NATIONAL REPORT

Cyprus

DIGITAL ADVOCACY FOR YOUTH

Who we are

1

NorSensus MEDIAFORUM

Norsensus Mediaforum is an ideal organization that offers media and digital services and training, assists the NGO and public sector with capacity building in media and communication, and contributes to increasing media literacy in society. We are a non-profit media organization working in the field of media literacy and communication capacity building.

2

HIGGS
Higher Incubator Giving Growth & Sustainability

Higher Incubator Giving Growth and Sustainability is a non-profit organization which aims to reinforce CSOs in Greece through educational and supportive programs. It offers capacity building support to small and medium CSOs mainly through training and educational initiatives. Currently it operates three capacity-building programs, the Accelerator, the Incubator and the Recharge designed for the Greek CSO ecosystem assisting them in their growth and development.

3

symplexis

Symplexis is a Greek non-for-profit organization that strives to ensure equal opportunities for all through actions and measures that build skills, empower and promote active engagement and participation focusing on the most vulnerable categories of the population and particularly those with fewer opportunities. Its mission is to elevate social cohesion through integrated actions and project-based activities.

Who we are

4

Centre for Social Innovation (CSI) is a Research and Development organization, which focuses on fostering social innovation that can bring about positive change to local, national, regional, and global entities. These entities include but are not limited to governments, local administrative agencies, non-for-profit agencies, commercial entities, and educational institutions.

5

Celje Youth Center (MCC) is a nonprofit public organisation. Their vision is to successfully respond to the needs of young people and shape the place for socialising, entertainment, creating and gaining new skills and providing international non-formal learning opportunities for young people. Its activities are oriented towards providing information and encouraging participation aiming to gain non-formal competences for youth and foster social engagement and active participation among youth.

6

The Future Now Association (TFN) is a Bulgarian youth NGO that works on national and international initiatives, activities, and projects for and with young people and youth workers. TFN supports and promotes democratic values of civil society to protect freedom, dignity, and inclusion of children, young people, and vulnerable groups of society.

Table of Content

Executive Summary

This national report for the Digital Advocacy for Youth (D.A.Y.) project summarizes the findings from a survey conducted across Greece, Cyprus, Slovenia, Norway and Bulgaria. The D.A.Y. project aims to enhance digital advocacy among youth by identifying current practices, evaluating the use of digital tools, and understanding specific training needs to improve advocacy efforts.

The findings indicate that digital tools play a crucial role in youth advocacy across all surveyed countries, with social media platforms like Facebook, Instagram, and LinkedIn being widely used to engage and mobilize audiences. However, respondents also highlighted challenges, particularly concerning limited resources, difficulties in reaching target audiences, and the rapid evolution of digital technologies. These challenges underscore a need for more accessible, tailored training and support to enhance digital advocacy effectiveness.

Key Findings:

1. Digital Tool Usage: Respondents generally consider digital tools essential for advocacy, yet the level of tool adoption and specific platforms used vary by country.

2. Challenges in Advocacy: Main challenges include resource constraints, low engagement rates, and technical barriers, which

Executive Summary

3. Respondents identified a strong need for training in social media management, content creation, and cybersecurity, with a notable interest in emerging technologies such as Artificial Intelligence to enhance digital advocacy efforts.

Recommendations: To address these needs, this report recommends developing an educational toolkit focused on essential digital skills and offering a practical approach to digital advocacy. This toolkit should be complemented by opportunities for cross-country collaboration, fostering shared learning and support across the D.A.Y. network. By addressing the skills and resources gaps identified, the D.A.Y. project can empower youth to engage more effectively as advocates, strengthening their ability to drive social change.

Cyprus

The Center for Social Innovation – Cyprus was responsible for careing out the focus groups in Cyprus in order to discuss the impact of Digital Tools for Advocacy in Civil Society.

