

EU-ILO projects
Enhancing the labour administration capacity to improve working conditions
and tackle undeclared work
Towards safe, healthy and declared work in Ukraine

Information campaign «Виходь на світло»

Report of Phase 1



March 2020

www.ilo.org/UkraineEUProject
www.ilo.org/shd4Ukraine

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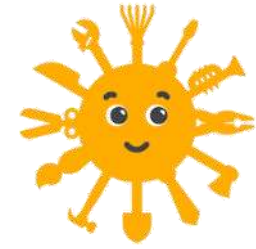


About campaign

communication goals | communication strategy | campaign structure | plan



Communication goals



**ВИХОДЬ
НА СВІТЛО!**

1

Promoting awareness of the problem of undeclared work

2

Starting to form a basic understanding of the problem among potential target groups

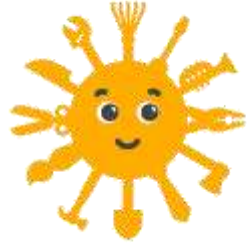


Communication Strategy

1. Differentiating target groups by the level of potential impact on their behaviour to determine the order of precedence of communication efforts
2. Promoting the use of correct terminology and understanding of the essence of the problem
 - filling the media field with explainers regarding undeclared work, risks and fines for employers and workers
3. Forming a positive flow of information with respect to the topic both in traditional media and in social media
 - shifting focus in press releases and news
 - adding the format of success stories wherever possible
4. Ensuring the consistence of visual solutions and messages



Structure of the campaign



**ВИХОДЬ
НА СВІТЛО!**

topics for various promotional materials

Undeclared work is a
problem in Ukraine

Declared work
ensures labour rights
and social rights for
workers

Declared work gives
the employer
opportunities for
development

A fine is foreseen for
using undeclared
work

for all audiences

for employees

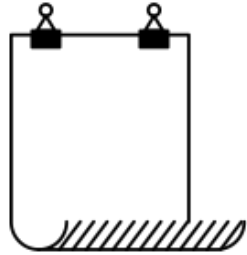
for employers

Campaign structure by channels



Digital

- Google search
- Youtube ads
- Video promo on Facebook



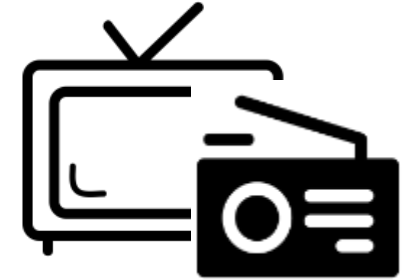
Indoor

- Video in Intercity



State institutions and social partners

- posters placement
- video placement
- banners placement



TV+Radio

- Radio with social quota
- TV with social quota

Informational platform - State Labour Service web-site*

* [Tackling undeclared work](#) page on dsp.gov.ua

1st phase plan* of the communication campaign

- development of the informational materials
- distribution of the informational materials
- development of the branded section on dsp.gov.ua



Production of the materials

video | audio | posters | stand | stickers



Video

4 animated reels, disclosing campaign key messages

[Video 1.](#) Undeclared work – is a problem in Ukraine



[Video 3.](#) Undeclared work does not protect from fine



[Video 2.](#) Undeclared work does not protect labour and social rights



[Video 4.](#) Declared work opens new opportunities for business



Audio



Undeclared work - is a problem in Ukraine



Undeclared work does not protect labour and social rights



Undeclared work does not protect from fine



Informational posters

A3 and A1 formats for 3 audiences, quantity 5 300 pieces

employees

**ВИХОДЬ
НА СВІТЛО!**

**ВАША ПРАЦЯ ПОВНІСТЮ
ЗАДЕКЛАРОВАНА, ЯКЩО:**

-  Роботодавець уклав із вами трудовий договір
-  Роботодавець повідомив про ваше працевлаштування Державну фіскальну службу
-  Роботодавець сплачує за вас єдиний соціальний внесок
-  Ви отримуєте заробітну платню офіційно у повному розмірі

ВАШІ ПЕРЕВАГИ:

