



SOCIAL MEDIA CAMPAIGN

WP3 – Implementation and evaluation of primary prevention strategies

Deliverable D3.1

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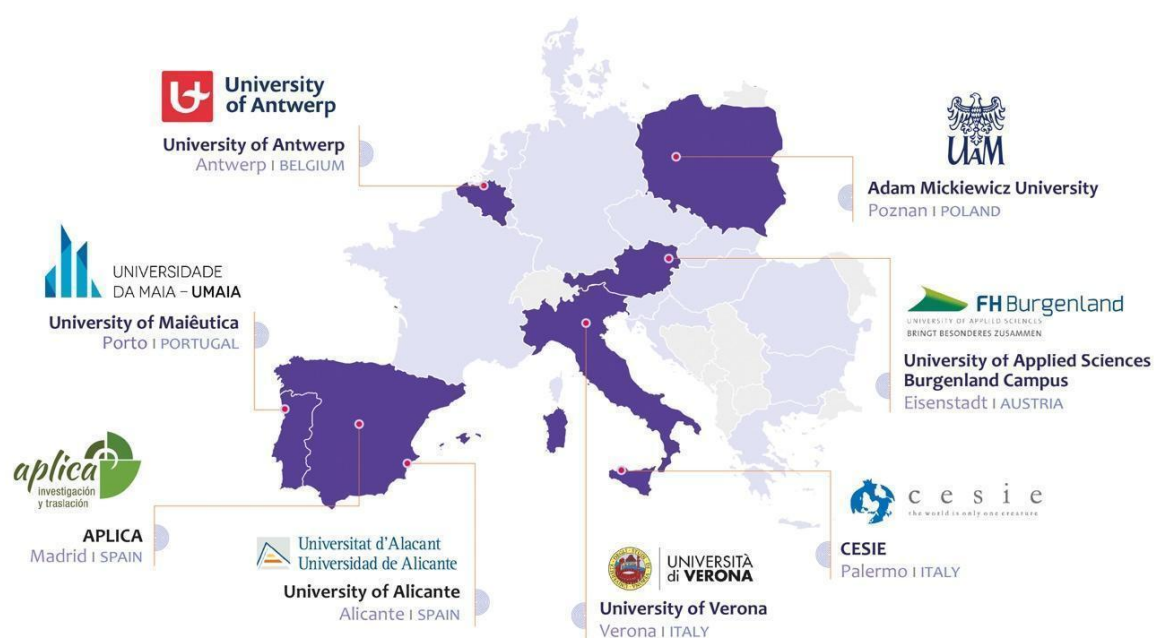


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Consortium

No	List of partners	Acronym	Country
1	University of Alicante	UA	ES
2	Centro studi e iniziative europeo	CESIE ETS	IT
3	University of Maia	UMaia	PT
4	APLICA Investigación y traslación Soc. Coop.	APLICA	ES
5	Adam Mickiewicz University	AMU	PL
6	University of Applied Sciences Burgenland Campus	FH-Burgenland	AUT
7	University of Verona	UNIVR	IT
8	University of Antwerp	UANTWERP	BEL



Acronyms

Acronym	Meaning
GBV	Gender-based Violence
SH	Sexual harassment

Summary of the Project

The goal of the Uni4Equity project is to strengthen the ability of universities to identify, map and respond to online and offline sexual harassment (SH) at workplace and other relevant settings (classrooms, digital space), with an explicit (but not exclusive) focus on minority social groups.

More specifically, it is aimed to:

- 1) reinforce universities teams, networks, and units in charge of gender equality issues through structural reforms, improved work processes and the engagement of key stakeholders for the prevention of SH;
- 2) promote mutual learning and exchange of good practices to identify and tackle SH at the university among different target groups;
- 3) increase the social awareness about the importance of rejecting all forms of SH and the need to contribute to its prevention among university members;
- 4) improve the skills and the capacity of professionals and the availability of tools and resources to address and follow-up on SH;
- 5) reduce the risk factors of exposure to SH at different levels of relationships (interpersonal, institutional and social) for different university target groups, including minority social groups;
- 6) minimise the impacts that SH may have on victims;
- 7) contribute to the acknowledge universities as assets to prevent and respond to this problem;
- 8) address and prevent SH at universities as a priority issue for gender equality promotion.

Enhancing these aims requires an ecological approach that integrates strategies at different levels of prevention (primary, secondary and tertiary). The main target group of the project are students, teachers and administrative staff at the university, including social minority groups.

A multi-agency cooperation between universities and other relevant social actors is proposed to promote these changes through a mixed-method participative methodology.

Table of content

Table of content	5
Executive summary.....	6
Introduction	7
Campaign analysis	9
Sustainability and key takeaways	20
Conclusions	22

Executive summary

The present document evaluates the **Uni4Equity** project's Social Media Campaign, designed to effectively communicate the project's objectives, increase awareness of sexual harassment (SH) in universities, and disseminate key findings.

