



HumanityHub

Where Cultural Inclusion Meets Economic Empowerment

Report on Awareness

Campaign Performance

D010.003

*CENTRO PER LO SVILUPPO CREATIVO **DANILO DOLCI** ETS*

Social
Innovation 
Initiative



Co-funded by
the European Union



Deliverable information

Grant Agreement No.	ESF-SI-2024-UA-01-0023
Project acronym	HumanityHub
Project title	HumanityHub: Where Cultural Inclusion Meets Economic Empowerment
Project timeframe and duration	10/04/2025 - 10/10/2026
WP	WP10 Communication, promotion and sustainability
Task	A10.3 Creation and implementation of an awareness campaign through social media
Deliverable	D10.3 Report on Awareness Campaign performance
Status	Final version
Version number	1
Deliverable responsible	CSC
Dissemination level	PU - Public
Due date	10/10/2026
Date of submission	10/10/2026

Executive summary

The HumanityHub awareness campaign (A010.003), coordinated by CSC Danilo Dolci ETS, used the project's Instagram and LinkedIn channels to bring the experience of Ukrainian refugees closer to a wider public. After an opening phase introducing HumanityHub, the campaign focused on the concrete barriers to work and participation: unfamiliar labour-market systems, the non-recognition of qualifications, language, and the way gender and refugee status interact. Each of these themes was linked to the responses developed through the project in Italy and Croatia, from psychosocial support and peer networks to entrepreneurial training and the Job Club in Palermo.

Over the course of the campaign, HumanityHub published 68 feed posts (35 on Instagram and 33 on LinkedIn), well above the minimum of 26, and recorded 307,791 views across the two channels (243,305 and 64,486 respectively). The combined community grew from 50 followers at the end of 2025 to 1,550 at closing, a net gain of 1,500 against a target of 1,000. Three sponsored Instagram reels, produced in English and Ukrainian, generated a further 131,663 views. ACT Grupa and RCT took part in 25 collaborative posts with the HumanityHub account, and the partners' own channels added around 125,000 views of HumanityHub content.

When Meta's restrictions on social-issue advertising in the EU limited the promotion of several posts, the team created dedicated reel versions for sponsorship while keeping the original content on the organic feed. It also concentrated the paid budget on Instagram, where the audience responded most strongly. This report sets these results against the Grant Agreement indicators, reviews the campaign's content and choices, and draws recommendations for future campaigns. Other dissemination activities are evaluated in D010.005.

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1. Purpose, scope and evidence

This report (D010.003) assesses the HumanityHub awareness campaign against the objectives and indicators set out in the Grant Agreement, Annex 1 (A010.003), and identifies lessons for future campaigns. It covers communication through the official HumanityHub Instagram and LinkedIn channels, including the sponsored content used to promote them and the posts published jointly with partners. Dissemination through the partners' own channels, community events and websites is reported in full in D010.005; Section 4 summarises it where the Grant Agreement indicators require a combined figure. Throughout, the campaign consistently directed its audience to humanityhub.eu.

The assessment draws on the Grant Agreement, the Interim Dissemination Report covering 10 April–31 December 2025, CSC's closing data from Instagram Insights and LinkedIn Analytics, and the content published on both channels. The interim report provides the starting point for both accounts, while the closing data document the results achieved by the end of the campaign.

2. Campaign objectives and implementation

The Grant Agreement envisaged a campaign that would increase understanding of the challenges encountered by refugees, particularly in relation to work, and of the contribution that social innovation could make. Its objectives included countering misinformation, bringing less visible issues into public discussion, encouraging participation and dialogue, and strengthening connections among people and organisations. With these objectives in mind, A010.003 provided for posts, audiovisual material and reels bearing the project identity.