- 1 Регулярна заробітна платня
- 2 Страхування на випадок безробіття
- 3 Страхування від нещасного випадку на виробництві
- 4 Страхування на випадок тимчасової непрацездатності
- 5 Безпечні та здорові умови праці

**НЕ ЗАДЕКЛАРОВАНА ПРАЦЯ
НЕ ЗАХИЩАЄ ВІД ЗВІЛЬНЕННЯ**



Дізнайтеся більше на www.dsp.gov.ua

Номер для консультацій **(044) 288 10 00**

Кампанія фінансується ЄС та виконується Міжнародною організацією праці

**ПРЯМУЄМО
РАЗОМ**

International
Labour
Organization

employers

**ВИХОДЬ
НА СВІТЛО!**

РОБОТОДАВЕЦЬ СПЛАЧУЄ

ШТРАФ

ЗА КОЖНОГО НЕОФОРМЛЕНОГО ПРАЦІВНИКА

**НЕ ЗАДЕКЛАРОВАНА ПРАЦЯ
НЕ ЗАХИЩАЄ ВІД ШТРАФУ**



Дізнайтеся більше на www.dsp.gov.ua

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**ПРЯМУЄМО
РАЗОМ**

International
Labour
Organization

large enterprise

**ВИХОДЬ
НА СВІТЛО!**

**НЕ ЗАДЕКЛАРОВАНА ПРАЦЯ
НЕ ВІДКРИВАЄ НОВІ РИНКИ**

**МОЖЛИВОСТІ РОЗВИТКУ ДЛЯ
ПРОЗОРОГО БІЗНЕСУ**

-  Залучення інвестицій
-  Міжнародне партнерство
-  Найкращі профі у команді



Дізнайтеся більше на www.dsp.gov.ua

Кампанія фінансується ЄС та виконується Міжнародною організацією праці

**ПРЯМУЄМО
РАЗОМ**

International
Labour
Organization

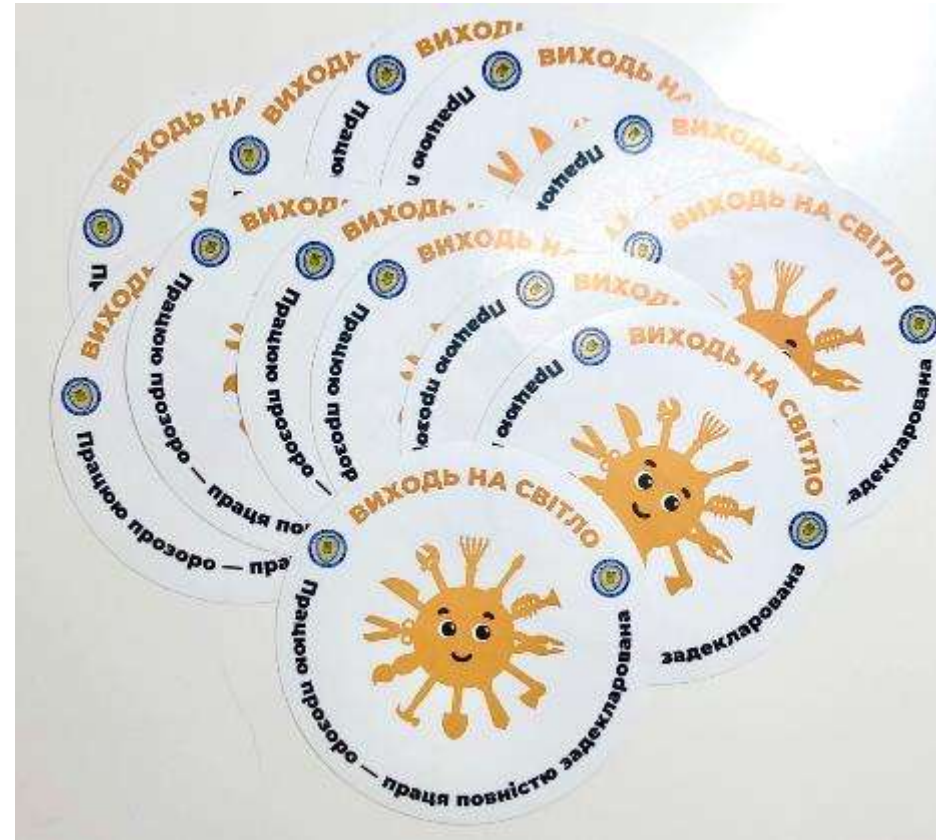
Stand

Informational stand for events. Height 200 sm, width 180 sm



Stickers

diameter 10 sm, quantity 2 000



Distribution

media | digital | stakeholders



1. Media campaign

Intercity trains



Placement in Intercity trains

informational material	4 reels 30 sec
period	Feb-Mar
carrier	540 monitors
impressions	544 320
coverage 1+*	500 000