The campaign was implemented as part of **Work Package 3 – Implementation and evaluation of primary prevention strategies** with the project's broader goal to strengthen universities' capacity to prevent and address online and offline SH. It focused on primary prevention through a 16-day awareness campaign on social media, coinciding with the **International Day for the Elimination of Violence Against Women** (November 25) and **16 Days of Activism Against Gender-Based Violence** (25 November – 10 December).

The campaign **aimed at**:

- ❖ achieving 1,000 unique views of project-related content;
- ❖ increasing awareness and securing sharing of the content also from partner universities' social media accounts;
- ❖ stimulating a discussion on universities' role in combating SH by engaging external social media accounts;
- ❖ reaching 50 click-throughs on campaign resources via Linktree before February 2025.

The main results of the campaign:

- ❖ over 30,000 users reached by the overall campaign;
- ❖ over 8,000 views on the campaign's most successful post (a carousel infographic);
- ❖ over 2,000 views on the campaign's kick-off video reel, with 65% of them by non-followers.
- ❖ strong engagement before the campaign start – though a series of interactive with 3,874 views on a single question;
- ❖ 109 views and 85 resource downloads via the Linktree page;
- ❖ overall - all of the communication objectives exceeded, demonstrating strong engagement from the academic and civil society sectors.

This report outlines the strategies, impact, and lessons learned from the campaign and offers recommendations for future digital activism efforts on SH prevention.

Introduction

Sexual harassment (SH) remains a significant issue in higher education, affecting students, faculty, and administrative staff across Europe. Despite increasing awareness and institutional policies, many universities still lack effective prevention strategies and response mechanisms. The Uni4Equity project was developed to strengthen universities' capacity to identify, prevent, and respond to SH—both online and offline—by fostering institutional change, raising awareness, and equipping key stakeholders with the necessary tools.

As part of **Work Package 3 – Implementation and evaluation of primary prevention strategies**, the campaign was designed to:

- ❖ engage universities, students, and staff in discussions on SH prevention.
- ❖ leverage digital platforms to amplify the project's findings and recommendations.
- ❖ promote a culture of zero tolerance through strategic and engaging content.

To maximise visibility and impact, the campaign was aligned with **the 16 Days of Activism Against Gender-Based Violence** (25 November – 10 December), an international movement bringing together thousands of organisations and individuals advocating for gender equality, and specifically - with the **International Day for the Elimination of Violence Against Women** (November 25).

In order to guarantee a wider outreach, a higher number of visualisations and to reach the goals set for the campaign, the task leader CESIE ETS, together with the project coordinator (UA), decided on creating a shorter but, hence, more intensive and effective social media campaign over a longer one.

This allowed for a boost in the organic growth of the project's social media channels, especially its Instagram page, a better engagement of the visitors and followers and, subsequently, a better dissemination of the project's messages and developments.

This intensive, short-term strategy allowed the partners to:

- ❖ build momentum and anticipation leading up to the launch;
- ❖ create strong, visually appealing content with higher chances of virality;
- ❖ ensure higher engagement rates by focusing efforts within a defined timeframe.

The campaign utilised a **multi-platform approach**, primarily on **Instagram** and **Facebook**, to reach diverse audiences, including:

- ❖ university students, faculty, and staff across Europe;
- ❖ civil society organisations working on gender equality and harassment prevention;

- ❖ the general public, particularly individuals interested in addressing SH in academic settings.

This report evaluates the strategy, implementation, and impact of the social media campaign, highlighting key achievements, engagement metrics, and lessons learned to inform future digital awareness efforts. The content of the social media campaign was based on the findings from some of the research activities performed during the implementation of the Uni4Equity project. It focused on the prevalence of SH in universities and provided useful guidelines on prevention, protocol revision and active bystandership. The content of the campaign was shared via a mix of written posts, animations and video reels.

Campaign analysis

The Uni4Equity Social Media Campaign was designed to maximise reach and engagement by leveraging both **Facebook** and **Instagram**.

