



International
Labour
Organization



Social media for labour law compliance toolkit

Designing strategic social media
campaigns for labour inspectorates



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campaigns for labour inspectorates

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First published 2023



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ISBN

9789220389683 (print)

9789220389690 (web PDF)

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Acknowledgements

This publication was prepared by the ILO Labour Administration, Labour Inspection and Occupational Safety and Health Branch (LABADMIN/OSH), of the Governance and Tripartism Department. The preparation would not have been possible without the contributions of our colleagues Andrew Christian, Valkyrie Hanson, Frédéric Laisné-Auer, Tzvetomira Radoslavova, Antonio J. Robalo dos Santos, Rumsha Shahzad, and Samuele Violini. We acknowledge the technical contributions and expertise of Damilola Aina, Tayib Fall, Liz Grossman Kitoyi, Eva Ji, Lerato Mashale, Joy Mwendu Mbatha, Tony Muchai Muiruri, and Gabrielle Posner of **Baobab Consulting** as well as Gladys Tabares, Felipe Ramírez, Juan Carlos Gutiérrez and Diego Mesa of **Proyecta Consultores** who all played a pivotal role in developing and shaping the initial content of this guide. Finally, we extend our thanks to the Member States of Armenia, Botswana, Eswatini, Kenya, Kurdistan Region of Iraq, Lesotho, Namibia, the Occupied Palestinian Territory, Tanzania, Trinidad and Tobago, Uzbekistan, and Zanzibar who participated in our training on Social Media for Labour Law Compliance and demonstrated an openness to innovate around communication strategies to promote labour law compliance.

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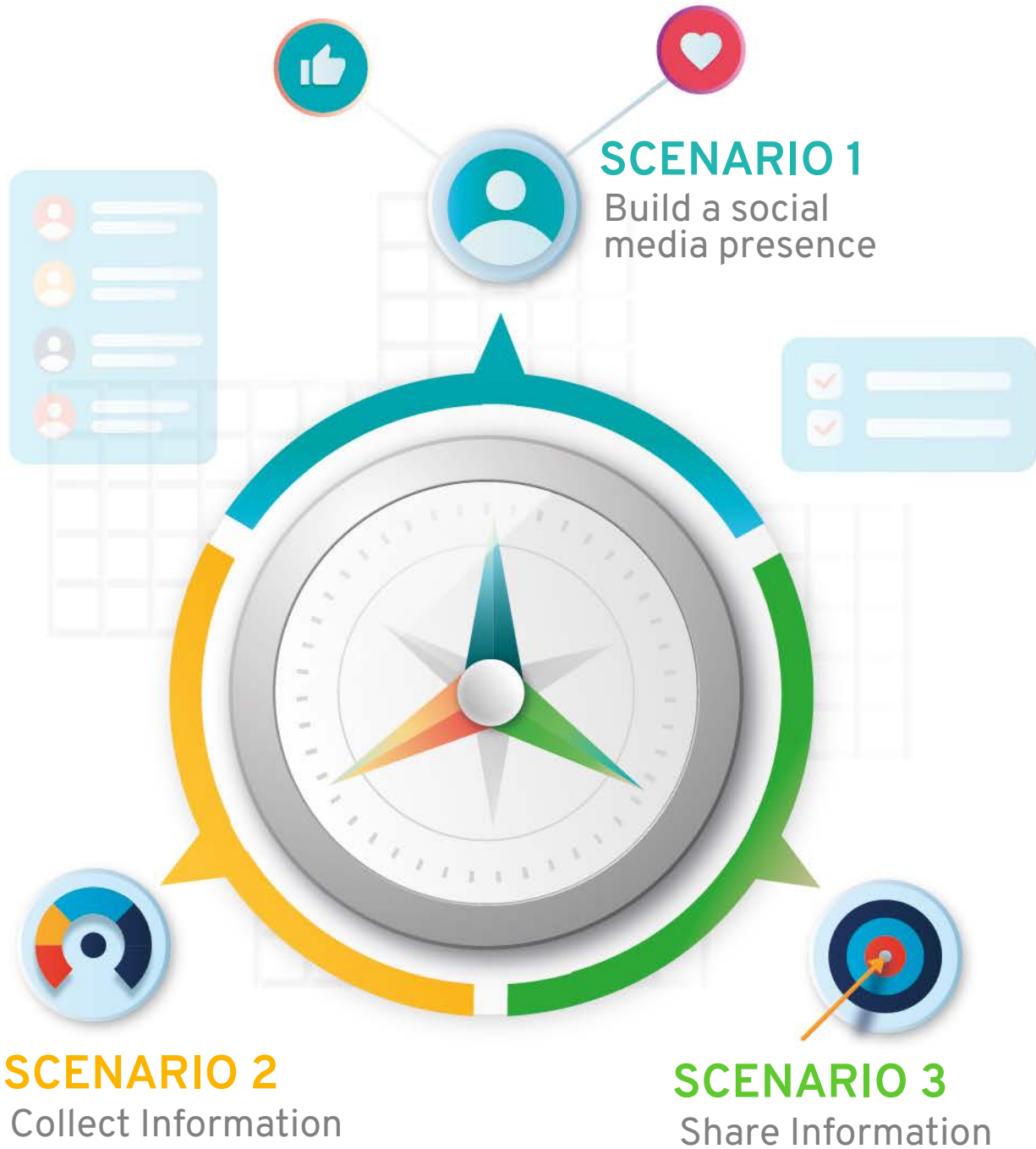
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► Introduction to the Social Media for Labour Law Compliance Toolkit



What is the objective of the toolkit?

The toolkit aims to guide labour inspectorates through the process of designing strategic communication campaigns using social media platforms. The toolkit focuses on three scenarios:

1. establishing a social media presence:

Setting up institutional accounts on the most popular social media platforms, growing “followers” and generating and sustaining engagement.

2. gathering information through social media platforms:

Identifying target audiences and deploying innovative strategies to collect data from those users.

3. disseminating information through social media platforms:

Planning and targeting content dissemination for maximum reach and leveraging social media to support traditional media outreach.

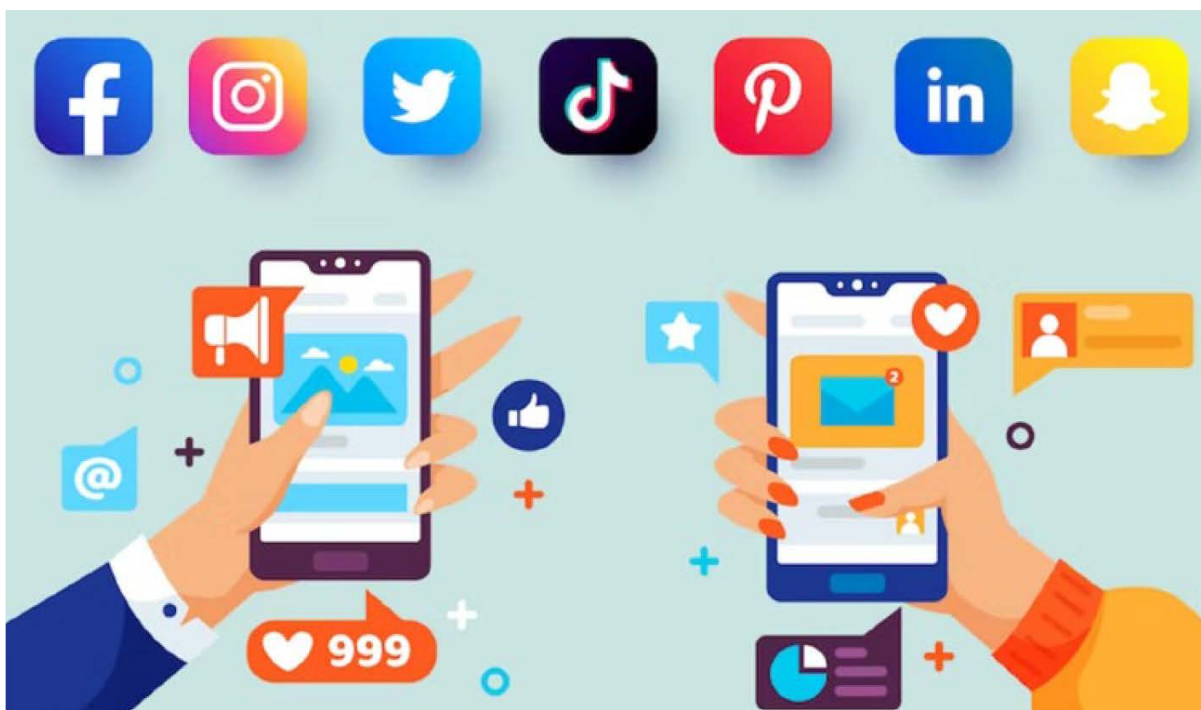
For all scenarios, the toolkit provides information on:

- choosing the right social media platforms;
- establishing institutional accounts on selected social media platforms;
- creating “right fit” and engaging content;
- developing strategies for content management;
- monitoring growth and engagement;
- improving social media strategies based on available analytics.

What are the benefits of social media for labour inspectorates?

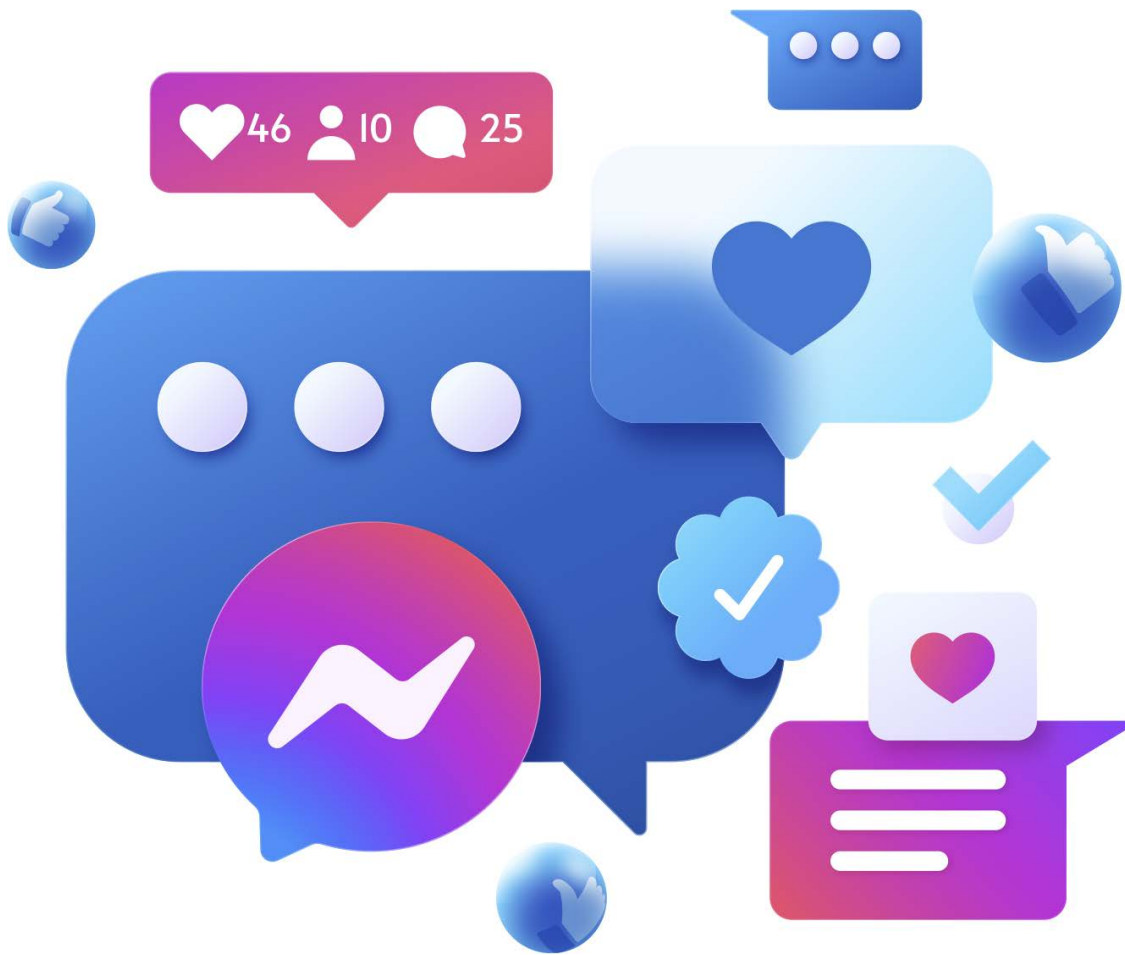
There are currently 4.9 billion social media users.¹ On average, users spend 2 hours and 27 minutes a day on social media platforms.² Making a splash in this sea of content is the essence of a strategic communication strategy. A captivating social media presence enables a labour inspectorate to better engage the public it serves through:

- raising awareness about its mandate and services and how to access those services (for example, how to file a complaint, report accidents and diseases or request advice);
- informing the public about labour law reforms and labour legislation in general;
- providing general advice and guidance about labour law compliance;
- publicizing events to reach a wider audience, for example, younger workers who prefer social media to traditional media and workers and employers in non-standard forms of employment such as remote work and digital labour platforms;
- engaging directly and in real-time with the public;
- promoting the institution's work by sharing success stories, posting statistics and data, highlighting awards and recognitions and publicizing major findings of non-compliance;
- gathering information about new and emerging trends in economic sectors or about compliance issues for better targeting of advice, guidance and enforcement interventions;
- informing the public about statistics related to fatal and non-fatal occupational injuries in specific sectors, types of work or regions to raise awareness and encourage employers to adopt safety protocols.