CSI decided to conduct the focus groups in two parts with seperate indivituals in each focus groups. A total number of 7 indivituals were engaged during the focus groups with a variety of backgrounds raginging form youth workers working in CSOs, journalist and people with expirience in EU-Funded Youth Projects.

Demographic profile

Ngo Staff
25%

Journalist
12.5%

Youth
12.5%

Youth Organisation
50%
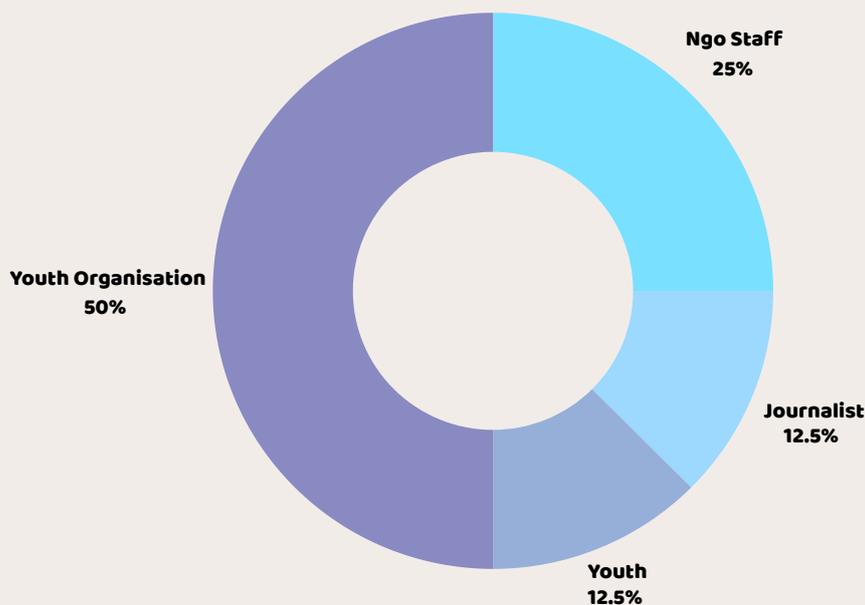
The two focus groups conducted in Cyprus brought together a diverse group of seven participants with varying levels of experience in youth-related work and advocacy. Among them, four individuals were volunteers and staff members from youth organizations, two participants had experience working with NGOs, and one participant was a journalist. This mix of backgrounds provided a well-rounded perspective on the topics discussed, combining grassroots experience, organizational insights, and media expertise. Participants were recruited through our existing network of connections and partnerships, ensuring a balanced representation of individuals actively engaged in advocacy and youth-related initiatives.

Cyprus

The Focus Group 1 was focus on the **Digital Tool Usage and Effectiveness in Advocacy** discussing the following categories:

- **Role of Digitals Tools in Advocacy**
- **Social Media Usage for Advocacy**
- **Current Digital Tools Used**
- **Effectiveness and Success Stories**
- **User-Friendliness of Tools**

The meeting was held online through MS Teams and the questions were answered through Menti.com at the 5th of November 2024.

Cyprus

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The meeting was held online through MS Teams and the questions were answered through Menti.com at the 5th of November 2024. Each category had aproximatily three questions each depending on the category.

Cyprus

Role of Digitals Tools in Advocacy:

Digital tools, especially social media and AI, play a crucial role in advocacy by enhancing efficiency and improving the effectiveness of communication and dissemination efforts. Participants anticipate significant advancements in digital advocacy over the next 5-10 years, with emerging technologies and AI offering new opportunities, though they acknowledge that new challenges will also arise. Key challenges in implementing digital tools include a lack of capacity building, the overwhelming amount of online content making it hard to engage audiences, and the constant shifts in digital trends.