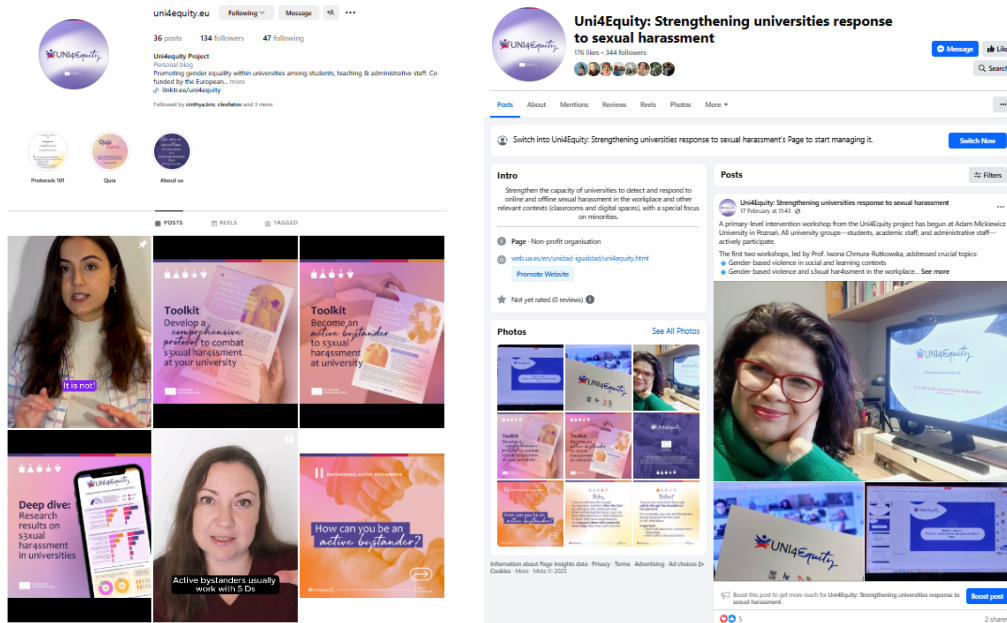


Image 1. The Uni4Equity's Instagram and Facebook pages

While Uni4Equity had an existing Facebook presence since early 2024, an Instagram account (@uni4equity_eu) was created specifically for this campaign, as research showed that target audiences — students, university staff, and civil society actors — are more active on this platform.

Hashtags used during the campaign were: #StopSexualHarassment #SafeUniversities #NoExcuse #16Days

Between Facebook and Instagram, a total of 54 posts were created — including all types of content, such as reels, carousels, stories etc. 34 posts were published on Instagram and 20 of them shared also to Facebook. The posts that were not shared to Facebook are: “coming soon” (1 post); introduction posts, as the Instagram account was created right before the campaign (3 posts); announcement of the quiz, which was ran mostly on Instagram (1 post), partner presentations (8 posts); infographics in the end of the campaign (1 post).

Table 1. Content of the social media campaign.

No.	Date	Description	Platform	Reach	Link
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1	13/11/2024	Instagram post - Coming soon	U4E Instagram	254	https://www.instagram.com/p/DCTgdwVPlrM/
2	13/11/2024	Instagram post - Intro	U4E Instagram	788	https://www.instagram.com/p/DCT-85LoDHV/
3	14/11/2024	Instagram post - Intro	U4E Instagram	199	https://www.instagram.com/p/DCWEGbvISTR/
4	15/11/2024	Instagram post - Intro	U4E Instagram	449	https://www.instagram.com/p/DCZKxeDITZL
5	18/11/2024	Instagram reel - teaser	U4E Instagram	592	https://www.instagram.com/p/DCg1kQcorQb/
6	18/11/2024	Facebook reel - teaser	Facebook	29	https://www.facebook.com/reel/1250439699494967
7	19/11/2024	Instagram post - Quiz	U4E Instagram	226	https://www.instagram.com/p/DCjmfoQoACT/
8	20/11/2024	Instagram post - UA	U4E Instagram	772	https://www.instagram.com/p/DCIh_vhIdAj/
9	20/11/2024	Instagram post - CESIE	U4E Instagram	560	https://www.instagram.com/p/DCIidvEoz75/
10	20/11/2024	Instagram post - UMAIA	U4E Instagram	2,414	https://www.instagram.com/p/DCIjXY0oRP4
11	20/11/2024	Instagram post - Antwerp	U4E Instagram	816	https://www.instagram.com/p/DCm_ZWAl_Sp
12	21/11/2024	Instagram post - Burgenland	U4E Instagram	144	https://www.instagram.com/p/DCoTHdVNQKc/
13	21/11/2024	Instagram post - Aplica	U4E Instagram	88	https://www.instagram.com/p/DCppDxnPpGa
14	22/11/2024	Instagram post - UAM	U4E Instagram	86	https://www.instagram.com/p/DCq83iqofOO/
15	22/11/2024	Instagram post - Verona	U4E Instagram	6,060	https://www.instagram.com/p/DCsMQFKBGik
16	25/11/2024	Instagram reel - Campaign	U4E Instagram	1,345	https://www.instagram.com/p/DCxgJVNoHZK/
17	25/11/2024	Facebook reel - Campaign	Facebook	4,616	https://www.facebook.com/reel/919417566444456
18	25/11/2024	Instagram post - Infographics	U4E Instagram	3,764	https://www.instagram.com/p/DCzVT-wIWmW/
19	26/11/2024	Facebook post - Infographics	Facebook	18	https://www.facebook.com/uni4equity/posts/pfbid02Pch2n7LDuTh8UjjvWG4HsZFBT2KZe3xKaMHHKxMAiYgbE3sFA4gJ9MfFiW51XQC3I
20	26/11/2024	Instagram post – Educational (What is SH?)	U4E Instagram	534	https://www.instagram.com/p/DC1N3v5gikJ/
21	26/11/2024	Facebook post – Educational (What is SH?)	Facebook	18	https://www.facebook.com/uni4equity/posts/pfbid02MXU4RuwHaHmP