¹ Daniel Ruby, "Social Media Users – How Many People Use Social Media In 2023", DemandSage, 4 January 2023.

² Katharina Buchholz, "Which country spends the most time on social media per day?", World Economic Forum, 29 April 2022.



Social media provides distinct advantages over traditional media.

- **Reach:** With billions of users, social media provides a much wider potential audience compared to traditional media.
- **Analysis:** Social media analytics allow labour inspectorates to determine which messages and materials resonate with users by collecting information on shares, likes, downloads and even how long users spend viewing a post. With traditional media such as printed brochures or radio shows, you can count copies or average listener numbers, but you rarely receive feedback about if or how the information was received.
- **Interactivity:** Social media enables two-way communication, allowing users to interact with content and each other, whereas traditional media is typically one-way.
- **Timeliness:** Social media allows real-time updates and information sharing, making it a more current source of news and information.
- **Targeting:** Social media platforms allow precise targeting of content to specific demographics, interests and locations, providing a more efficient use of outreach resources.
- **Cost-effectiveness:** Compared to traditional media, advertising on social media can be much more cost-effective and scalable for institutions of all sizes. Additionally, creating and sharing content on social media is low to no cost.
- **Scalable:** Social media and traditional media support and supplement each other and can help grow audiences for both.

What are the risks and challenges of social media for labour inspectorates?

Alongside the various benefits of using social media platforms, labour inspectorates should be aware of risks and challenges that may arise in their social media journey. Being aware of these challenges and being able to mitigate these risks will ensure that your labour inspectorate can develop a strategy that is sustainable, effective and compliant with your institution's policies.

- **Institutional constraints:** Your labour inspectorate may have specific policies or protocols around privacy and publishing information. Make sure you are aware of institutional requirements with regard to sharing information publicly and that any approvals required for your posts are obtained. It is helpful to develop a content grid ([Annex 2](#)) to obtain approvals in one go instead of for each post.
- **Content moderation:** Posting on the internet means an infinite number of people, including your institution's critics, can potentially see, share, and comment on information you post. To deal with this broad access to your posts, you need a content moderation strategy ([see the section below](#)).
- **Content management:** It is important to ensure that responsibility for social media moderation is assigned to more than one person. This ensures that responses to comments and shares align with the general strategy and don't infringe on the institution's policies. For labour inspectorates without a dedicated communication or public relations team, it is also important to ensure that while the work of social media management is assigned to a few people, all team members partake in content management so as not to overburden one person and ensure sustainability.

► SCENARIO 1: Building a social media presence



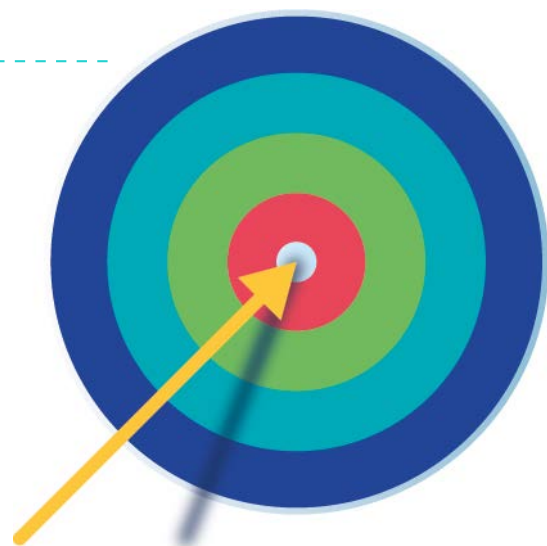
Introduction

This scenario is relevant to labour inspectorates seeking to establish a new social media presence or rekindle a dormant presence on one or more of the major social media platforms (Facebook, Twitter, Instagram or LinkedIn). Your labour inspectorate may be new to social media. It may need to attend to dormant social media accounts that have not been updated or engaged with for a long period of time. It may want a social media presence dedicated solely to the labour inspectorate’s activities or to reflect changes to its organizational structure.

Step 1: Define your goal

Setting a goal for your institutions’ social media usage:

- **provides direction and focus:** Having a clear goal helps focus your efforts, ensuring that you are using social media effectively and efficiently.
- **enables success to be measured:** Without a goal, it is difficult to determine if your social media efforts are achieving the desired results. Having a goal provides a measurable target that can be used to assess your progress.



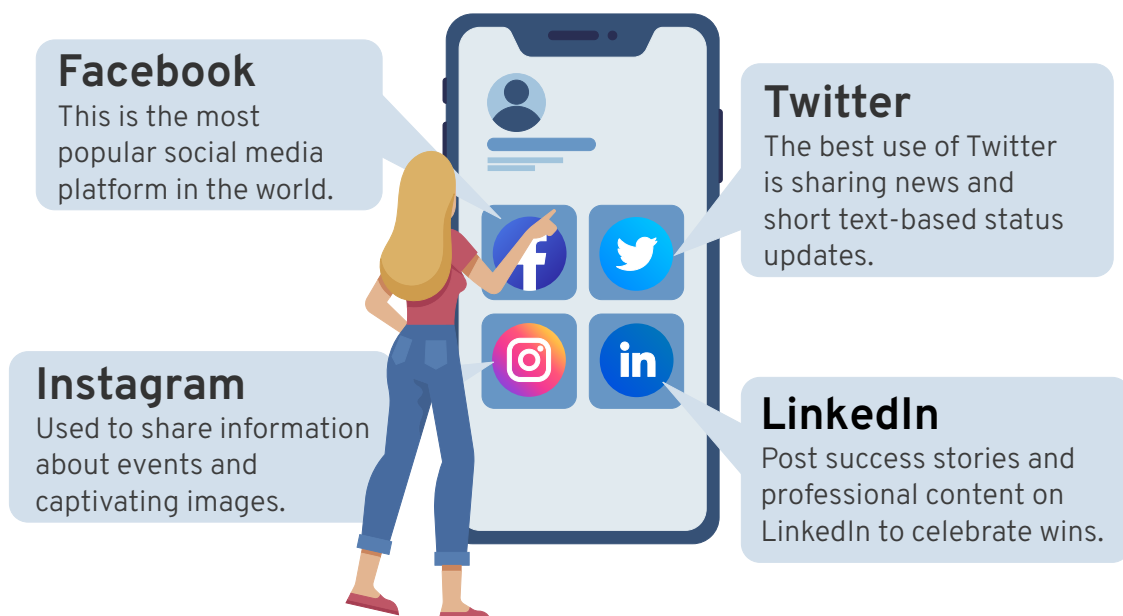
- **increases engagement:** When your social media efforts are aligned with a clear goal, it increases the likelihood of engagement with your target audience, as they can see the value in what you are doing.
- **improves decision-making:** Having a goal helps you to make informed decisions about the content and strategies you use on social media, ensuring that your efforts are aligned with your desired outcomes.
- **facilitates resource allocation:** Setting a goal helps you to effectively allocate resources such as time and budget, allowing you to focus on the most important tasks for achieving your objectives.

The goal for this scenario is **building a social media presence**. Your goal can be further developed by defining the number of followers you want to gain (for example, a 10 per cent increase over last year) and the specific audience you want to engage with your posts (for example, young or migrant workers, employers from a target sector or government institutions with a regulatory mandate over a target sector).

























Step 2: Choose a social media platform

When starting out, your labour inspectorate should dedicate most of its time to the most popular platform in the country, such as Facebook, and cross-post on less popular platforms, such as Twitter and Instagram. Use this [link](#) to identify the most popular

platforms in your country to maximize your potential reach. Institutions should be great at using one platform and promote that platform with two to three supporting platforms.



Fact Sheet

 <p>2.91 billion monthly users</p>  <p>World's third most downloaded app</p>  <p>Photo dimensions: Landscape: 1200 * 630px Story: 1080 * 1920px</p>  <p>Video: Recommended duration 5 seconds to 10 minutes</p>  <p>Content: Official communication, calls</p> 	 <p>83% of the world's leaders are on Twitter</p>  <p>Hashtags can increase engagement by 21%</p>  <p>Photo dimensions: Landscape: 1024 * 512px CoverPhoto: 1500 * 500px</p>  <p>Video: Maximum time 2 minutes and 20 seconds</p>  <p>Content: Direct communication (quick responses)</p> 	 <p>More than 2 billion active users</p>  <p>40% of Instagram users post stories daily</p>  <p>Photo dimensions: Story: 1080 * 1920px Post 1200 * 628px (a 2:1 aspect ratio) or 1080 * 1080px</p>  <p>Video: 1 minutes (story) 10 minutes (post)</p>  <p>Content: Coverage, daily newspaper, trends, calls</p> 	 <p>82 billion users access the messaging app every month</p>  <p>Used in over 180 countries</p>  <p>Photo dimensions: Profilephoto: 500 * 500px Send Image Size: Supports all formats, 800*800 recommended</p>  <p>Video: Maximum time 3 minutes</p>  <p>Content: User support</p> 
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Step 3: Develop your profile and content

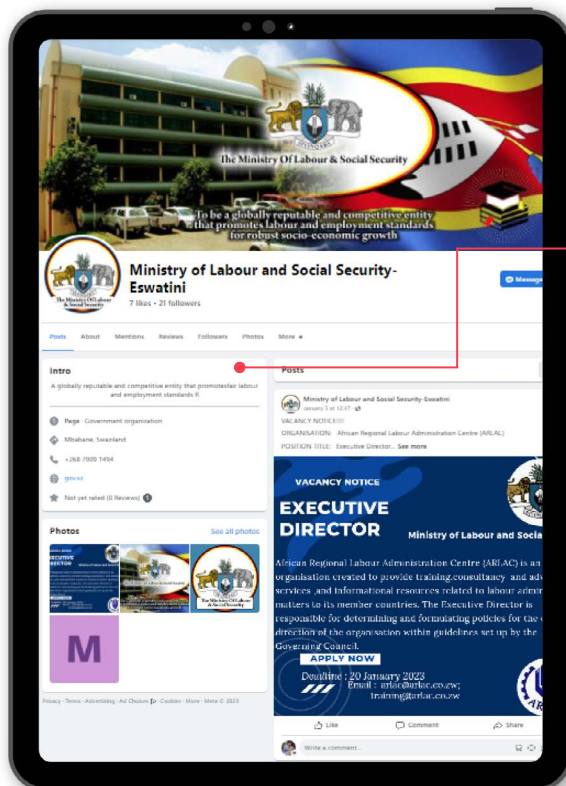
Optimize your profile

Make sure your profile is complete and includes all relevant information, such as a profile picture, bio, and link to your website.