** seen more than 1 time by one person*



Train connections

- Darnitsa, Kyiv — Lviv
- Kyiv — Kharkiv
- Kyiv — Dnipro — Pokrovsk
- Kyiv — Dnipro — Zaporizhya
- Kyiv — Odesa (Kostyantynivka)
- Kyiv — Odesa (via Zhmerinka)
- Kyiv — Peremyshl (via Svyatoshyn, Korosten, Pidzamche, Lviv)
- Kyiv — Peremyshl (via Vinnytsa, Khmelnytsky, Ternopil, Lviv)



Photo report Intercity

Reel #1. Undeclared work - is a problem in Ukraine



Photo report Intercity

Reel #2. Undeclared work does not protect labour and social rights



Photo report Intercity

Reel #3. Undeclared work does not protect from fine



Photo report Intercity

Reel #4. Declared work opens new opportunities for business



2. Digital campaign

Google search | Youtube | Facebook



Components of the digital campaign



Google search - promo of the section "Overcoming undeclared work" on dsp.gov.ua site, using key words



Up to 30 sec - promo of 4 reels (30 sec) on YouTube. No skip ad



Facebook post & informer - promo of 4 posts with video-reels on SLS Facebook



Overall results of the digital campaign

optimal frequency

3 times per month

- 1 305 386 impressions (posts, videos, informers in Google search)
- 192 276 unique users coverage (people who saw the message 1 and more time)
- 8 482 site conversions

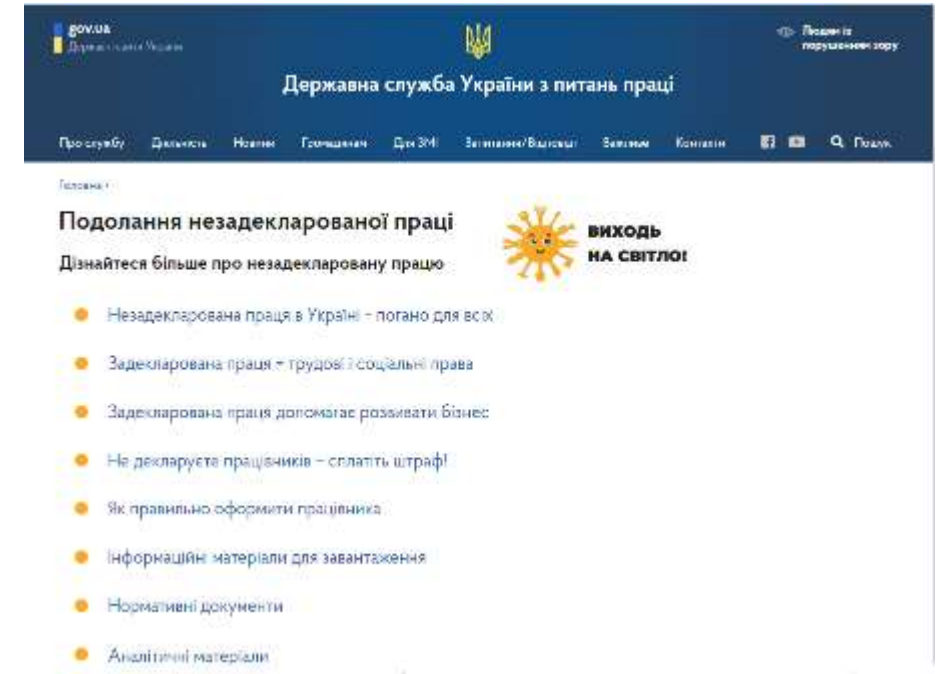
Each of the 192 276 users on average saw the ads 6 times per period, or 3 times per month. The optimal frequency of contact for information messages is 3 times/month. This is enough for users to raise awareness. Therefore, the campaign is considered a success