					mVZ6FLJ1rEHspJcdkX1dp9PKBC8TA8YrQdVfhnXD uDMUhw6tDzMFI
22	26/11/2024	Instagram post - Infographics	U4E Instagram	130	https://www.instagram.com/p/DC18TNutzbd
23	26/11/2024	Facebook post - Infographics	Facebook	31	https://www.facebook.com/uni4equity/posts/pfbid0Jm3CZR8XEW5xEuLf454EojijooHYrftMcNqDkPqp7aGuvHKKQxUjXg42QsdpjAcFI
24	27/11/2024	Instagram post – Educational (Victim blaming)	U4E Instagram	3,360	https://www.instagram.com/p/DC3ISP0IUiy/
25	27/11/2024	Facebook post – Educational (Victim blaming)	Facebook	30	https://www.facebook.com/uni4equity/posts/pfbid0LDZtHWwBdcokdqwnofyohGoqsGRSHNjGaaBrcntGocWDC3SwsyEB2s6LrtkQWziAI
26	27/11/2024	Instagram post - Infographics	U4E Instagram	147	https://www.instagram.com/p/DC4a6iRNod1
27	27/11/2024	Facebook post - Infographics	Facebook	26	https://www.facebook.com/uni4equity/posts/pfbid02kvqgk7BE84yMYfmiYPM8ZgMDwxXfpueDix1kSVYWkgCyMnCvXSRZt8sBzxa878pRI
28	28/11/2024	Instagram post – Educational (Universities and SH)	U4E Instagram	53	https://www.instagram.com/p/DC6r0a0glCM
29	28/11/2024	Facebook post – Educational (Universities and SH)	Facebook	28	https://www.facebook.com/uni4equity/posts/pfbid09ari9pJmHbzDX94J2gFz9dzMYCMPJWopsdds5iTpw9zhGaDjXbsTnRzjc1DvjFngl
30	28/11/2024	Instagram post - Infographics	U4E Instagram	113	https://www.instagram.com/p/DC7K0ctqExX
31	28/11/2024	Facebook post - Infographics	Facebook	25	https://www.facebook.com/uni4equity/posts/pfbid0JMzjf8AH2b9fJQjWuXCT5unh4Y4qukMXhTYVhfxrAMGHeA2SFHL4mueAwKYSS8MGI
32	29/11/2024	Instagram post – Educational (Intersectionality)	U4E Instagram	323	https://www.instagram.com/p/DC9Vygcliqp
33	29/11/2024	Facebook post – Educational	Facebook	36	https://www.facebook.com/uni4equity/posts/pf

		(Intersectionality)			bid0povWB2atvV23jBzVdSewvitalEqAeJzbFZzT6w3TrmAGjdLMLj62ZuUuM7a6PW7l
34	29/11/2024	Instagram post - Infographics	U4E Instagram	193	https://www.instagram.com/p/DC9kK9sqJKD
35	29/11/2024	Facebook post - Infographics	Facebook	28	https://www.facebook.com/uni4equity/posts/pfbid02Hcrd7NrwD4ND5SHmqbUmX8JDU9NXY4HQwKBRzrYBFUbjjes3BgH3ArrvbRK81SPvl
36	02/12/2024	Instagram post – Educational (SH and social justice)	U4E Instagram	174	https://www.instagram.com/p/DDEY7i9gyAb
37	02/12/2024	Facebook post – Educational (SH and social justice)	Facebook	91	https://www.facebook.com/uni4equity/posts/pfbid0nR7kdSKLy2Qi2KcyKJgx7r5RymVxy4cXQvRXHrTAXJZKA9p7Do6sny7b7W19xYl
38	03/12/2024	Instagram post – Educational (Prevention)	U4E Instagram	119	https://www.instagram.com/p/DDHfxA7Ak1g
39	03/12/2024	Facebook post – Educational (Prevention)	Facebook	29	https://www.facebook.com/uni4equity/posts/pfbid02ZbqDnrh53xtzSQTTrZjxCHgcH6WCq8Pnsh91AJXj11eos7ZrCdYEA8L6YpbnTH5k9l
40	04/12/2024	Instagram post - Protocols	U4E Instagram	117	https://www.instagram.com/p/DDKVo2nqgbp
41	04/12/2024	Facebook post - Protocols	Facebook	27	https://www.facebook.com/uni4equity/posts/pfbid0GbLaPP52X8y2w8FNeL6pF5S7ptDxHLFsEXTx6Jmr3zuqfqA5PXXAkTLDfR8DXNRI
42	05/12/2024	Instagram post - Protocols	U4E Instagram	197	https://www.instagram.com/p/DDMWcZSI4u
43	05/12/2024	Facebook post - Protocols	Facebook	29	https://www.facebook.com/uni4equity/posts/pfbid0cReZU5hB3ASfmgmZRre9sSCMeajAdBm3MwzVGkttjkCH6LFDH9FYvvQ4roJtWzFl
44	06/12/2024	Instagram post - Protocols	U4E Instagram	37	https://www.instagram.com/p/DDOu-p_g1RY
45	06/12/2024	Facebook post - Protocols	Facebook	33	https://www.facebook.com/uni4equity/posts/pfbid0cReZU5hB3ASfmgmZRre9sSCMeajAdBm3MwzVGkttjkCH6LFDH9FYvvQ4roJtWzFl