1. Add your labour inspectorate’s name and description. Your page name can be the same as your institution’s or another recognizable name that people are likely to search for.
2. In the “About” tab, you can add information about anything you want the audience to know about your institution, such as your mandate, service offerings, important programmes and office locations.

3. Add a profile and cover picture. Choose images that clearly represent or identify your institution. Most labour inspectorates use the government logo as a profile picture. For the cover photo, select an image that relates to a labour inspectorate campaign, a recent event or a key statistic. Check sizes and dimensions for images. Any image can be cropped, re-positioned or shifted along the line, but landscape-oriented images work best.



• Add social media links

About

See all

- The official Facebook page of the United Nations. For peace, dignity & equality on a healthy planet.
- 6,097,785 people like this including 7 of your friends
- 7,424,228 people follow this
- <http://www.un.org/>
- Send message
- Organization
- <https://twitter.com/UN>
- united-nations
- [unitednations](https://www.instagram.com/unitednations)

Instagram

1. Choose a username that clearly represents your labour inspectorate.
2. Add a profile photo. We recommend using the government logo or a symbol that better represents your inspectorate. The picture automatically appears in a circle. Tip: The image size is 150 x 150 pixels.
3. Add a bio for the labour inspectorate. Include hashtags related to the topic and use emojis to visually engage with the audience and make your bio more interesting.
4. Add your website, email address, phone number and location to help people find your contact details more easily.

The image shows a smartphone screen displaying the Instagram profile of 'ministry_of_labour_eswatini'. The profile features a circular profile picture with the Eswatini coat of arms and the text 'The Ministry Of Labour & Social Security'. The bio reads: 'To be a globally reputable and competitive entity that promotes labour and standards for robust socio-economic growth'. Below the bio is a link to 'www.un.org'. The profile has 2 publications and 67 seguidores. Callouts with arrows point to various elements: 'Add profile name' points to the username; 'Add a tag line' points to the bio; 'Add a link to your web page and contact information' points to the website link; and 'Add highlights' points to the 'PUBLICACIONES' tab.

- Add profile name
- Add a tag line
- Add a link to your web page and contact information
- Add highlights



Twitter

1. The username can have up to 15 characters. We recommend using the labour inspectorate’s name or preferably a shortened version associated with the inspectorate such as the acronym. It will be seen by your followers on Twitter every time you post something, reply to a tweet or get direct messages or when you’re tagged.
2. Choose a profile picture and header. The recommended dimensions for the profile picture are 400 x 400 pixels. The recommended dimensions for header images are 1500 x 500 pixels.
3. Create a bio that best describes your labour inspectorate in less than 160 characters. Here you can add a website link and your office’s location.



• Add a link and location

United Nations

@UN

Official account of the United Nations.
For peace, dignity & equality on a healthy planet.

 New York, NY  un.org  Born October 24, 1945  Joined March 2008

Follow relevant accounts

Look for governmental, worker and employer organizations, non-governmental institutions and individuals who align with your institution’s mandate, such as @ilo, and follow their posts.

Share quality content

Share relevant content that appeals to your target audience and identifies what followers should expect from your posts to maintain their interest in your page. Experiment with various types of content as different types of content perform better on different platforms. For example, Twitter is great for bite-sized content, while Instagram is perfect for visually stunning content. These are the different types of content available to you to post:

- **Text-based:** Keep text-based posts short and to the point and use compelling headlines and bullets to ensure the post is attention grabbing. You can add a photo or graphic to a text-based post to make it more interesting. See below an example from Lesotho’s Ministry of Labour and Employment.
- **Photos:** You can post a single photo or a collection of photos that can be accompanied by a text or caption. Photos should be clear and well-lit. Trinidad and Tobago’s Ministry of Labour shares good quality photos of events such as high-level meetings and conferences on its Instagram page and Instagram stories. As photos posted on an Instagram story disappear after 24 hours, Trinidad and Tobago also adds photos to its “highlights” for new followers to view later.



- **Videos:** Ensure the light source is in front of the subject and the audio is clear. Use apps such as Canva to edit the video to make sure the content is engaging.

³ Ministry of Labour and Employment [of Lesotho], “Caption: # know your rights”, Facebook, 30 January 2023.

- **Livestreams:** A livestream is a live transmission of an event through a social media platform. It is a means to increase participation in an important event or grow the audience of a traditional media broadcast. Remember to notify your followers of the date and time in advance. Eswatini's Ministry of Labour and Social Security organized a Facebook live stream of a radio broadcast with labour officers speaking about general terms and conditions of employment. Two days before the event, they shared the flyer below on their page in order to notify their followers.



4



5

- **Polls:** Polls allow you to pose questions to your audience to promote engagement. Keep polls brief and open for a short period of time. In order to collect information about the public perception of child labour, Trinidad and Tobago's Labour Ministry carried out a series of Facebook polls asking relevant questions and directly engaging with the audience in replies to their comments (a process known as "chit-chat"). In the three months that the polls were kept active, the Ministry recorded 900 answers, including direct reporting of child labour cases across the country.

You can see templates for different types of content on Canva below, while tips on how to start designing and editing templates on Canva can be found [here](#).

⁴ Ministry of Labour and Social Security [of Eswatini], "Catch our weekly program on EBIS1 this Monday as we discuss Terms and Conditions of employment with our Labour officers", Facebook, 28 January 2023.

⁵ Ministry of Labour [of Trinidad and Tobago], "Today's first Poll Question is: What do you understand by the term 'child labour'?", Facebook, 13 September 2021.

► General Information

OUR STORY

Better Work Lesotho and its partners – government, employer associations, and unions will come together in Maseru to raise awareness on issues of occupational safety and health (OSH), with a focus on fire safety measures and emergency preparedness.

27th January 2015




OUR VISION

Decent employment for every citizen of the Republic of Uzbekistan.

MEHNAT.UZ



THE STRATEGIC OBJECTIVES OF THE MINISTRY OF LABOUR AND SOCIAL SECURITY

- Promote employment opportunities for youths, women and persons with disabilities;
- Promote Social Dialogue;
- Promote Social Protection through the creation of a comprehensive Social Security System;
- Create awareness on labour and employment matters and enhance decision making.

Ministry of Labour and Social Security



► Awareness

Our Areas of Responsibility

- Facilitating Employment
- Workplace Health and Safety
- Promotion of Productivity
- Work Ethic in the Workplace
- Labour Administration
- Industry focused Skills

DID YOU KNOW?




AGRICULTURE IN NAMIBIA

THE MAJORITY OF THE NAMIBIAN POPULATION IS ENGAGED IN SUBSISTENCE AGRICULTURE. APPROXIMATELY HALF OF THE POPULATION DEPENDS ON AGRICULTURE AND FORESTRY FOR ITS LIVELIHOOD, AS THE MAJORITY OF THE PEOPLE LIVE IN RURAL AREAS.



Did you know?

It is illegal for young persons under the age of sixteen (16) to be employed.

<https://www.labour.gov.tl/fa/labour-inspectorate>

Help us protect our children



SDG 4 | Education for all by 2030 | Visit www.sdg4.un.org to make an impact.



DO YOU KNOW THE OCCUPATIONAL SAFETY AND HEALTH (CONSTRUCTION) REGULATIONS

The Ministry of Labour & Social Security in collaboration with the Construction Industry Council has drafted Occupational Safety and Health regulations for the construction sector. These regulations have been formulated as required by the Occupational Safety and Health Act 2001.

FOR MORE INFORMATION PLEASE CONTACT US ON 011 232 2000

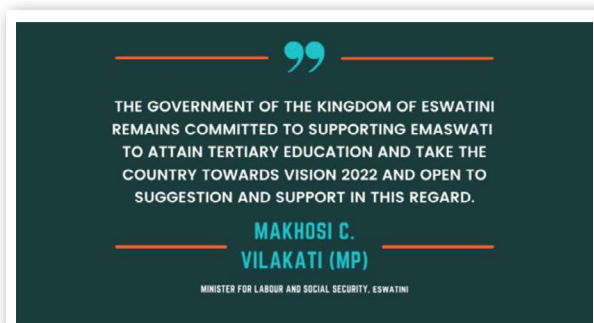
► Holidays



► Events



► Infographics



Timeliness

Ensure your posts are timely. Post about a current event or trending topic while it is still relevant to your audience. For instance, if there is a major sporting event happening, a timely post could share an interesting fact about the event or team involved, or even take the form of live-tweeting during the event. Timing is key, as waiting too long to post could result in your content becoming stale or irrelevant. For example, Namibia used “Black Friday” to post about an event the Ministry of Labour, Industrial Relations and Employment Creation held for informing stakeholders about its services.



6

Knowing your audience

Understanding your followers’ needs is an essential step before you develop and post your content. The content posted should resonate with your followers to encourage them to engage with it. For example, Trinidad and Tobago started its post with a line on the importance of CVs and cover letters and followed it up with the Ministry’s proofreading and writing tips.



7

⁶ Ministry of Labour, Industrial Relations and Employment Creation [of Namibia], “It wasn’t just Black Friday for the community of Oshakati as they also kept themselves informed about the services rendered by the Ministry during the Roadshow”, Facebook, 26 November 2022.

⁷ Ministry of Labour [of Trinidad and Tobago], “A résumé or cover letter riddled with errors can cause an employer to discard your application easily”, Facebook, 28 November 2022.

Building a cohesive profile

Use a unified communication approach to ensure continuity. Posts should use the same type of language and the same format for any visual material. For example, it is important to ensure the same logo for the ministry is being used on all social media platforms. The Ministry of Labour of the Occupied Palestinian Territory cross-posts important information on multiple social media platforms but ensures that the same or similar pictures and text are used. See below.



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Step 5: Review analytics

What are social media analytics?

Social media analytics provide a measurement of how well your content is performing based on the metrics that each platform utilizes to track engagement. For example, if your video has 100,000 views and above, it means it has performed exceptionally well.

How do I use analytics to be more effective in this scenario?

Once you have a baseline understanding of your analytics, use this information to create posts based on what type of content your audience enjoys receiving from you. For example, if you receive high engagement from awareness-building posts, do more of them instead of trying to post more event photos. It is still okay to post event photos but limit the number to what is necessary while doubling down on your best-performing content. Your goal is to build a stable social media presence, so you should focus on increasing the following key metrics: **reach**, **impressions** and **follower growth rate (FGR)**.

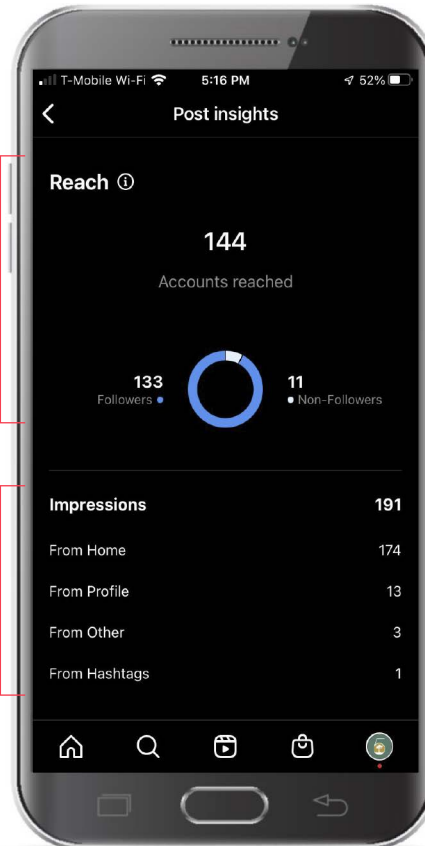
Reach

“Reach” indicates the total number of unique people who view your content and calculates your potential audience size. This is the foundation for determining how far your content can go.

Impressions

“Impressions” are defined by the total number of times your content was visible on a screen, including repeat views. Impressions can show how interested viewers are in your content.

Multiple views = more interest.