Social Media Usage for Advocacy:

Participants frequently use platforms such as Facebook, Twitter (X), Instagram, TikTok, and LinkedIn for advocacy purposes. These platforms are considered highly effective for promoting events, engaging with youth audiences, and delivering messages in a smart and efficient way. Numerous success stories highlight the role of social media in achieving advocacy goals, including recruiting participants for training programs and study visits, sharing promotional videos, and increasing visibility and engagement for campaigns

Cyprus

Current Digital Tools Used:

Participants currently use digital tools such as Facebook, Twitter (X), Instagram, TikTok, LinkedIn, and Canva for their advocacy efforts. These tools were discovered through personal use, organizational resources, or by attending training sessions hosted by other organizations. While participants acknowledged the value of the tools they already use, they were not aware of any new tools or technologies beyond their current toolkit that could further enhance their advocacy efforts.

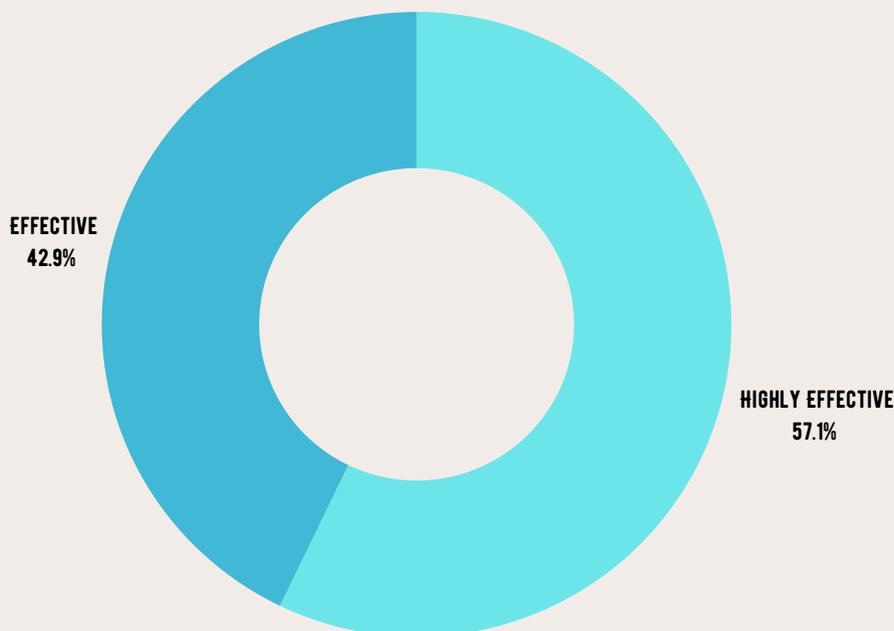|		
FACEBOOK	**X**	**INSTAGRAM**
LINKEDIN	**CANVA**	**META BUSINESS**

Cyprus

EFFECTIVE
42.9%

HIGHLY EFFECTIVE
57.1%

Effectiveness and Success Stories:

Participants found their current digital tools, particularly social media platforms like Facebook, Twitter, and Instagram, highly effective for achieving advocacy goals. These tools enable rapid dissemination of messages, broad audience reach, and enhanced visibility, with features like hashtags, targeted ads, and analytics offering tailored messaging and real-time performance tracking. Success stories include using social media to recruit participants for training sessions, promote study visits and workshops through visually engaging campaigns, and leverage video content on platforms like Instagram and TikTok to drive engagement.

To measure the impact of their efforts, participants rely on metrics such as reach, likes, shares, comments, and click-through rates, as well as event registration data and post-campaign surveys. Despite these methods, there is a recognized need for more advanced tools to assess the long-term impact of advocacy efforts beyond short-term engagement metrics.

Cyprus

User-Friendliness of Tools :

Participants found their current digital tools, particularly social media platforms like Facebook, Twitter, and Instagram, highly effective for achieving advocacy goals. These tools enable rapid dissemination of messages, broad audience reach, and enhanced visibility, with features like hashtags, targeted ads, and analytics offering tailored messaging and real-time performance tracking. Success stories include using social media to recruit participants for training sessions, promote study visits and workshops through visually engaging campaigns, and leverage video content on platforms like Instagram and TikTok to drive engagement.