					bid09Szg2Tc6HVRChoEJf opbxChnmb2Jd5Knnaj8H 2oWM9hbaqep6DjzyPX M5Deujzdl
46	06/12/2024	Instagram reel - Protocols	U4E Instagram	367	https://www.instagram.com/p/DDPM7nEoFBB/
47	06/12/2024	Facebook reel - Protocols	Facebook	37	https://www.facebook.com/reel/502430466137807
48	09/12/2024	Instagram post - Bystanders	U4E Instagram	137	https://www.instagram.com/p/DDWtxpAgYBN
49	09/12/2024	Instagram post - Bystanders	U4E Instagram	205	https://www.instagram.com/p/DDW_auUAR3m
50	09/12/2024	Instagram reel - Bystanders	U4E Instagram	232	https://www.instagram.com/p/DDXPPtulsQt/
51	09/12/2024	Facebook post - Bystanders	Facebook	43	https://www.facebook.com/uni4equity/posts/pfbid0D6KMBrf6X25BLN525VYAGguhHGax6hU9gDRuXBDFmXEDpiS7oPsE1486982JQXqul
52	09/12/2024	Facebook post - Bystanders	Facebook	59	https://www.facebook.com/uni4equity/posts/pfbid0DCm3LaYhTCPxDtj1tqTgyZnZSF68pQmz9qPvUdWfN3pz6VuMVcj9iwQaaLeg59pul
53	09/12/2024	Facebook reel - Bystanders	Facebook	53	https://www.facebook.com/reel/1299802314480260
54	17/12/2024	Instagram post - Infographics pdf	U4E Instagram	150	https://www.instagram.com/p/DDrvzwElzz4/
				30,431	

1. Lead-up to the campaign

To build anticipation and establish a follower base, CESIE ETS developed pre-campaign content in collaboration with project partners:

❖ Partner introductions.

In the weeks leading to the **25 November**, CESIE ETS team introduced each partner in individual posts on Instagram that were published in collaboration with the respective partner, which helped build momentum and a follower base.

The partner Instagram accounts are:

- **University of Alicante:** @ua_universidad; @quenonosdeterminen; @vicerectoradodeigualdad
- **CESIE ETS:** @cesie.ets;
- **University of Maia:** @umaiaoficial; @criminologia_umaia;
- **Adam Mickiewicz University:** @uam.poznan;
- **Aplica:** #aplica;
- **University of Applied Sciences Burgenland:** @hochschuleburgenland; @uni4equity_austria;
- **University of Verona:** @instaunivr;
- **University of Antwerp:** @uantwerpen; @uantwerpenflw;
- **Others:** @europeancommission.

❖ Interactive quizzes.

At the same time the partners published a **quiz** in a series of stories, both on **Instagram** and **Facebook**, to start talking about the issue of SH, and tease the content that would be shared during the campaign. This approach was proven to be successful, with an average of **26** respondents to our **9** questions, going up to **43** respondents to the **Question 7: What % of students and staff members in universities do you think experience SH during their time at university in Europe?**

The questions shared by the partners on their own social media accounts reached the widest audience, with **3,874 views for the Question 7 story**.

This content was published on the project's accounts as a lead-up to November 25th – the date of the kick-off of the campaign.

2. Best-Performing content

Several content formats were tested throughout the campaign.

❖ Kick-off reel (25 November 2024).

The official start of the campaign was marked by the publication of the reel that featured **11 team members** from all of the partner institutions, delivering key messages on SH prevention and emphasising the role of universities in fostering safe and inclusive spaces.