Instagram Analytics



Instagram

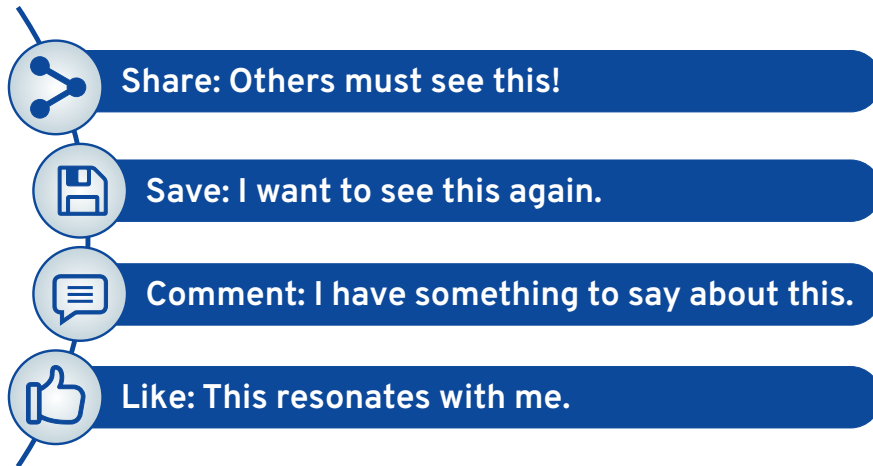
Follower growth rate (FGR)

This is the measurement of followers lost or gained over a set period of time. Your FGR can tell you if your content is good enough to turn casual viewers into followers. When you have a high FGR, you are building your audience quickly and effectively.

Follower Growth Rate

$$\frac{\text{\# of New Followers}}{\text{\# of Existing Followers}} \times 100 = \text{Follower Growth Rate}$$

Engagement hierarchy



How often should I check my analytics?

We recommend checking the analytics on a monthly and quarterly basis to begin with. It is also useful to see your year-over-year change once you have developed some momentum.

Year 1

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
●	●	●	●	●	●	●	●	●	●	●	●

Year 2

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
●			●			●			●		

Year 3

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
●											

● Checking the analytics.



Introduction

This scenario is relevant to labour inspectorates that seek to use social media to collect information to facilitate their work. Your labour inspectorate may need to gather insights about how a sector operates, common compliance issues, and underlying causes of noncompliance, before designing an appropriate intervention. Your labour inspectorate may want to increase its understanding about an emerging trend (for example, the gig economy or use of subcontracting) or test public perception about a proposed labour law reform. Social media can be leveraged to collect intel from targeted audiences to “crowdsource” information from a broader audience.

Step 1: Define your goal

The second goal for an institution that has built followers and basic levels of engagement on its social media platforms could be to enhance this engagement by **gathering information from its followers**. Your goal can be further developed by setting engagement targets (for example, a 10 per

cent increase in shares, saves, comments, or likes over last month) and the specific audience you want to engage with your posts (for instance, young or migrant workers, employers from a target sector, government institutions with regulatory mandate over a target sector).

Step 2: Choose a social media platform

In this scenario, prioritize the social media platforms used by your target audience. Target audiences might be specific workers and their organizations, employers and their organizations, governmental entities, non-governmental entities or media outlets. Once you have determined your target audience, narrow it down further by identifying key characteristics, which might include age, location, interests and occupation. The following sources of information will be useful in deploying a variety of strategies to find your target audience on social media platforms:

- **research industry reports:** Look for industry reports or studies that focus on the usage patterns of different social media platforms based on demographics.
- **social media use of organizations with similar mandates:** Analyse the social media presence of other labour inspectorates and determine which platforms they are using.
- **online conversations:** Use social media listening tools to monitor online conversations and see which platforms your target audience is actively using.

As part of a campaign targeting non-compliance in the private security services sector, inspectors in Lesotho's labour inspectorate have joined a social media group created by security workers. This enables them to keep up with topics, hashtags, profiles and information relevant to their target audience.

- **built-in search tools on social media platforms:**

- Facebook allows you to see the visibility of your posts based on geographic location. Low-cost advertising features allow you to publish posts in certain regions.
- Twitter allows you to find target audiences by using basic searches to pinpoint profiles relevant to your work. Start by identifying keywords and phrases that your target audience is likely to use in their tweets. For example, you can type "labour inspector", "decent work" or "union". You can also use Twitter's advanced search, which allows you to look for tweets based on specific criteria, such as keywords, locations and hashtags. This is a great way to find people who are talking about topics relevant to you.



Step 3: Develop content to collect information

There are several ways you can collect information from your followers on social media:

- Surveys:** You can create surveys using tools like Google Forms or SurveyMonkey and share the link to the survey on your social media platforms. Trinidad and Tobago have a great case study on how they utilized social media to engage people about the issue of child labour in their country. The Ministry of Labour in fact carried out a three-month survey (June to August 2022) around the issue with a series of targeted questions, which helped it collect the data necessary to understand in which areas of the country the phenomenon was most prominent. In order to keep their audience engaged, the survey was periodically re-posted, emphasizing the deadline to complete it.



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- Polls:** Many social media platforms have built-in poll features that allow you to quickly and easily gather information from your followers. Trinidad and Tobago's child labour survey could have worked as a built-in poll.
- Quizzes:** You can create quizzes using tools like Typeform or Interact and share them on your social media platforms.
- Ask questions:** Ask your followers questions to encourage them to share their thoughts and opinions. This can be in the form of polls, quizzes or just open-ended questions in your posts. See the example from the Ministry of Labour, Industrial Relations and Employment Creation (MLIREC) of Namibia below.

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⁹ Ministry of Labour [of Trinidad and Tobago], "Media Release: Labour Inspectors increase monitoring of Child Labour in T&T", 17 October 2022.

¹⁰ Ministry of Labour, Industrial Relations and Employment Creation [of Namibia], (@MLIREC), "What can you do about unlawful discrimination in employment?", Twitter, 20 January 2023.

- **Share user-generated content:** Share content created by your followers on your own social media channels. This not only shows that you value their contributions, but also helps promote your own content.
- **Reward engagement:** Ask followers to contribute to content and share the results. Trinidad and Tobago’s Ministry of Labour worked with the ILO to launch a competition directed at children, asking them to send a small text/story on how they felt about child labour in their country. This type of interaction can boost engagement with users and, in this case, helped raise awareness of child labour among young people themselves.

Step 4: Post your content

The key to obtaining results is to be consistent with your posting schedule. Establish a sustainable rhythm that suits your needs and stick to it. We recommend posting two to three times a week based on a social media calendar. Here is an example of a content calendar template that can be used to launch and publicize a survey to gather information from workers in the private security services industry.

CONTENT GRID					
	FEB				
	1	2	3	4	5
POST					
CAPTION	We are excited to announce the launch of our Security Sector Survey, aimed at gathering important insights and feedback from individuals with a diverse range of backgrounds and experiences.	Security sector workers have a crucial role in ensuring the safety and security of individuals and property. However, their work can also expose them to potential risks and dangers. Therefore, it is important for security sector workers to prioritize their own safety while performing their duties.	Collecting information and feedback from security sector workers is important for a number of reasons. These individuals are on the front lines of ensuring the safety and security of our communities, and their experiences and insights can help improve the effectiveness and efficiency of security services. Here are some specific reasons why their voices matter:	Exciting news! We've received preliminary results from our Security Sector Survey and we want to share them with you. Join us for a live Q&A session to learn more about the insights and feedback we've gathered. Don't miss out! #SecuritySectorSurvey #FeedbackMatters #JoinTheConversation	Here are some key insights from our Security Sector Survey: 7% of respondents believe that security sector workers should receive more training in de-escalation techniques. 16% of respondents reported feeling safe and secure in their communities. Join the conversation and learn more! #SecuritySectorSurvey
LOCATION	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour
PLATFORM	Twitter	Facebook	Youtube	Facebook - Instagram	Facebook - Instagram
HOUR	8:00 A.M	11:00 AM	9:30 A.M	6:00 PM	2:00 PM

¹¹ Ministry of Labour [of Trinidad and Tobago], “Calling children between ages 9-16 years old: Have you submitted your video for our Child Labour Video Monologue Competition?”, Facebook, 22 October 2021.

Step 5: Review analytics

How do I use analytics to be more effective in this scenario?

Once you have a baseline understanding of your analytics, use this information to create posts based on what type of content your audience enjoys receiving from you. For example, if you receive high engagement from awareness-building posts, do more of them instead of trying to post more event photos. It is still okay to post event photos but limit the number to what is necessary while doubling down on your best-performing content. Your goal is to collect data for a specific sector or issue, so you should focus on improving the **applause rate** and **conversion rate** of your posts, as these indicators show how much your audience values and interacts with your content.

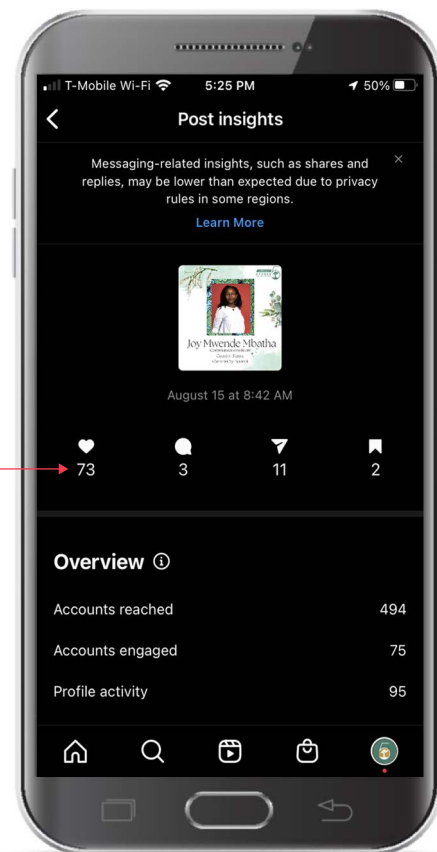
Applause rate (AR)

The number of positive actions your content generates among your followers. The AR indicates how much your audience values your posts, meaning you can learn the types of content followers prefer.

$$\frac{\text{Total Approval Actions}}{\text{Total Followers}} \times 100 = \text{Applause Rate}$$

73 (likes) + 3 (comments) + 11 (shares) + 2 (saves)
= total of **89 approval actions**

(89 total approval actions/1,982 followers) x 100
= 4.49 per cent applause rate



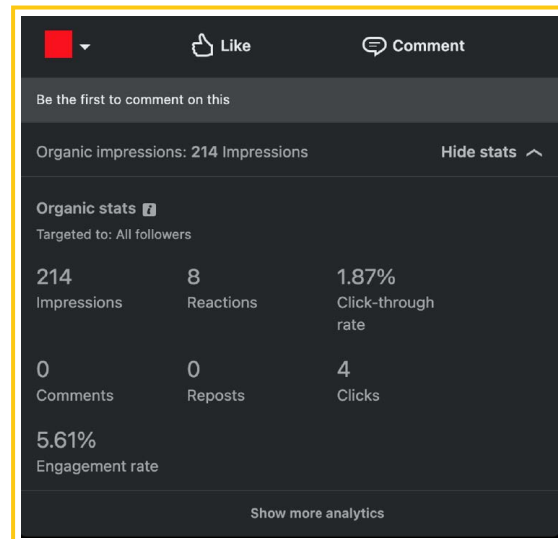
Instagram

Conversion rate

The number of people who have completed a specific action, like a landing page view or a report download. The **conversion rate** can show you how effective your strategy is at guiding your audience through the engagement journey.

Conversion Rate	
$\frac{\text{Total \# of Conversions}}{\text{Total \# of Sessions}}$	$\times 100 = \text{Conversion Rate}$

LinkedIn



How often should I check my analytics?

We recommend checking the analytics on a monthly and quarterly basis to begin with. It is also useful to see your year-over-year change once you have developed some momentum.



Introduction

This scenario is relevant to labour inspectorates seeking to leverage social media to disseminate information relating to their mandates or publicize results of their service delivery. Traditional media channels for government communication with the public, such as public TV and radio programmes, have long been forgotten. Today, however, even digital channels, such as websites and email, are losing ground, especially among young workers. If your labour inspectorate wishes to stay in touch with its constituency, social media offers a far-reaching and low-cost alternative.