Site traffic* in I phase period

142 168

users visited SLS site
during the advertising
campaign period

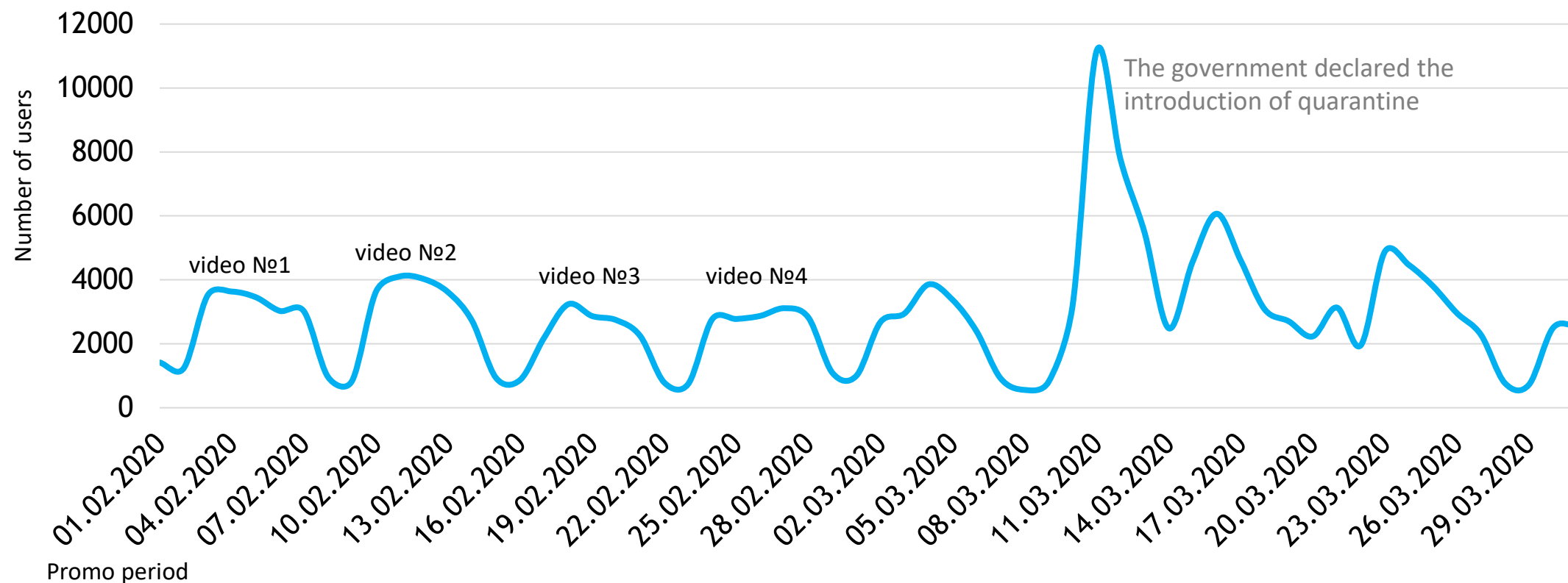


* The dynamics of attendance in comparison to the period before the start of the campaign cannot be shown due to the lack of Google Analytics settings on the State Employment Service website

Source: Google ADS, Facebook ads campaign; Google Analytics

Traffic dynamics of the site during the promo period

01 February-31 March 2020



- The main peaks are related to publication and promotion of new videos on Facebook and YouTube, which in turn provoke an increase in search queries

