347 453&notif\_id=1651769387956678&notif\_t=feedback\_reaction\_generic&ref=notif\_

### LinkedIn

Accounts reached: 500+

Liked: 120+



https://www.linkedin.com/feed/update/urn:li:activity:6928016313126645760/



https://www.linkedin.com/feed/update/urn:li:activity:6927946101157163008/

## Instagram

Accounts reached: 300+

Reactions: 50+



https://www.instagram.com/p/CdNNd-6A8U5/



https://www.instagram.com/p/CdLPJDoMCdD/



## https://www.instagram.com/p/CdLaqglMJ7b/

Also, on Instagram Story are shared Quizzes, different questions from the Child-Friendly Manual and ToT Manual, and photos from online training events.