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About focus group 2:

Focus Group 1 was focus on the **Digital Tool Usage and Effectiveness in Advocacy** discussing the following categories:

- **Areas of Improvement and Innovation**
- **Barriers and Challenges**
- **Learning and Support for Digital Tools**
- **Impact Measurement and Future of Digital Advocacy**

The meeting was held online through MS Teams and the questions were answered through Menti.com at the **2nd of December 2024**.

Cyprus

Areas of Improvement and Innovation:

Participants identified several areas where existing digital tools could be enhanced, including improved data analysis features to better measure advocacy impacts and multilingual support to engage audiences across diverse languages. They also highlighted a need for more AI-driven functionalities, such as personalized recommendations and real-time updates, to optimize advocacy workflows and outreach In terms of new tools or technologies, participants suggested incorporating innovative solutions like Augmented Reality (AR) and Virtual Reality (VR) to create immersive advocacy experiences. Additionally, tools designed specifically for donation and signature campaigns were seen as valuable additions to support fundraising and petition-driven advocacy efforts

Barriers and Challenges

Participants identified several weaknesses and limitations in the digital tools they use. Key issues include a lack of integration between tools, especially with non-affiliated platforms, and the complexity of advanced features, which can be difficult for smaller organizations to navigate. They also highlighted significant barriers, such as algorithm changes on social media that reduce organic reach, and technical challenges faced by teams with limited expertise. Additionally, participants noted difficulties in adapting advocacy messages across different platforms, particularly when converting posts into videos, which can complicate the consistency and effectiveness of campaigns.

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Learning and Support for Digital Tools

Participants emphasized the importance of structured learning opportunities to better accommodate digital tool usage within their organizations. They suggested training programs, including workshops, online tutorials, and peer-learning sessions, as effective ways to improve digital tool proficiency. There was a strong desire for more hands-on training to strengthen practical skills. In terms of specific areas of interest, participants expressed a keen interest in learning video production skills, social media analytics, advanced content scheduling techniques, and how to leverage AI tools for advocacy to enhance their digital strategies.

Social Media Management

Content Management

Digital Management

Ai Workshops

Cyber Security

Search engine optimazation

Impact Measurement and Future of Digital Advocacy

Participants measure the impact of their advocacy efforts using digital tools by tracking engagement metrics such as reach, clicks, and shares, as well as conversions like event sign-ups or petition signatures. Long-term impact is evaluated through audience feedback and post-campaign assessments, providing insights into the effectiveness of their advocacy strategies and helping to refine future campaigns.

Cyprus

Conclusion:

Digital tools play a vital role in advancing advocacy efforts by enhancing efficiency, expanding reach, and fostering greater engagement with diverse audiences. Participants widely use platforms like Facebook, Instagram, and TikTok, finding them effective for promoting events, recruiting participants, and sharing impactful content. However, challenges remain, including technical barriers, a lack of integration between platforms, and the complexities of advanced features, which can hinder smaller organizations.

To overcome these challenges, participants suggested improvements such as better data analysis, multilingual support, and more user-friendly advanced features. They also highlighted the potential of emerging technologies like AI, augmented reality, and virtual reality to enhance future advocacy efforts.

Training and capacity building are crucial for maximizing the potential of these tools, with participants expressing a need for more hands-on, practical learning experiences in areas such as video production, social media analytics, and AI for advocacy. To measure the success of digital advocacy campaigns, engagement metrics and audience feedback are key indicators, though a stronger focus on long-term impact assessment is also desired.

Overall, while digital tools have proven highly effective in supporting advocacy work, there is a clear demand for ongoing innovation, enhanced learning opportunities, and more comprehensive impact measurement strategies to continue driving successful advocacy campaigns in the future.