Facebook and YouTube Ad Share in site conversion*

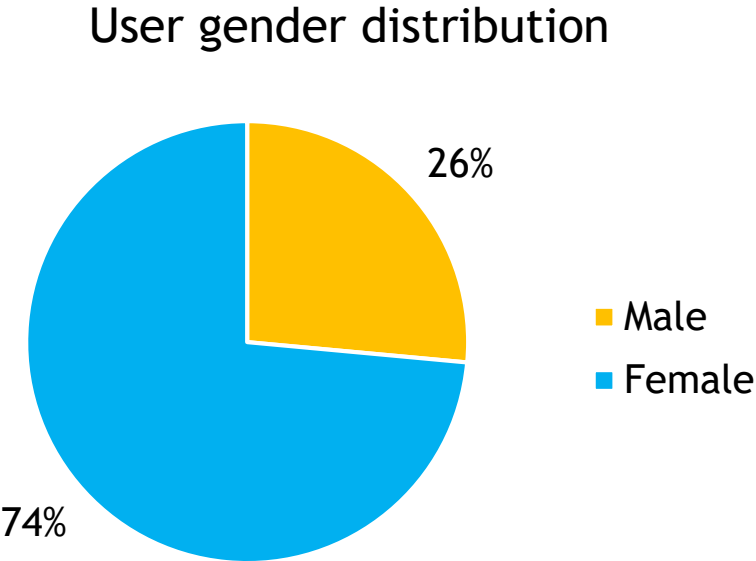
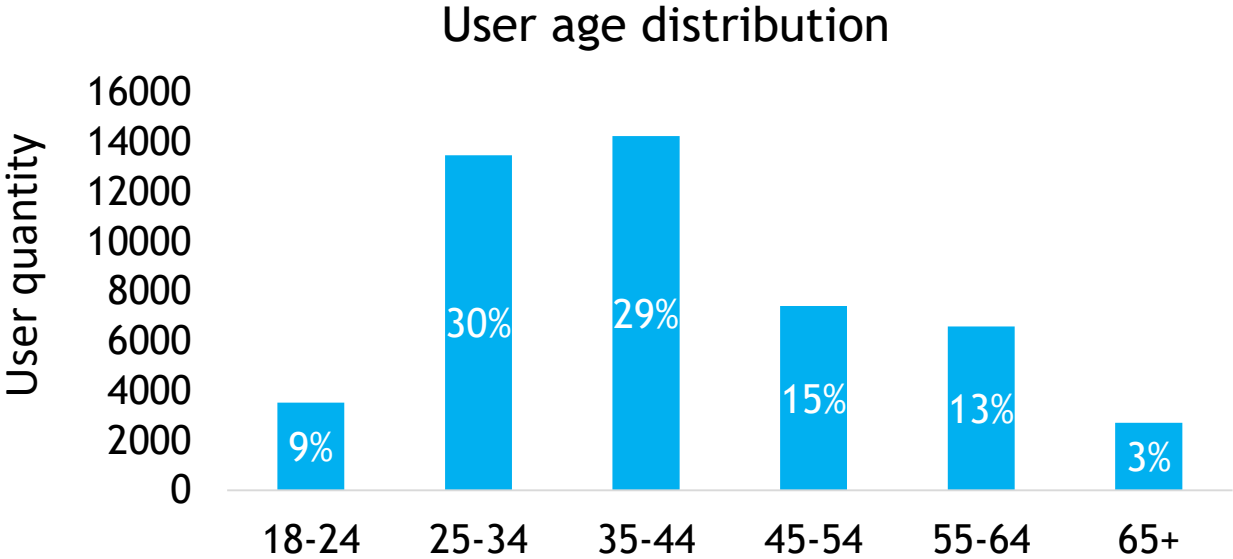
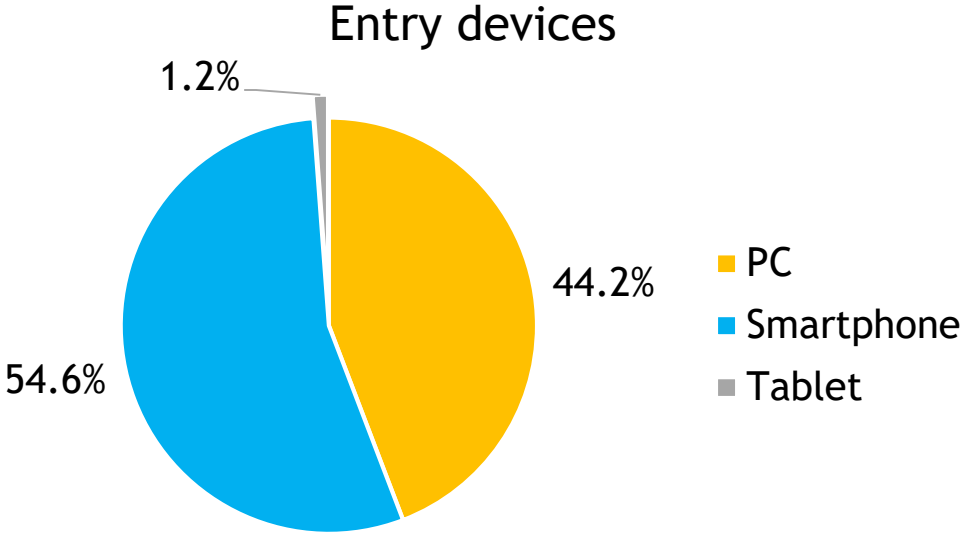