Step 1: Define your goal

For an institution that has built a solid list of followers and strong levels of engagement on its social media platforms, the goal can be to **disseminate information** relevant to its mandate or publicize results of its service delivery. Your goal can be further developed by setting engagement targets (for instance, a 10 per cent increase in shares,





saves, comments or likes over the previous month) and the specific audience you want to engage with your posts (for example, young or migrant workers, employers from a target sector or government institutions with a regulatory mandate over a target sector).

Step 2: Choose your social media platform






Platform choice based on content

Different platforms specialize in different types of content. The decision tree below illustrates which platform to use. For instance, if you want to share a short 15 to 30 second video about a new wage regulation, posting it on Instagram would be ideal.

Decision tree: When to use which platform?

				
VIDEO	long/ short story live video	short story reels live video	short GIFs	long/ short
PHOTO	single/ multiple	single/ multiple story	single/ multiple	single/ multiple
TEXT	long/ short story @mention surveys	short #tags @mention story surveys	short thread #tags @mention	short/ long #tags @mention polls

To see sample Canva templates distinct for each platform view our library below.

					
General Info	Post Story	Post Story	Post	Post	Post
Campaigns	Post Story	Post Story	Post	Post	Post
Awareness	Post Story	Post Story	Post	Post	Post
Events	Post Story	Post Story	Post	Post	Post
Infographics	Post Story	Post Story	Post	Post	Post
Holidays	Post Story	Post Story	Post	Post	Post

Platform choice based on audience

For a choice based on platforms used by your target audience, see [Step 2 of Scenario 2](#).

Step 3: Develop your content to share information

Disseminating information through social media platforms opens a world of possibilities.

- **Announcements and updates:** Announce events such as the start of an awareness-raising campaign or a new service offering.
- **Statistics and data visualization:** Share statistics and data visualizations on topics such as inspection results and the impact of a new programme.



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- **Testimonials and stories:** Share testimonials from workers who have faced unsafe working conditions and success stories of employers who have improved working conditions for their workers.
- **Infographics:** Use infographics to explain complex topics such as a new labour law reform in an easy-to-understand manner.

¹² Fair Work Ombudsman [of Australia] (@fairwork_gov_au), "Media release: Commercial laundry businesses penalised \$90,000 after workers underpaid", Twitter, 27 January 2023.



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- **Videos:** Share videos showcasing the benefits of compliance and real-life examples of improved working conditions.
- **Blog posts:** Share blog posts on the consequences of non-compliance, the benefits of following labour laws and regulations, and tips for employers on how to create a safe and healthy working environment. This post by Trinidad and Tobago’s Labour Ministry explains the country’s labour law with respect to pregnant employees.



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¹³ Fair Work Ombudsman [of Australia] (@fairwork_gov_au), “A casual Level 1 Security Officer under the Security Services Award gets a minimum ordinary rate of \$29.86 p/h”, Twitter, 4 December 2022.

¹⁴ Ministry of Labour [of Trinidad and Tobago], “As an employer of a pregnant employee you MUST”, Facebook, 6 December 2022.

- **Live sessions:** Host live sessions on social media with labour inspectors answering questions from employers and workers. See the example from [Eswatini](#) in the above section.
- **Reports:** Share annual inspection reports or recent studies. Senegal’s Ministry of Labour releases yearly reports presenting general labour statistics on its website.



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- **Case studies:** Publish case studies showcasing improvements in compliance and the labour inspectorate’s achievements in a certain period of time.
- **Thanks and wrap-up:** End an awareness campaign with a message offering thanks and wrapping up the campaign on social media platforms.

Developing a sustained communication campaign that uses multiple types of posts, such as text-based messages, videos and infographics, is more effective as it keeps the audience interested by providing a variety of content. Having a range of options allows wider reach and a more holistic approach to messaging. When developing content, ensure you understand your audience’s needs and are able to make content they can benefit from.

For example, the State Labour Inspectorate of Ukraine developed a communication campaign entitled “**Come out into the light!**” to combat undeclared work. The campaign contained a mix of video, text-based posts and infographics which included information resources for employers hiring remote workers; step-by-step instructions on how to properly register employees; the business case for declared work; detected cases of undeclared work; and general awareness materials for employees and employers.

¹⁵ Ministry of Labour, “[Social Dialogue, Professional Organizations and Relations with Institutions](#)” [of Senegal], Annual report, 2020.

Дізнайтеся більше на сайтах Держпраці: www.dsp.gov.ua | www.pratsia.in.ua Задекларована праця захищає під час воєнного стану  **ВИХОДЬ НА СВІТЛО!**

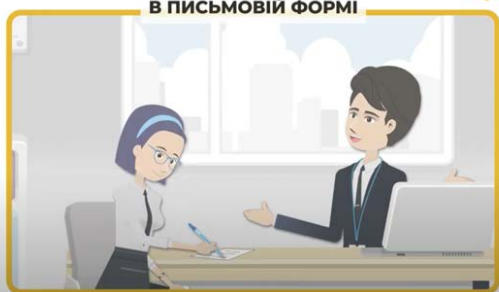
НАДОМНА Й ДИСТАНЦІЙНА РОБОТА: У ЧОМУ РІЗНИЦЯ?


Що це? 	Надомна робота Форма організації праці, за якої працівник виконує роботу за місцем проживання або в інших місцях поза приміщеннями роботодавця, де є закріплена зона, технічні засоби (інструмент, прилади, інвентар), необхідні для виробництва продукції, надання послуг та інших робіт	Дистанційна робота Форма організації праці, за якої працівник виконує роботу в будь-якому місці поза приміщеннями чи територією роботодавця та з використанням інформаційно-комунікаційних технологій
Чим регулюється	Кодекс законів про працю, стаття 60-1 КЗпП	Кодекс законів про працю, стаття 60-2 КЗпП
Робоче місце 	Фіксоване Зміна — після погодження з роботодавцем	За вибором працівника Можна змінити без інформування роботодавця. Може поєднуватися з роботою на території чи в приміщенні роботодавця
Робочий час 	За загальним режимом роботи підприємства в межах норми (до 60 годин на тиждень)	На розсуд працівника в межах норми (до 60 годин на тиждень)
Особливі вимоги до працівника 	Наявність практичних навичок виконання роботи або можливість опанувати такі навички	Немає

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Infographic developed by the State Labour Inspectorate of Ukraine on the differences between home and remote work.

ТРУДОВИЙ ДОГОВІР ЛИШЕ В ПИСЬМОВІЙ ФОРМІ



 **ВИХОДЬ НА СВІТЛО!**

Screen capture from a video from the State Labour Inspectorate of Ukraine on the rules for employing minors.

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Step 4: Post your content

The key to obtaining results is to be consistent with your posting schedule. Establish a sustainable rhythm that suits your needs and stick to it. We recommend posting two to three times a week based on a social media calendar. Here is an example of a content calendar template that can be used to raise awareness of non-compliance in the construction sector, using existing compliance and enforcement data:






¹⁶ State Labour Service [of Ukraine], "Надомна та дистанційна робота: у чому різниця?"

¹⁷ State Labour Service [of Ukraine], "Правила працевлаштування неповнолітніх", YouTube, 2 February 2022.

► Week 1

CONTENT GRID					
FEB					
	1	2	3	4	5
POST					
CAPTION	We're excited to announce the launch of our construction sector awareness campaign on social media! Follow us for tips on improving safety on construction sites, updates on industry regulations, and more. Let's work together to promote a safer and more secure construction sector. #ConstructionSafety #AwarenessCampaign #SafetyFirst	Did you know that in recent inspections of the construction industry, the most commonly violations were related to fall protection, hazard communication, and scaffolding safety? It's crucial to prioritize safety on construction sites. Let's work together to prevent these violations and ensure safer workplaces. #ConstructionSafety #InspectionResults #PreventionFirst	Construction workers are the backbone of our industry, but too often they face unsafe working conditions. Listen to the stories of workers who have experienced dangerous situations on the job and join us in advocating for better safety standards and enforcement. Let's work together to prioritize worker safety. #ConstructionSafety #WorkerTestimonials #Advocacy	Following labor laws and regulations benefits both workers and employers. Workers are ensured safe and fair working conditions, while employers can avoid costly fines and legal issues. Let's prioritize compliance with labor laws to create a more equitable and successful construction industry. #LaborLaws #Compliance #Equity	Ever wonder what happens during a Ministry inspection? Check out our new video showcasing the inspection process and what employers can expect during a visit. Stay prepared and prioritize safety on your construction site. #InspectionProcess #ConstructionSafety #StayPrepared
LOCATION	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour
PLATFORM	Twitter, Facebook, Instagram	Twitter, Facebook, Instagram	Twitter, Facebook, Instagram	Facebook - Instagram	Facebook - Instagram
HOUR	8:00 AM	11:00 AM	9:30 AM	6:00 PM	2:00 PM

► Week 2

CONTENT GRID					
FEB					
	8	9	10	11	12
POST					
CAPTION	Attention employers! Keep your workers safe and healthy by following these tips: conduct regular safety training, provide protective gear, implement strict safety protocols, and encourage open communication. A safe workplace is a happy workplace! #workplacesafety #employersresponsibility	Workers, if you need support, know that help is available! Check out these resources: Employee Assistance Programs and employee rights organizations. Remember, you are not alone. #workersupport #mentalhealth	Employers, have questions about labor inspections? Check out our answering common questions on workers' rights, safety, and regulations. Stay informed and ensure a fair workplace for all. #laborinspection #workersrights	Let's celebrate employers who prioritize their workers' well-being! Check out these inspiring stories of employers who have taken steps to improve working conditions, from fair pay to safe workplaces. Let's make workplace wellness a top priority. #workersfirst #workplaceswellness	Following labor laws and regulations is a win-win for everyone! Employers benefit from a positive reputation, improved productivity, and legal compliance. Workers benefit from fair treatment, safe workplaces, and job security. The community benefits from a stronger economy and a more equitable society. Let's prioritize labor laws and regulations. #workersrights #communitybenefits
LOCATION	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour
PLATFORM	Instagram	Instagram, Twitter, Facebook	Instagram, Twitter, Facebook	Instagram, Twitter, Facebook	Instagram, Twitter, Facebook
HOUR	6:30 am	6:00 PM	9:00 am	12:30 pm	4:00 PM

► Week 3

CONTENT GRID					
FEB					
	14	15	16	17	18
POST					
CAPTION	Employers, are you aware of the consequences of non-compliance with labor laws and regulations? Check out our latest blog post, where we discuss the potential legal, financial, and reputational risks of non-compliance. Don't let ignorance lead to costly mistakes. Stay informed and compliant. #laborlaws #regulations #compliance	Join our live session on social media with a labor inspector answering questions from employers and workers on workers' rights, safety, and regulations. Get insights on how to ensure a fair and safe workplace for all. Don't miss this opportunity to stay informed and compliant. #laborinspection #workersrights	Attention all! Our latest report details the results of recent labor inspections in the construction industry. Find out about the common violations found, the penalties imposed, and the actions taken to ensure compliance. Stay informed and help promote a safer and fairer workplace. #constructionindustry #workersrights	Compliance with labor laws and regulations can make a big difference in workers' lives! Check out our latest case study on how a construction company's commitment to fair treatment, safety, and legal compliance has improved the lives of their workers. Let's prioritize workers' rights and well-being. #constructionindustry #workersrights	Thank you all for joining us in raising awareness about workers' rights and labor laws! Through our social media campaign, we highlighted the importance of compliance, safety, and fairness in the workplace. Let's continue to prioritize workers' well-being and promote a culture of compliance. #workersrights #awarenesscampaign
LOCATION	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour	Ministry of Labour
PLATFORM	Instagram, Twitter, Facebook	Instagram, Twitter, Facebook	Instagram, Twitter, Facebook	Instagram, Twitter, Facebook	Instagram, Twitter, Facebook
HOUR	6:30 am	6:00 PM	9:00 am	12:30 pm	4:00 PM

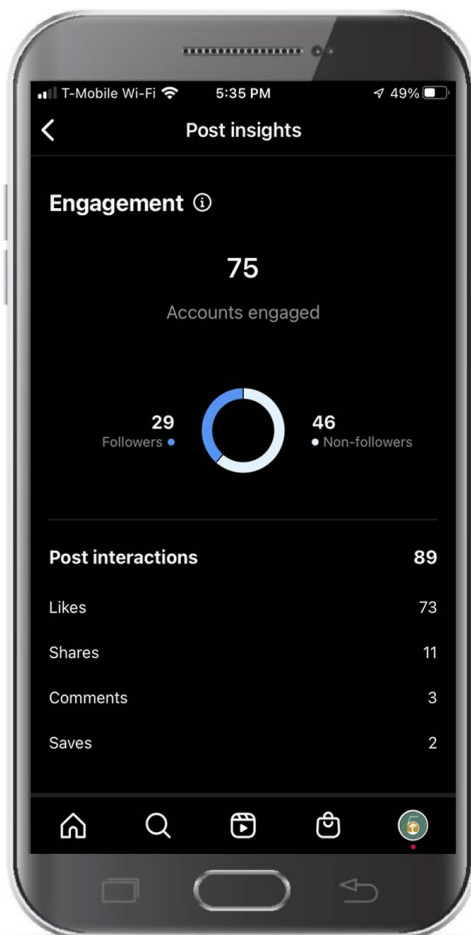
Step 5: Review analytics

How do I use analytics to be more effective in this scenario?