The reel took inspiration in advocacy videos so that project partners spoke to camera to deliver parts of sentences in an impactful way; it was dynamic and helped convey what Uni4Equity, and the ensuing campaign, was about. The speakers mentioned the prevalence and seriousness of

SH in universities, emphasising its impact on students and staff; highlighted the need for institutions to take responsibility in addressing harassment, preventing it, and supporting victims; stressed that universities should be safe and inclusive communities; and finally, they asserted that everyone has a role in fostering a culture of respect and accountability.

The video script:

"Sexual harassment is a serious issue that affects too many students and staff in universities.

No one should ever feel unsafe, disrespected, or afraid to be themselves at their own university.

Studies show that nearly one in three students in Europe have experienced sexual harassment in some form. This has to stop.

Sexual harassment isn't just unwanted attention; it's a violation of someone's dignity, safety, and respect.

When universities fail to address harassment, they fail their students, their staff, and their academic communities altogether.

By ignoring or dismissing these behaviours, we send the message that harassment is acceptable or just a part of campus life – it's not.

Sexual harassment is a form of gender-based violence, rooted in unequal power dynamics. It's crucial that victims and survivors feel confident to report it to their universities.

Universities are more than places to learn; they're communities where everyone deserves to feel safe and supported.

Creating safe spaces on campus and online means actively preventing harassment, holding people accountable, and providing real support for victims and survivors.

Every single one of us has a role to play in ending sexual harassment and ensuring a culture of respect in higher education.

Let's work together to make our universities safe spaces for everyone – because education should empower, not harm.

On Instagram, this reel organically reached **2,000+** viewers, with **65%** being non-followers, expanding outreach beyond the existing audience, and received **83** interactions, demonstrating strong resonance with viewers.

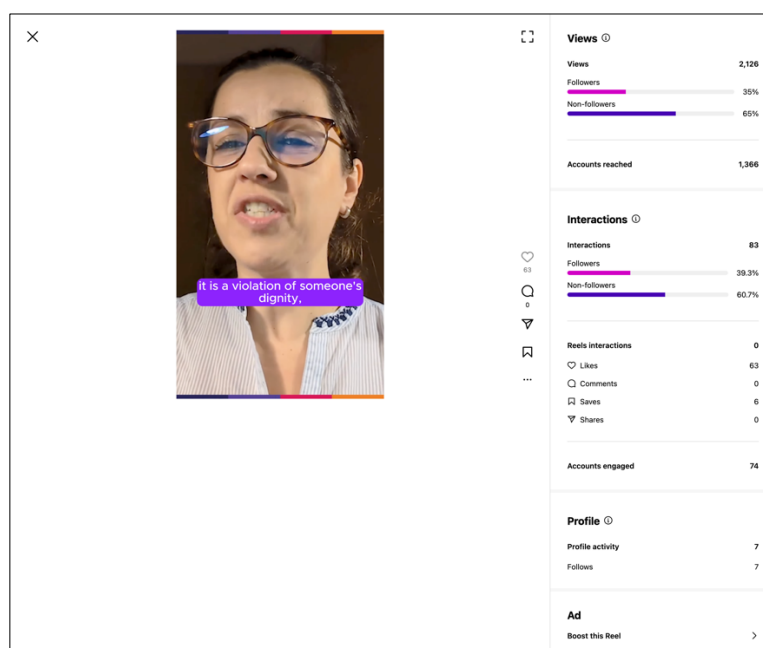


Image 2. The reel statistics on Instagram

❖ Carousel infographic on SH prevalence.

The carousel post was focused on the results of the Uni4Equity assessment, and shared them in an engaging way through colourful infographics. On Instagram it received, again organically, over **8,000** views, reaching a total of **3,880** people, of whom **103** interacted with the post.