5,6%

- **142 168** users visited the site during the promo period
- **7 946 (5,6%)** of them did so after contacting YouTube, and Facebook advertising

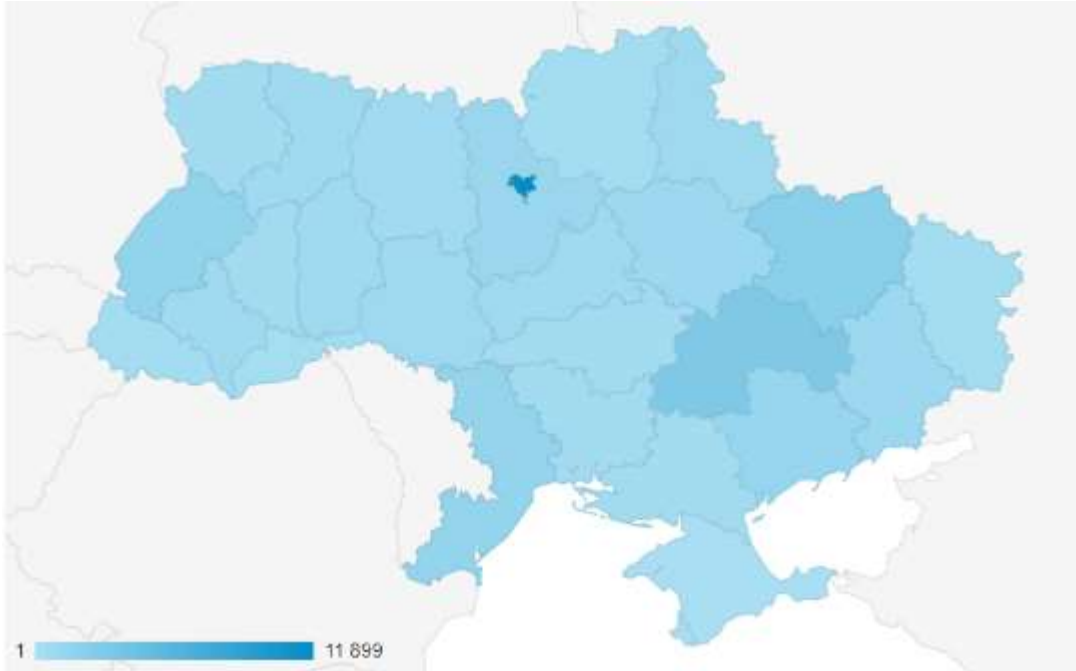
* Google Analytics analytics cabinet was changed to UA-158639140-1 from February 17th, so users' goal statistics were not collected from February 17 to March 12

SLS site audience



- website visitors use PC and smartphone to access the site
- female users are the main visitors of the site and make up 74%
- the 25-44 age group is the most active