Once you have a baseline understanding of your analytics, use this information to create posts based on what type of content your audience enjoys receiving from you. For example, if you receive high engagement from awareness-building posts, do more of them instead of trying to post more event photos. It is still okay to post event photos but limit the number to what is necessary while doubling down on your best-performing content. Your goal is to raise awareness about a specific sector or issue, so you should focus on maintaining a high **engagement rate, total followers, mentions** and **shares**.

Engagement rate (ER)

How many interactions does your content generate in relation to your audience? These interactions, also known as “engagements”, include comments, likes, shares, saves, profile visits and so on. The ER can indicate your labour inspectorate’s “brand resonance” and which posts your audience favours.



Instagram

Engagement Rate by Reach (ERR)

$$\frac{\text{Total engagements per post}}{\text{Reach per post}} \times 100 = \text{ERR}$$

$$\frac{\text{Total ERR}}{\text{Total Posts}} = \text{AverageERR}$$

Engagement Rate by Impressions (ER Impressions)

$$\frac{\text{Total engagements on a post}}{\text{Total Impressions}} \times 100 = \text{ER Impressions}$$

$$\frac{\text{Total ER Impressions}}{\text{Total Posts}} = \text{Average ER Impressions}$$

Engagement Rate by Posts (ER Posts)

$$\frac{\text{Total engagements on a post}}{\text{Total followers}} \times 100 = \text{ER Post}$$

$$\frac{\text{Total ER by post}}{\text{Total posts}} = \text{Average ER by Post}$$

Total Followers

This is the cumulative number of people or accounts that follow you on your social media platforms. The size of your audience is determined by your number of followers. It is important to note that not all your followers will always see your posts, and only the most engaged users will see most of your posts.



Facebook

Mentions

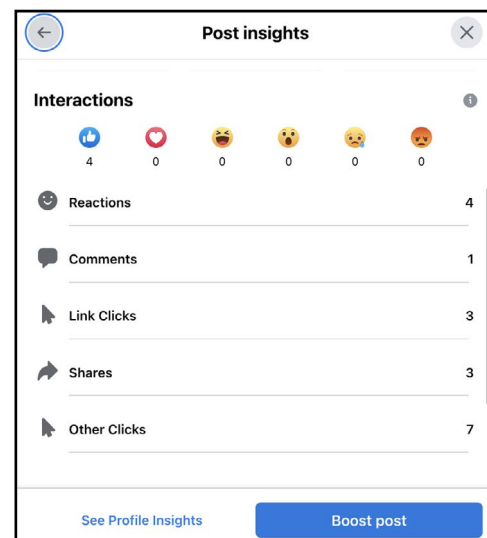
When you are referenced or tagged online outside of posts you created. Mentions drive positive and negative awareness of your inspectorate and can help you stay on top of how it is perceived.



Twitter

Shares

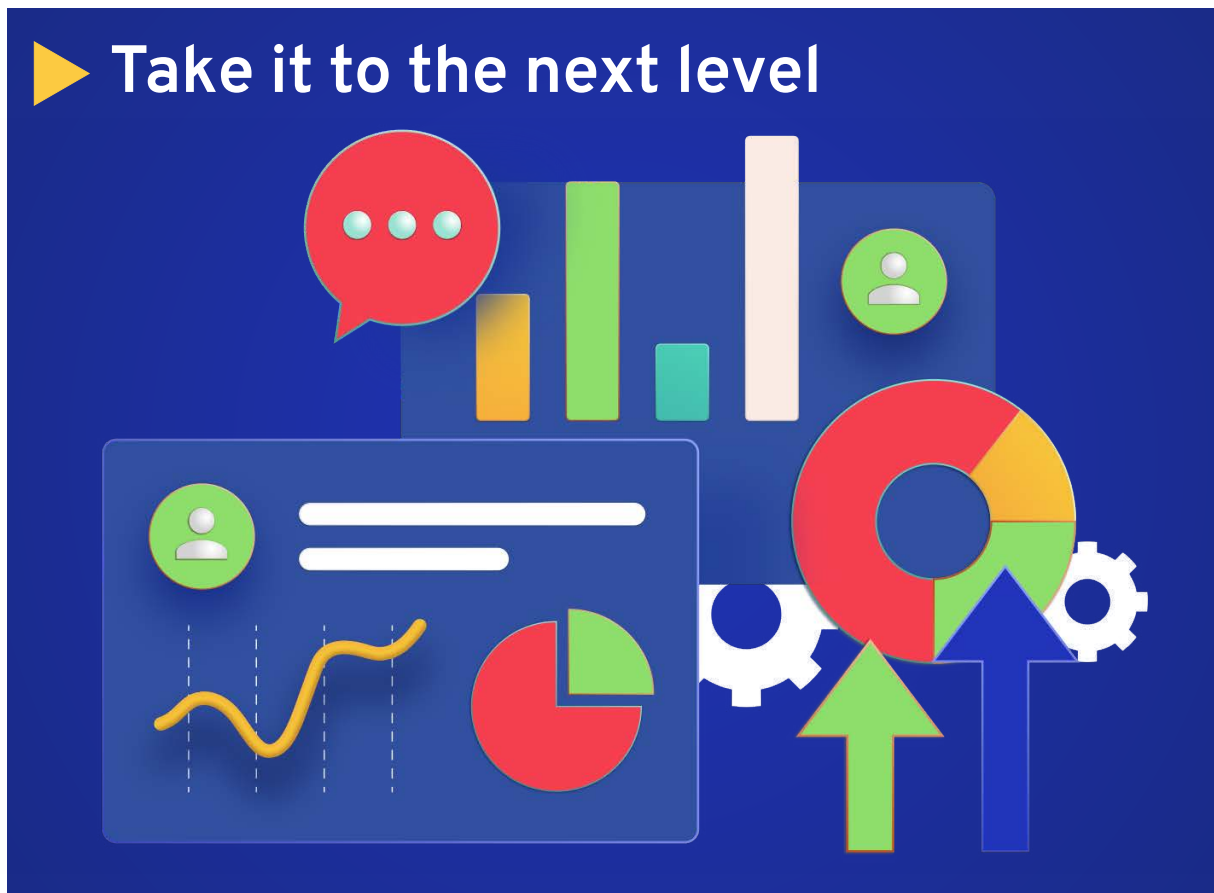
The number of times someone broadcasts your content on their own page or profile. Shares are a great indicator of which messages or campaigns most engage your audience and the content they want from you.



Facebook

How often should I check the analytics?

We recommend checking the analytics on a monthly and quarterly basis to begin with. It is also useful to see your year-over-year growth once you have developed some momentum.



Free tools to enhance your content

There are numerous tools to improve the quality of post design and content management. They all feature free and paid features to suit your budget and goals.

Canva is a graphic design platform that allows users to create various types of visual content such as social media posts, flyers, posters, presentations and more. It provides a user-friendly interface and a wide range of templates, images and design elements that make it easy for individuals and businesses to create professional-looking designs without extensive design experience.

Linktree* allows you to share multiple links in your social media bio. This is a great way to direct people to your website, key seasonal campaigns and events.

SurveyMonkey is a tool for obtaining direct feedback from members of the public and the stakeholders you wish to engage. Trinidad and Tobago have a great case study about how they utilized this platform to engage people with the issue of child labour in their country. See more [here](#).

mailchimp is a newsletter platform for sharing updates from your labour inspectorate.

Hootsuite is a social media management platform that allows users to manage multiple social media accounts

from one central location. With Hootsuite, you can schedule posts, track mentions and messages and analyse social media metrics across different platforms, such as Twitter, Facebook, Instagram and LinkedIn. The platform also provides a suite of tools for teams to collaborate, which allows you to perform tasks such as assigning permissions to team members and setting up approval processes.

Later is a social media scheduling and management tool, primarily focused on Instagram. With Later, you can schedule posts, stories and Reels in advance and publish them automatically at the optimal time. The platform also provides features for managing multiple Instagram accounts, managing hashtags, analysing your Instagram performance and more.

Supercharge engagement

The “algorithm” refers to a digital platform’s step-by-step decision-making process for categorizing and prioritizing the information it receives. The algorithms for all platforms work similarly with a few exceptions. The key is engagement. When users comment, like, share or otherwise interact with your posts, your content is more likely to show up on their feed next time, and on the feed of their friends and followers. Use the following strategies to supercharge engagement.

SOCIAL MEDIA

TIPS SHEET TO BOOST ENGAGEMENT

Facebook:

- Focus on Follower-centric Content
- Analyze most popular posts
- Create a strong brand personality
- Prioritize Comments and Replies

Twitter:

- Retweet other users content
- Utilize list feature
- Share a variety of links
- Use clean, straightforward language

WhatsApp:

- Utilize group chat
- Create Broadcast lists
- Partner with other businesses and
- Utilize third-party analytics

Instagram:

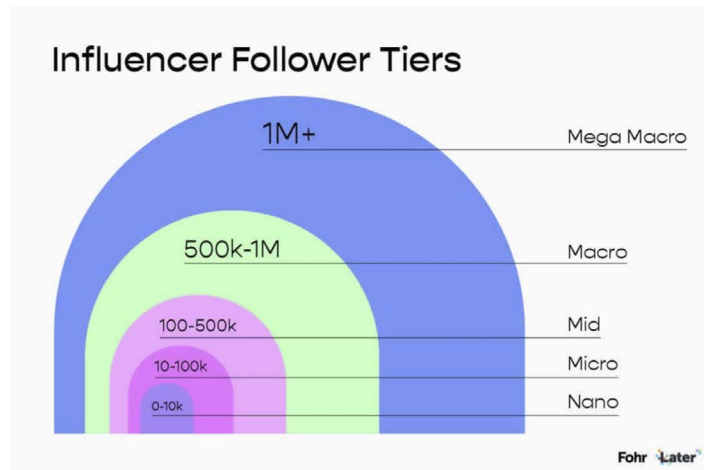
- Utilize hashtags
- Embrace video content
- Experiment with Visual Aesthetics
- Utilize stories and reels

LinkedIn:

- Optimize professional profile
- Highlight services and achievements
- Post industry statics and reports
- Participate in relevant groups

Influencers

Involving influencers in your social media campaign can rapidly inflate its reach. The image below shows the tiers of influencers available in the marketplace.



When working with influencers, it is important to consider why they are a good fit for your social media campaign. This will help you craft a more compelling proposition. It can be critical to have a budget to pay influencers for their services, as most influencers require some form of compensation. However, it is also possible to propose in-kind reciprocal arrangements that appeal to influencers, especially if the work you’re engaging them in is in line with their brand and aspirations.

Trinidad and Tobago partnered with local social media influencers to create videos and spread awareness about child labour.



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¹⁸ Ministry of Labour [of Trinidad and Tobago] (@LabourGovTT), "Aaron Duncan, young music Artiste shares a message on the employment of TT children:https://youtube.com/shorts/ee2sjpbjSB8", Twitter, 7 February 2023.