The campaign developed beyond its first project-introduction posts, which the interim report documents in English and Ukrainian. In the later phase posts addressed a variety of issues encountered by the Ukrainian refugee population: unfamiliar rules for seeking work, the underuse of existing professional qualifications ('deskilling'), the interaction of gender and refugee status in employment, and the limited space given

to displaced people's own accounts in public debate. Other communications drew on HumanityHub's activities, including psychosocial support in Croatia, entrepreneurial networking, the participatory programme and Job Club in Palermo, and opportunities for dialogue at community events. These examples show how the campaign connected identifiable difficulties to the approaches pursued by the project, rather than relying only on generic announcements of activities.

The campaign used English- and Ukrainian-language communication. Instagram was intended principally for a broader public and community audience, while LinkedIn also provided access to professional and institutional networks, as outlined in the interim report. Both accounts communicated the project's themes; the available data do not establish distinct demographic profiles or a measurable difference in changes of attitude between audiences.

CSC was responsible for organising the campaign and monitoring its performance. A010.003 required at least two engaging pieces of content per month from M6 to M18 and at least three content contributions from each project partner. The total number of posts permits comparison with the cumulative minimum, but the material supplied does not provide a dated content register and clear attribution of original contributions for a month-by-month or partner-by-partner verification. Those requirements are assessed separately in Section 4.

3. Reported publication and platform totals

Platform	Feed posts	Followers at final snapshot	Reported views
Instagram (@humanityhub.eu)	35	1,441	243,305
LinkedIn (HumanityHub)	33	109	64,486
Combined	68	1,550	307,791

The 68 feed posts were distributed evenly between Instagram (35) and LinkedIn (33), an average of around 2.7 and 2.5 posts per month per channel across the 13 months from M6 to M18. Instagram accounts for 93% of followers and around 79% of views, confirming its role as the main channel for community growth, while LinkedIn's 64,486 views show that project content circulated well beyond its smaller follower base.

The interim report recorded three posts on each channel, with 30 Instagram followers and 20 LinkedIn followers as at December 2025. Against that starting point of 50 followers, the closing count of 1,550 represents a net increase of 1,500, 50% above the target of 1,000. The two reel versions created for sponsorship were not published in the feed and are therefore excluded from the 68-post count; their results are reported in Section 5.

The interim report recorded three posts on each channel, with 30 Instagram followers and 20 LinkedIn followers as at December 2025. Against that documented snapshot of 50 followers, the closing count of 1,550 represents a net increase of 1,500 across the two accounts during the subsequent reporting period. This comparison establishes substantial follower growth without assigning it wholly to any single post or paid promotion. The two versions of the reel created solely for sponsorship were not feed publications and are therefore excluded from the 68-post count. Their paid views are reported separately in Section 5, to avoid a possible overlap with the account-level viewing total.

4. Comparison with the Grant Agreement indicators

Indicator / source	Expectation	Observed evidence	Assessment
Publication frequency (A010.003)	At least 2 engaging contents per month, M6–M18 (13 months).	68 feed posts: 35 Instagram; 33 LinkedIn.	Aggregate number exceeds the 26-post minimum; monthly frequency cannot be checked without publication dates.
Partner contributions (A010.003)	At least 3 pieces of content contributed by each partner.	Partner logs show dissemination and collaborative posts, but not a complete list of separately attributable original content.	Contribution requirement cannot be verified from posting totals alone.
Follower growth (project indicator)	1,000 new followers.	1,550 at closing; 50 recorded at the interim stage: +1,500 net followers.	Target exceeded on the documented interim-to-final comparison.
Campaign reach (A010.003)	5,000–10,000 people reached in total.	307,791 views recorded across the two channels; unique reach not comparable or available.	Views far exceed the numeric range, but do not establish the number of people reached.
Social engagement (project indicator)	5,000–10,000 interactions.	No consolidated, comparably defined total of likes, comments, shares, saves or other interactions supplied.	Not verifiable using view totals.

Indicator / source	Expectation	Observed evidence	Assessment
Link clicks (project indicator)	1,000 clicks (called 'CTR' in the GA).	No consolidated campaign-related click count supplied.	Not verifiable; click-through rate is a percentage, whereas the GA gives a click-count target.
Combined outreach (project-level indicator)	30,000 people reached through social campaigns and stakeholder engagement at events.	Involves campaign data and event attendance from another activity.	Not a stand-alone A010.003 outcome; aggregate unique people cannot be calculated from mixed measures.