Geographical distribution of users



TOP10 Ukrainian users by location



- 96% of the site visitors live in Ukraine
- also visited by users from the US (1.83)%, Russia (0.29%), Poland (0.27%) and Germany (0.25%), which may be related to using VPN

Section 'Tackling the undeclared work'

No	Name of the article/page	Views quantity	Number of users viewed	Average view duration*
1	Overcoming the undeclared work	4 583	2 945	0:01:13
2	Do not declare the employees - pay the fine!	1 963	1 658	0:06:01
3	Undeclared work in Ukraine - bad for everyone	755	593	0:02:42
4	How to declare a new employee	500	401	0:04:10
5	Informational materials for download	412	345	0:03:43
6	Declared work = labour and social rights	360	312	0:01:54
7	Declared work increases business development	164	137	0:02:55
8	Analytics	87	59	0:00:55

- In the period Feb-01-Mar-03 **8 241 users visited the section** "Overcoming undeclared work"
- An average **duration of a section visit** is about **2 minutes ***, so we conclude that the content is in query
- The most visited article is "Do not declare employees - pay fine!"

YouTube promo*. Explanation of indicators

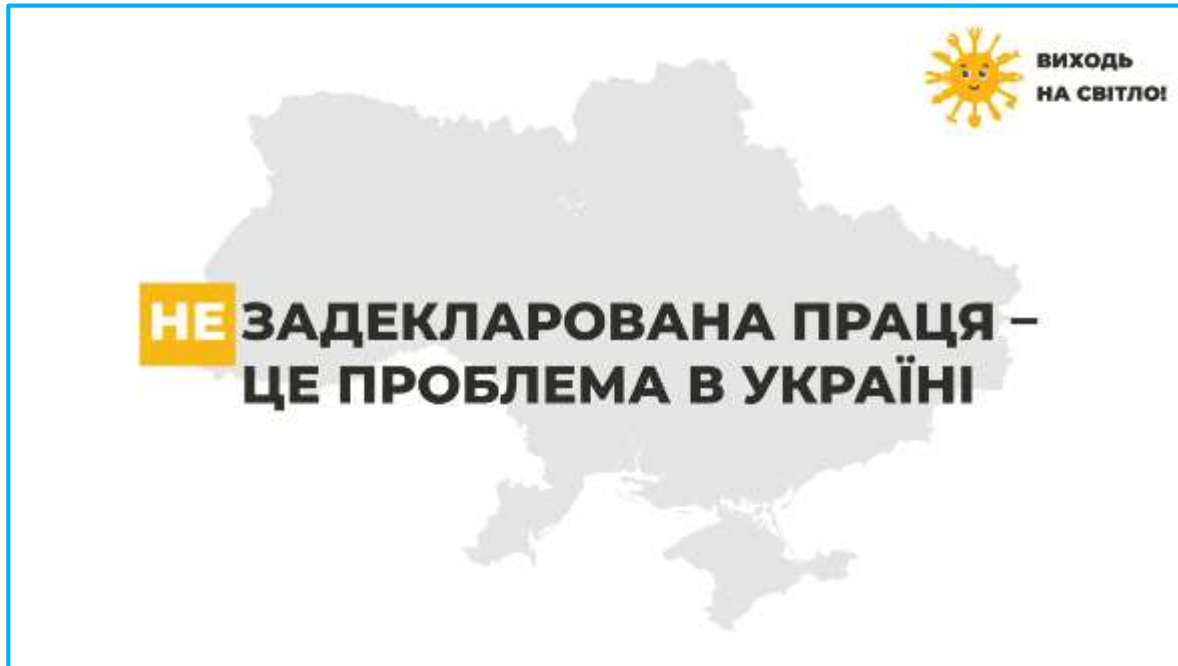
4 videos, 30 seconds each, no skip

- **impressions** - number of times a video was shown during the campaign period
- **views** - same as 'coverage'. The number of unique users who saw the video. Views are less than impressions because people could see same video multiple times during the campaign
- **clicks** - the number of visits to the State Labour website after watching the video
- **average session duration** - how much time a person spent on the SLS website after watching the video on YouTube