Hashtags

Hashtags help to categorize content. They make it easier for users to find and follow conversations that interest them and to reach a wider audience with their own posts. When users click on a hashtag, they are taken to a feed that displays all of the public posts that have used that hashtag. Before you start using hashtags, research popular and relevant hashtags that are related to your post's topic. Remember to only use hashtags that are relevant to your post and limit your hashtags to between two and five per post. Using irrelevant or too many hashtags can damage your credibility and make your content look like spam. You can also create your own branded hashtag for a specific event that you and your followers can use consistently in all your posts. For example, the hashtag **#ILO100** was used for all posts relating to the ILO's 100th anniversary.

@mentions

@mentions are a way to directly message a specific user on social media. @mentions can be used to collaborate with other institutions or individuals by tagging them in posts related to a joint project or venture. Responding to @mentions from your followers can also help you build a community and increase engagement. Finally, by mentioning relevant and influential people or institutions in your post, you can attract their attention and potentially gain a wider audience if they respond to or share your post.

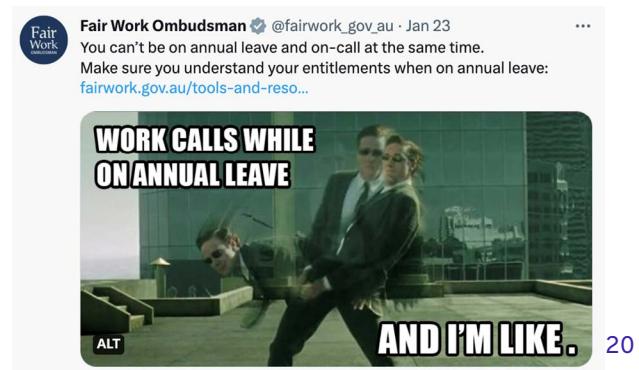


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¹⁹ International Labour Organization (@ilo), "Achieving #SDG8 on decent work is pivotal to the ILO's goal of making social justice a reality for all", says ILO Director-General", Twitter, 2 February 2023.

Memes

Memes are easily shareable and typically humorous images, GIFs or text. Developing relatable memes is an effective way to promote engagement. Be wary of offensive connotations and make sure the memes relate to and advance your message. See the examples below from the Australian Fair Work Ombudsman.

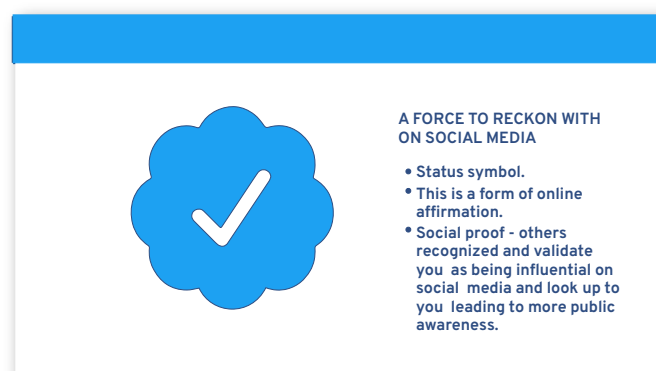


Getting verified

Verification on social media platforms provides several benefits for public institutions, including:

- **credibility:** Verification helps establish the authenticity of the institution’s social media presence, making it easier for the public to trust the information being shared.
- **visibility:** Verified accounts typically have higher visibility, as they are often given priority by the platform’s algorithm, making it easier for the public to find and engage with the institution.
- **authenticity:** Verification helps prevent impersonation and ensure that the public is interacting with the official account, rather than a fake one.
- **trust:** Verification builds trust with the public and emphasizes the institution’s commitment to transparency and accountability.

Having the coveted blue badge to indicate that you are verified on social media is a remarkable accomplishment. See the following links for the verification process for [Facebook](#), [Instagram](#), and [Twitter](#).



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²⁰ Fair Work Ombudsman [of Australia] (@fairwork_gov_au), “Thinking about a getaway?”, Twitter, 6 February 2023.

²¹ Fair Work Ombudsman [of Australia] (@fairwork_gov_au), “You can’t be on annual leave and on-call at the same time”, Twitter, 23 January 2023.



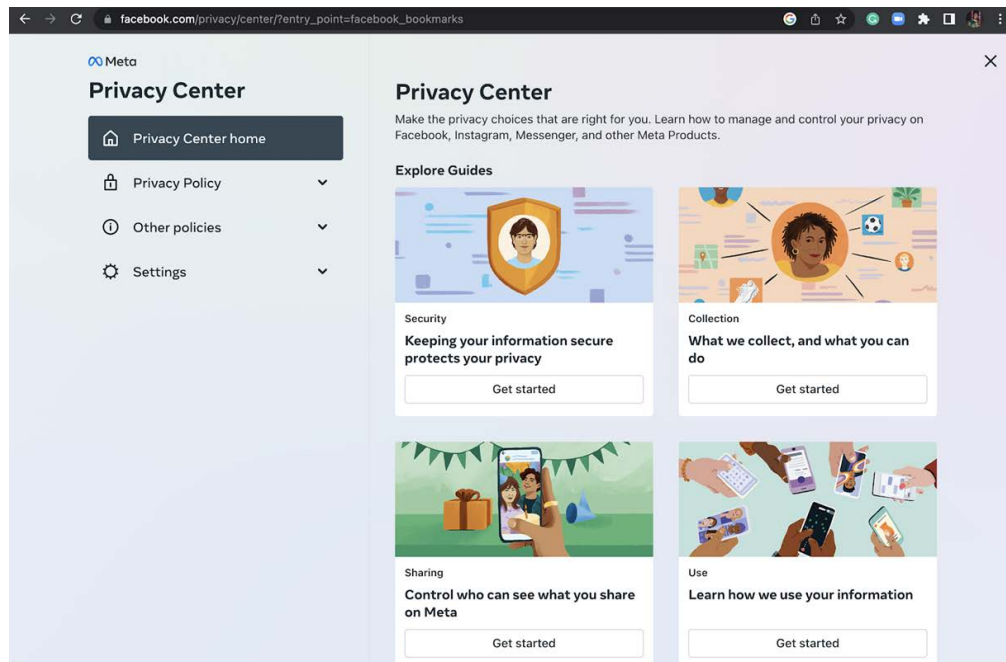
Principles for Digital Development

The [Principles for Digital Development](#) and the ILO's guide for the [Protection of Workers' Personal Data](#) should guide your labour inspectorate's engagement with social media platforms. Principle 8 of the Principles of Digital Development provides guidance on the measures institutions can take to ensure the responsible use of digital media, platforms and technology while protecting their own privacy and security and that of other stakeholders.

Privacy and security

As a public entity, it is important both to be accessible and to maintain a high level of security on your social media accounts. Each platform has privacy settings that can be adjusted. Facebook's privacy centre is shown below as an example. We advise having more than one person with administrative access to help manage your accounts. It is common practice to assign different page roles like admin, editor and content manager to ensure continuity and efficiency.





Facebook's privacy centre

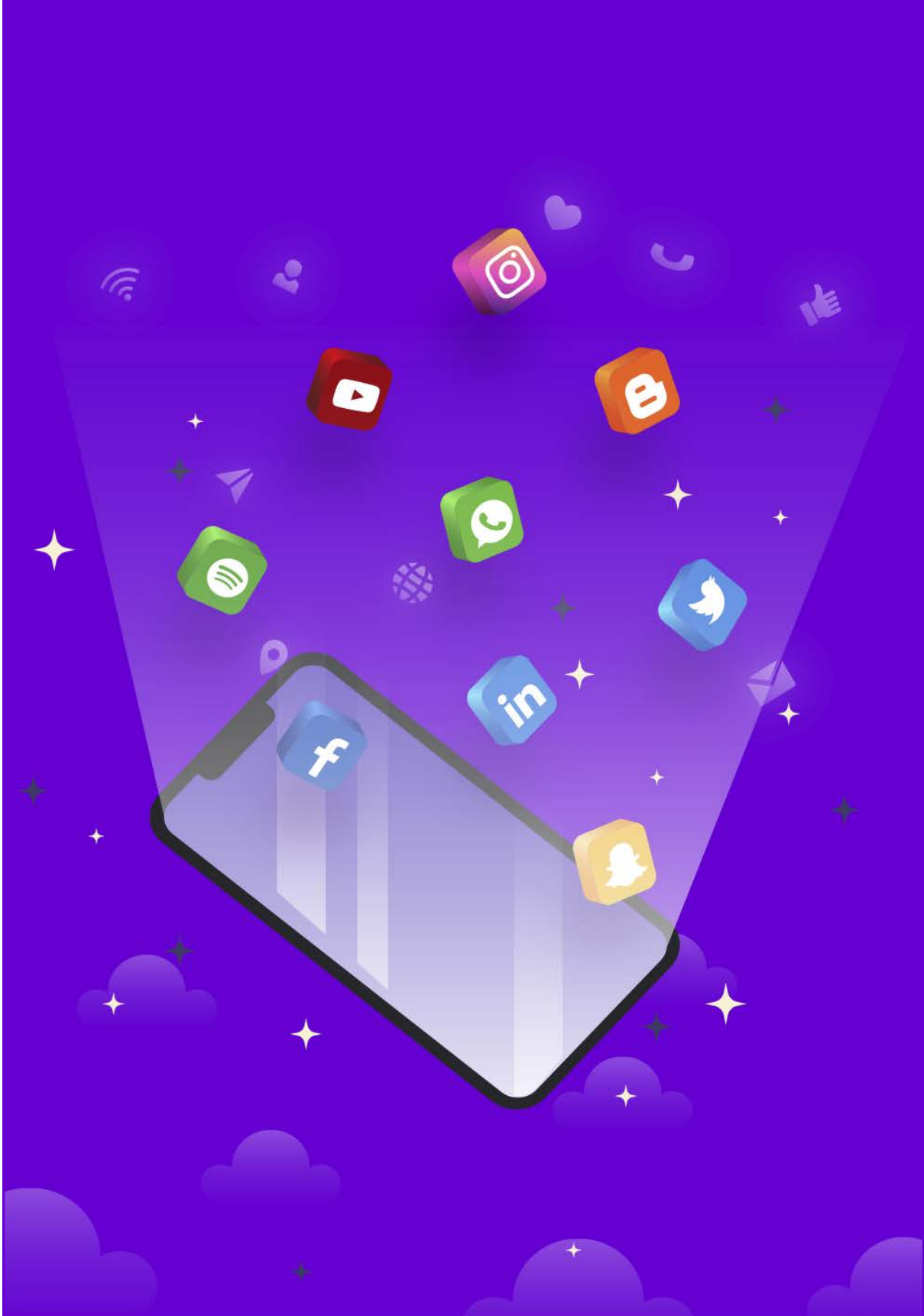
We also recommend setting up two-factor authentication to add an extra layer of security to your social media accounts.

Content moderation

Dealing with negative comments on social media platforms can be challenging, but there are several strategies that can help.

- **Respond professionally and promptly:** Acknowledge the negative comment and respond in a professional and respectful manner. This can help defuse the situation and show that the inspectorate is taking the comment seriously.
- **Address the issue:** If the negative comment raises a legitimate concern, provide a clear and concise response that addresses the issue. Offer to follow up with the individual directly if needed.
- **Stay neutral:** Avoid getting into arguments with individuals who are making negative comments. Instead, stick to the facts and remain objective in your responses.
- **Follow-up privately:** If the negative comment requires a more detailed response or involves sensitive information, it may be appropriate to follow up with the individual privately. This can help avoid a public back-and-forth and keep the conversation focused on resolving the issue.
- **Monitor regularly:** Regularly monitor social media platforms to catch and respond to negative comments as quickly as possible.
- **Ignore or remove:** Not all negative comments require a response. In some cases, it may be more appropriate to simply ignore the comment or remove it, especially if it violates the social media platform's terms of service.