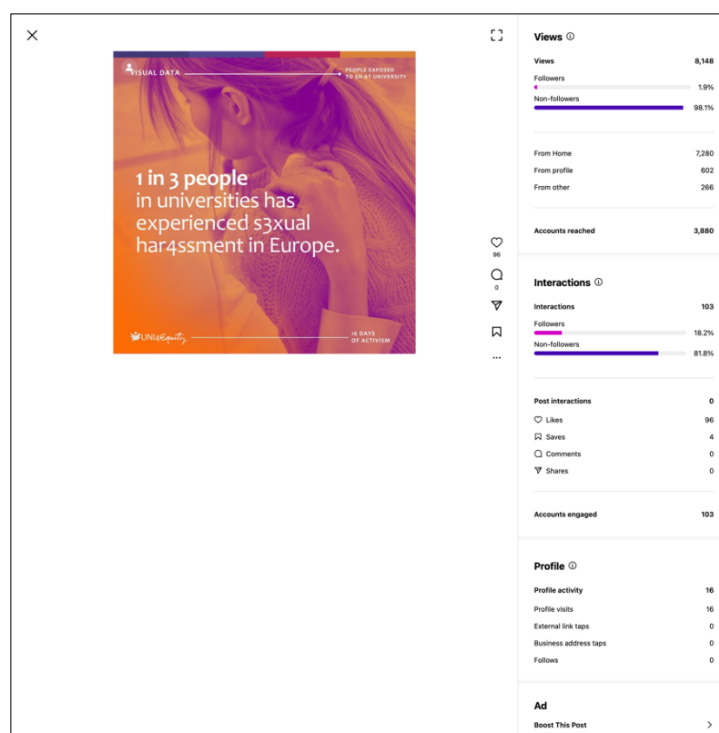


Image 3. The carousel statistics on Instagram

❖ Final reels on SH prevention strategies.

At the end of the campaign, the partners published two more reels, each of with representatives of partner universities speaking to camera to explain key elements of the prevention of SH in the university setting. These showed higher targeted reach, at **404** and **285** each (across both platforms).

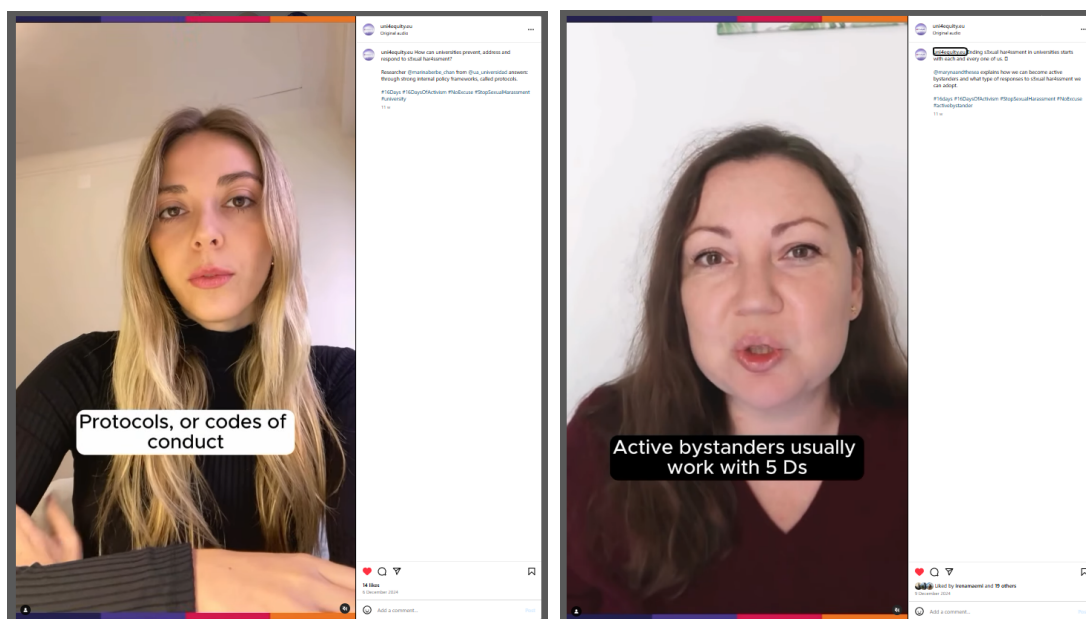


Image 4. Final reels of the campaign

❖ Linktree.

Finally, one of the aims was to share key resources on SH via a Linktree page, attached to the Instagram account. This has had a total of **109** views and **85** clicks as of (February 25th, 2025), led by the pdf documents that we produced post-campaign to share the same infographics in an easy-to-print and easy-to-view way.