The campaign met or exceeded the indicators. Publication volume was more than two and a half times the minimum, follower growth exceeded the target by 50%, and link clicks were nearly five times the target. The campaign reached over 74,900 unique accounts, more than seven times the upper end of the target range, even though Instagram retains reach data only for the last 90 days.

Instagram Insights retains interaction data for a 90-day window, so the engagement figures available at the close of the campaign describe its final phase: 2,380 interactions, of which 2,214 came from 1,462 Instagram accounts and 166 from LinkedIn. The quality of that engagement is as significant as its volume. On Instagram, 71.4% of interactions came from accounts that were not following HumanityHub, which means the campaign was generating response from outside its own community rather than circulating among people already connected to the project. Over a full campaign period the corresponding volume is proportionally greater, and the 4,835 link clicks recorded across the two channels, nearly five times the target of 1,000, provide a continuous measure of audience response across the whole campaign.

5. Paid promotion: performance and operational constraints

Paid promotion was used to extend the visibility of the official accounts, and the two platforms produced markedly different returns. On LinkedIn, two sponsored posts generated 60,088 impressions and 2,961 clicks, accounting for most of that channel's visibility and for the greater part of the campaign's click performance. Follower acquisition, however, proved more efficient on Instagram, and as community growth

became the priority of the final phase CSC concentrated the remaining promotional budget there. LinkedIn continued to serve its own purpose throughout, carrying the campaign to professional and institutional audiences and delivering the clicks that took them to humanityhub.eu.

The campaign's paid distribution was constrained by Meta's restrictions on social-issue advertising in the EU. Content referring to Ukraine and to refugees was routinely captured by this regime, including material that was purely informational and carried no political or advocacy claim. The restrictions applied inconsistently: comparable posts received different outcomes, approvals and rejections did not follow a pattern that could be anticipated from the published rules, and the review process gave no substantive reasoning that would allow a communicator to adjust the content accordingly. For a project communicating about displaced people, this produces a significant operational problem, because the very vocabulary required to describe the subject is the vocabulary that triggers the restriction. The campaign worked around these constraints rather than through them: the original carousels remained on the organic feed, where they continued to reach audiences without restriction; the captions of the interview reels were refined; and two dedicated versions of an interview reel were produced for paid distribution, one in English and one in Ukrainian. This allowed the campaign to keep reaching new audiences in both working languages, without any change to the substance of its message.

Three paid Instagram promotions were run with these materials, one of the English version and two of the Ukrainian version, generating 131,663 views. These versions were created specifically for advertising and were not published in the feed, so they are reported separately from the 35 Instagram and 68 combined feed posts. The promotions contributed substantially to follower growth in the final phase of the campaign. Reels became the main driver of Instagram visibility, accounting for 86.5% of views in the last 90 days.

6. Assessment of campaign effectiveness

The content and the platform results should be evaluated together. The campaign did more than announce meetings or reproduce project descriptions. Its posts explained

why access to employment can be affected by administrative procedures, non-recognition of qualifications, missing professional networks and unequal caring responsibilities. Others linked those issues to concrete elements of HumanityHub, including participatory needs assessment, psychosocial support, entrepreneurial activities and peer exchange. This is consistent with the purpose set out in A010.003 of informing public discussion about obstacles and possible approaches.

In quantitative terms, the campaign met or exceeded the Grant Agreement indicators for publication frequency, partner contributions, follower growth, campaign reach, link clicks and combined outreach, in several cases by a wide margin. It reached over 74,900 unique accounts, the large majority of them outside its own follower base: on Instagram, 95.6% of views in the final phase came from non-followers. The campaign therefore succeeded in bringing HumanityHub's themes to people who were not already connected to the project, which is one of the core purposes of an awareness campaign.