► Annexes



► Annex 1: Social Media Metrics

Awareness

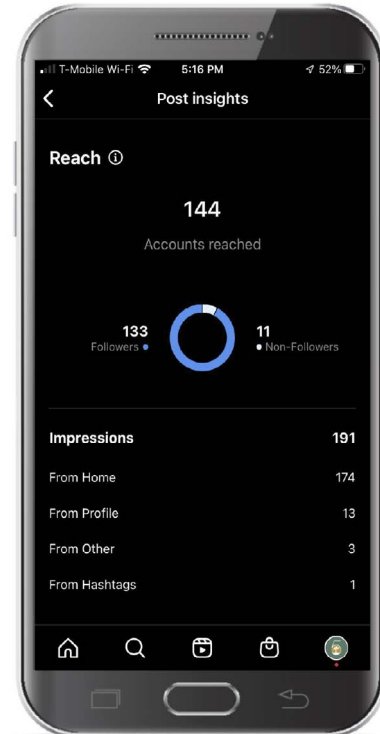
1. Reach

Indicates the total number of unique people who view your content and calculates your potential audience size. This is a fundamental metric for determining how far your content can go.

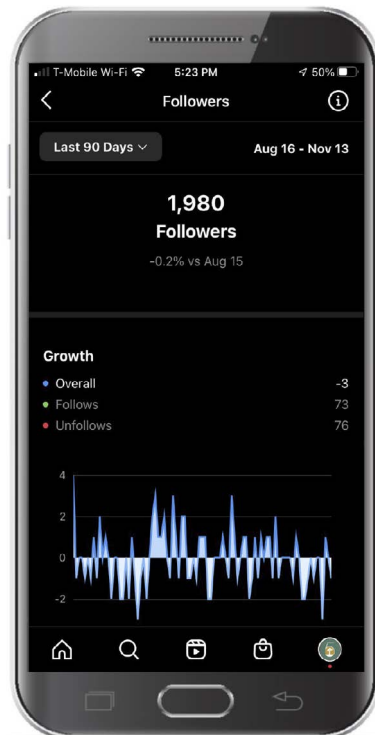
2. Impressions

Indicates the total number of times your content was visible on a screen and includes repeat views. Impressions can show how interested viewers are in your content.

Multiple views = more interest.



Instagram



Instagram

Engagement

3. Follower growth rate (FGR)

This is the measurement of followers lost or gained over a set period of time. Your FGR can tell you if your content is good enough to turn casual viewers into followers. When you have a high FGR, you are building your audience quickly and effectively.

Follower Growth Rate

$$\frac{\text{\# of New Followers}}{\text{\# of Existing Followers}} \times 100 = \text{Follower Growth Rate}$$

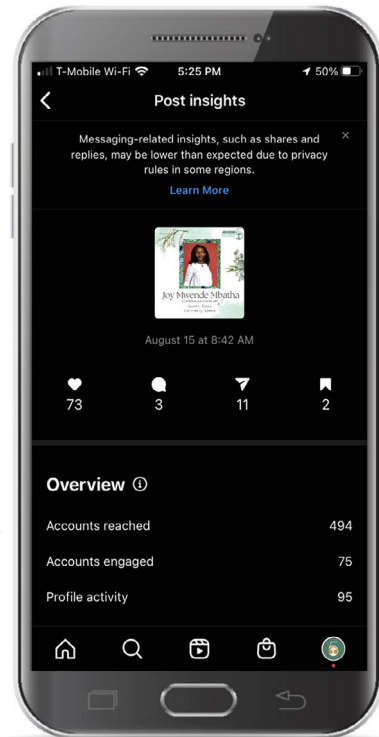
4. Applause rate (AR)

This is the number of positive actions your content generates among your followers. The AR indicates how much your audience values your posts, meaning you can learn the types of content followers prefer.

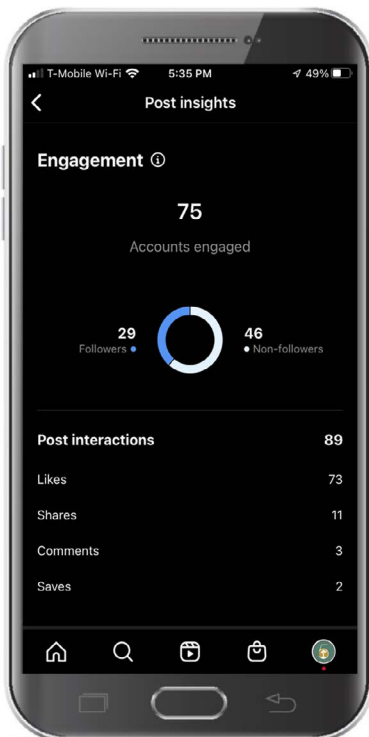
$$\frac{\text{Total Approval Actions}}{\text{Total Followers}} \times 100 = \text{Applause Rate}$$

73 (likes) + 3 (comments) + 11 (shares) + 2 (saves) = total of 89 Approval Actions

$$\frac{\text{Total of 89 Approval Actions} \times 100}{\text{Total of 1,980 followers}} = 4.49 \text{ per cent applause rate}$$



Instagram



Instagram

5. Engagement rate (ER)

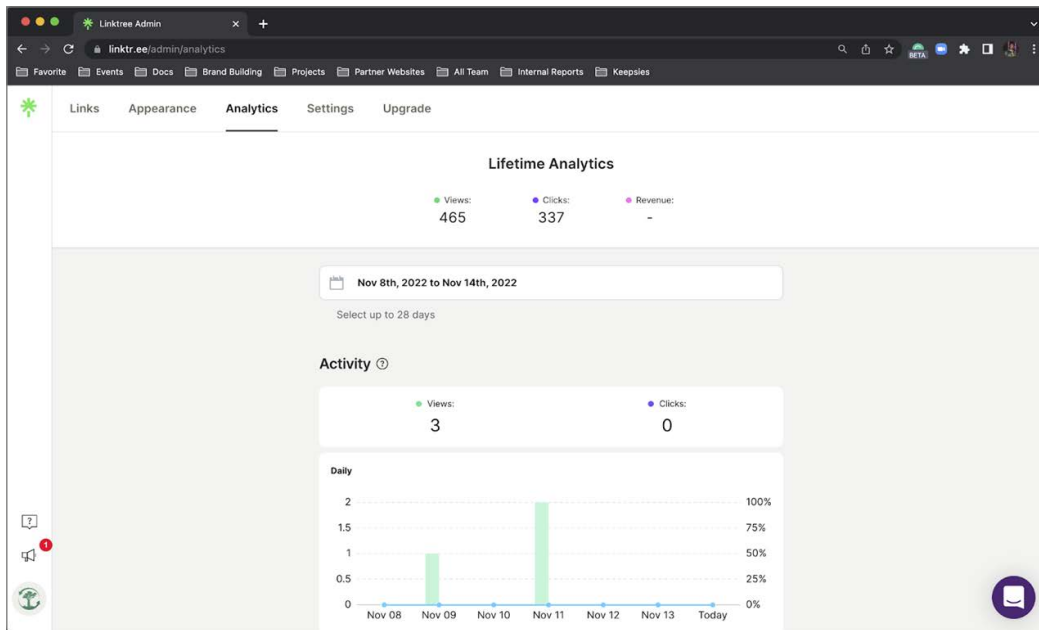
How many interactions does your content generate in relation to your audience? These interactions, otherwise known as “engagements”, include comments, likes, shares, saves, profile visits and so on. The ER can indicate “brand resonance” and which posts your audience favours.

Engagement Rate by Reach (ERR)	Engagement Rate by Impressions (ER Impressions)	Engagement Rate by Posts (ER Posts)
$\frac{\text{Total engagements per post}}{\text{Reach per post}} \times 100 = \text{ERR}$	$\frac{\text{Total engagements on a post}}{\text{Total Impressions}} \times 100 = \text{ER Impressions}$	$\frac{\text{Total engagements on a post}}{\text{Total followers}} \times 100 = \text{ER Post}$
$\frac{\text{Total ERR}}{\text{Total Posts}} = \text{Average ERR}$	$\frac{\text{Total ER Impressions}}{\text{Total Posts}} = \text{Average ER Impressions}$	$\frac{\text{Total ER by post}}{\text{Total posts}} = \text{Average ER by Post}$

Conversion

6. Volume of website traffic generated by social media

This indicates the number of times people go to your website from social media. Website traffic turns casual social media followers into potential leads who are interested in learning more about your labour inspectorate. You can view all your website activity metrics through your site or Google Analytics, including session duration, bounce rate and conversion rate.



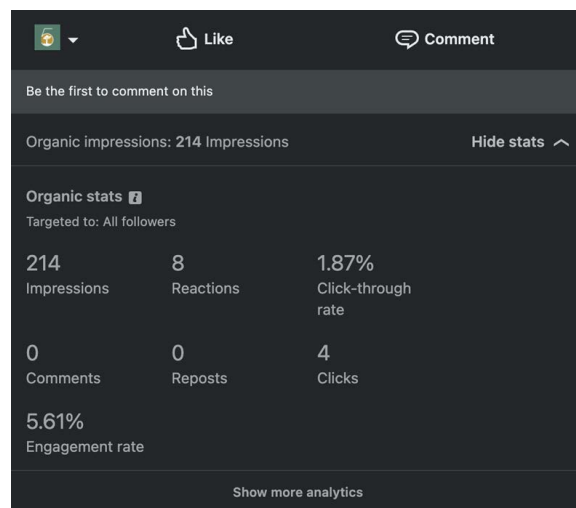
Linktree

7. Conversion rate

The measurement of people who have completed a specific action, like a landing page view or a report download. The conversion rate can show you how effective your strategy is at guiding followers through the engagement journey.

Conversion Rate

$$\frac{\text{Total \# of Conversions}}{\text{Total \# of Sessions}} \times 100 = \text{Conversion Rate}$$



LinkedIn

Community

8. Total followers

This is the cumulative number of people or accounts that follow you on your social media platforms. The size of your audience is determined by your number of followers. It is important to note that not all your followers will always see your posts, and only the most engaged users will see most of your posts.



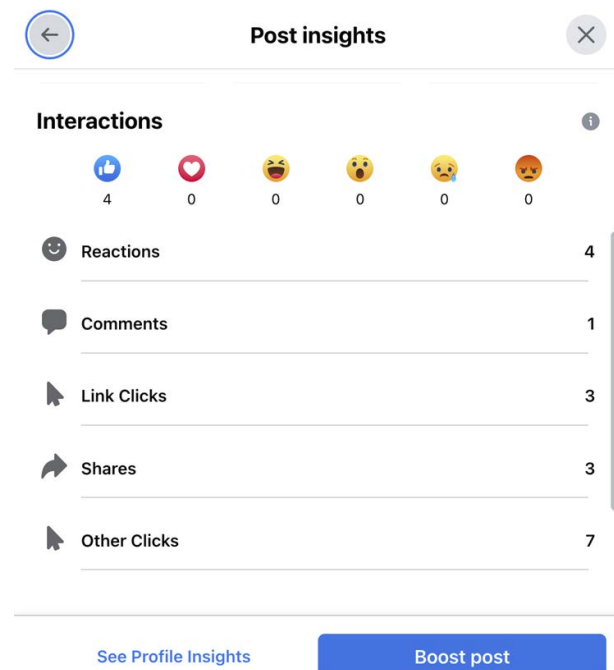
Facebook

9. Mentions


When you are referenced or tagged online outside of posts you created. Mentions drive positive and negative awareness of your institution and can help you stay on top of how it is perceived.

10. Shares

The number of times someone broadcasts your content on their own page or profile. Shares are a great indicator of which messages or campaigns engage your audience the most and the content they want from you.



► Annex 2: Content Grid Template

SOCIAL MEDIA CAMPAIGN									
FEB									
14		15		16		17		20	
POST									
CAPTION		<p>Thank you all for joining us in raising awareness about workers' rights and labor laws! Through our social media campaign, we highlighted the importance of compliance, safety, and fairness in the workplace. Let's continue to prioritize workers' well-being and promote a culture of compliance. #workersrights #awarenesscampaign</p>							
LOCATION		Ministry of Labour							
PLATFORM		Instagram, Twitter, Facebook							
HOUR		4:00 PM							

Title of campaignn Month Post
 Day

Caption Platform Hour Location



ilo.org

**International Labour Organization
Route des Morillons 4
CH-1211 Geneva 22
Switzerland**