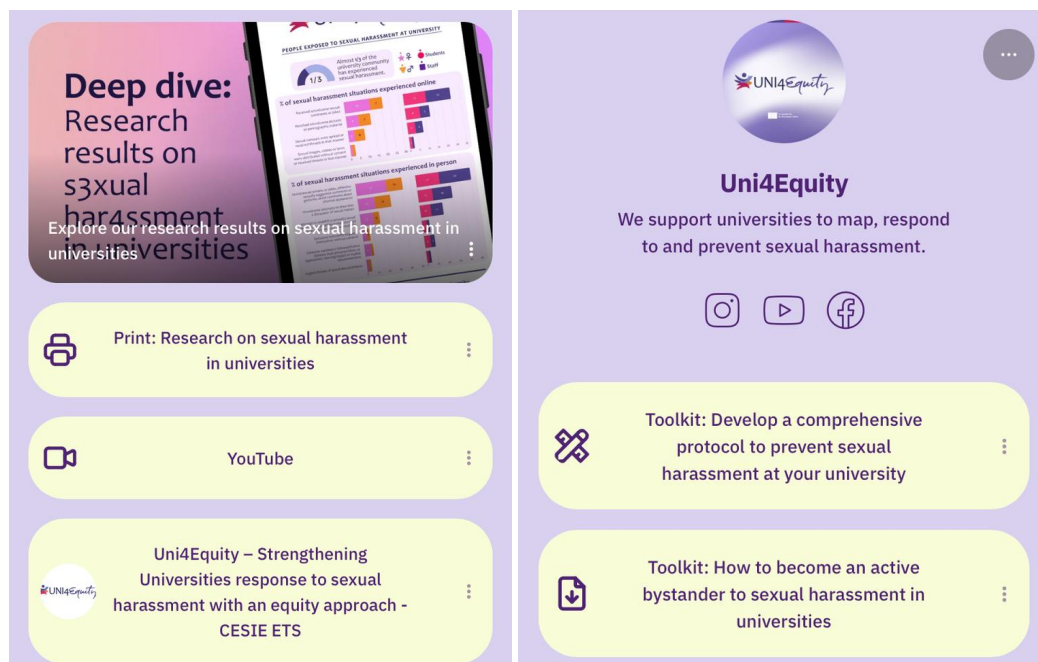


Image 5. Linktree page with key resources

3. Overall performance statistics

For the rest of the campaign, the posts and stories received decent exposure (see full numbers below), showing that using carousel posts was successful in sharing educational content in an engaging manner.

In total, the campaign overachieved on all communications objectives. By sharing some of the campaign posts, stories and the reels, the partners were able to raise further awareness of the actions that they had been taking in their respective universities, with their respective communities.

The campaign exceeded the planned KPIs, with strong engagement across posts and stories:

- Average views per post: **1,418**;
- Average likes per post: **22**;
- Average reach per post: **738**;
- Highest-performing post (carousel infographic): **8,000+** views, **3,880** unique reach, **103** interactions;
- Most impactful video (kick-off reel): **2,000+** views, **65%** non-followers, **83** engagements.

Total Linktree page visits: 109 views, 85 clicks on resources.

4. Difference between the platforms

Out of 54 posts, 20 were published both on Facebook and Instagram at the same time. The total reach of the content is 30,431 persons. However, there is a significant difference in content performance between the platforms. Out of this number, Facebook posts and stories reached only 5,286 users, while 25,145 users were reached via Instagram. One of the posts that performed significantly better than the other ones on Facebook was the reel that kicked-off the campaign – it was viewed over 4,600 times. This reel was sponsored, when the rest of the content performed significantly worse (a medium of 37 views per post). At the same time, the engagement on Instagram was reached almost 100% organically with the medium of 740 people reached per post.

Sustainability and key takeaways

The Uni4Equity campaign successfully reached its goals of raising awareness about SH in universities using social media to reach and engage diverse audiences. Through strategic messaging and innovative content formats, the campaign not only sparked important conversations but also inspired action.

To ensure long-term impact, the Uni4Equity digital community will remain active:

- The social media channels will be managed beyond the project timeline to sustain engagement and advocacy efforts.
- Insights from this campaign will inform future digital outreach strategies, helping universities better communicate policies and resources on SH prevention.

By understanding the strategies that resonated most with the audience, we can enhance our approach to advocacy and social change, ensuring an even greater impact in future campaigns.

Some of the key takeaways from the campaign:

- **Short, focused campaigns create momentum.**

The 16-day campaign period created a sense of importance, generating far more engagement than a longer, lower-intensity approach would have. By keeping the message concise and impactful, the campaign maintained high energy and kept the audience actively involved throughout.

- **Visual storytelling.**

Content that combined powerful visuals with key data points - like carousels and dynamic reels - performed significantly better than text posts. The visually appealing graphics not only capture attention but also make complex information, especially regarding more sensitive topics, easier to understand and share.

- **Interactivity.**

Quizzes and polls were proven to be very attractive to the audience and encouraged direct participation. They really boosted engagement and helped the partners to invite audiences into the conversation.

- **Partner collaborations.**

Working with partner universities and sharing posts on their accounts helped the campaign reach wider audiences and achieve more engagement than that one from Uni4Equity's accounts alone.

As the Uni4Equity campaign showed great results, the future campaign dedicated to March 8/Beijing +30/ Commission on the Status of Women is planned for March 2025. The future campaigns regarding SH can build on this success in order to achieve maximum impact. By maintaining momentum and refining digital outreach strategies, universities can play a central role in fostering a culture of zero tolerance for sexual harassment.

Conclusions

The Uni4Equity social media campaign successfully increased awareness, engagement, and access to resources on SH in universities. The campaign's structured approach—building anticipation, leveraging interactive formats, and aligning with a global activism movement—proved highly effective.

The campaign reached the previously set goals and provided valuable takeaways for the future campaign.