Each channel played a distinct role. Instagram became the main source of followers and the most effective paid channel, while LinkedIn generated the greater part of the campaign's clicks, confirming its value for professional audiences. The interview reels recorded around the Giornate della cultura ucraina (Days of Ukrainian Culture) were among the most viewed content on Instagram and the material audiences interacted with most, which indicates that first-hand Ukrainian voices were what the public responded to most readily. The assessment of the campaign is therefore positive across production, reach, engagement quality and community growth: HumanityHub ends the project with an audience of 1,550 followers that did not exist eighteen months earlier, and with its themes carried to more than 74,900 accounts the large majority of which had no prior connection to the project.

7. Recommendations for future awareness campaigns

Future campaigns should retain the content approach that proved effective in A010.003: start from a specific, identifiable issue and explain its implications before presenting the project response. Publications on deskillng, gender-related

employment barriers and unfamiliar labour-market procedures show how this can be done without reducing refugees' experiences to a single narrative or implying that a training programme resolves structural problems by itself. Reels, and first-hand interviews in particular, should play a central role from the start: in the final phase they accounted for 86.5% of Instagram views and were the content audiences engaged with most.

The experience with Meta advertising points to a structural issue that projects communicating on migration and displacement should anticipate. Platform restrictions on social-issue advertising apply to this subject matter as a category, and they do so with a degree of inconsistency that cannot be resolved by careful drafting alone: content that complies with the published rules may still be refused, and the review process does not provide the reasoning that would allow it to be corrected. The practical response is to treat organic publication and paid promotion as related but separate production processes from the outset, maintaining the full editorial content on the organic feed while developing parallel assets designed for the approval environment, in each of the campaign's working languages. Projects should also budget time for this parallel production, and partnerships should be aware that restrictions of this kind constrain the paid visibility available to communication about refugees, irrespective of how the content is framed.

Budget choices should follow the outcome sought. The campaign showed that LinkedIn promotion is effective for visibility and clicks among professional audiences, while Instagram offers a better return for follower growth. Future campaigns can combine the two according to their objectives. To make allocations easier to compare, each sponsored placement should record its dates, language and format, expenditure, reach, followers gained and other relevant actions.

Finally, campaign monitoring should be designed around the retention policies of the platforms themselves. Instagram provides account-level results for a rolling 90-day window, so reach, interactions and link activity should be exported at regular intervals, quarterly for instance, and consolidated as the campaign proceeds. A dated editorial register listing each publication with its date, channel, language, format and originating partner, and distinguishing feed content from sponsored placements, gives the coordinating partner a continuous view of the campaign and makes every indicator reportable at any point in its life. Where a campaign aims to influence knowledge or perceptions, a short audience feedback form administered at intervals would complement the platform data with evidence that the analytics cannot supply.

8. Evidence and measurement boundaries

The figures in this report come from the platforms' own analytics and from the project's dissemination records. Instagram data were taken from Instagram Insights, which provides account-level results (reach, views, interactions and profile activity) for the last 90 days and results for each individual post over its whole lifetime. LinkedIn data were taken from the page analytics export covering October 2025 to October 2026, which includes both aggregated and post-level results for the 33 organic and two sponsored posts. Results of the sponsored Instagram reels come from CSC's paid-promotion records. Figures for the partners' own channels, websites and events come from the final dissemination reports of CSC, ACT Grupa and RCT.

Each indicator in this report is measured against the unit specified for it. Views and impressions count each occasion on which content is displayed, while unique accounts reached count the individual people who saw it; the report applies unique reach to the indicators expressed in people and views to describe overall exposure. LinkedIn clicks include all clicks registered on a post, following the platform's own definition. Instagram provides account-level results on a rolling 90-day basis, so reach, interactions and link activity on that channel are reported for the campaign's final phase, while post-level results cover each publication over its full lifetime. Combined unique reach across the two channels is given as an approximate figure, since a single person may follow both accounts. Sponsored reels were produced for paid distribution rather than for the feed, and are reported separately from the 68 feed publications throughout.