* YouTube Ads is a tool that works to reach and informing the audiences, it affects site visitation indirectly



Video #1. Undeclared work is a problem in Ukraine



impressions
152 411

views
59 723

clicks
426

av. session dur.
00:00:42



Video #2. Undeclared work does not protect labour and social rights



impressions
178 502

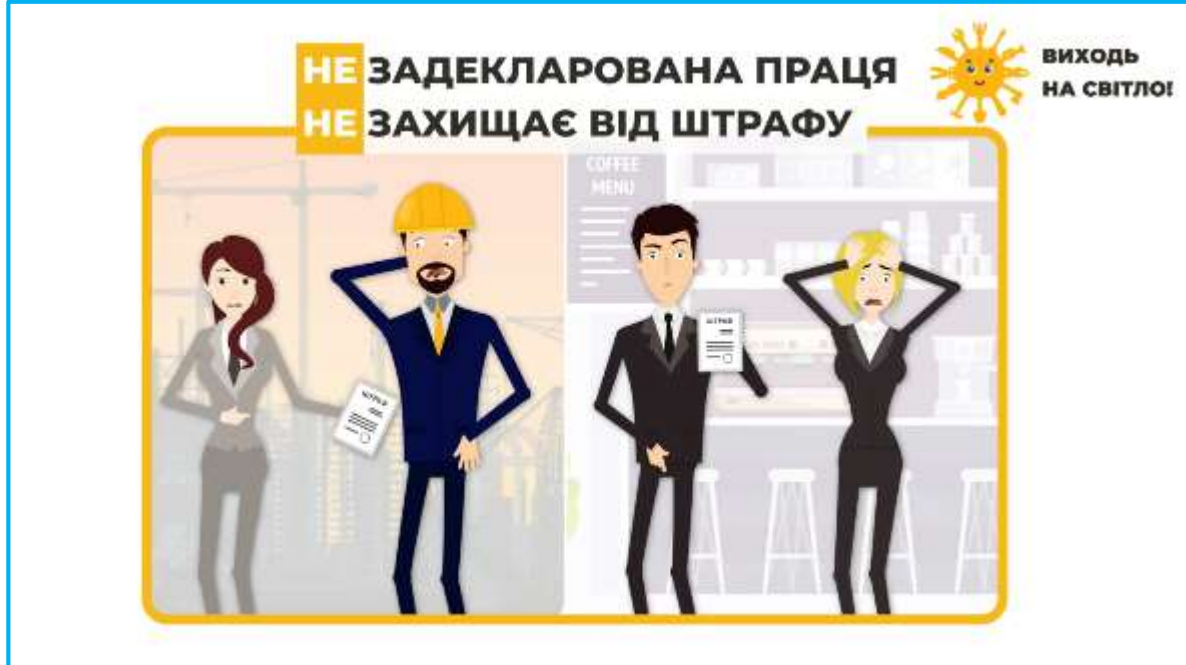
views
55 899

clicks
774

av. session dur.
00:00:44



Video #3. Undeclared work does not protect from fine



impressions
222 797

views
54 956

clicks
1 104

av. session dur.
00:00:35



Video #4. Undeclared work does not guarantee business development



impressions
181 924

views
55 377

clicks
808

av. session dur.
00:00:36



YouTube advertising campaign conclusions

- YouTube advertising is a tool for informing, so it is not the number of clicks to the site but the **number of video views** that matters more
- the total number of views is **235 955** out of **735 634** impressions, which means: each user saw the video at least **3 times** during the campaign period. This number is optimal and helps people to **better remember information**, to **become aware** of the problem and to **associate** all further messages on this topic **with SLS**.
- Video # 3 '**Undeclared Work does not protect from fine**' received the highest number of pageviews and clicks - **1 104 clicks**. The employer audience is more active as the message is very specific. In this case, warning about negative consequences works better than neutral message



Facebook posts promo. Explanation of indicators

- **impressions** - number of times that a promotional message was shown during a campaign
- **reach** - number of people who saw the message. Reach is always several times less than impressions because people see the same message multiple times during the campaign
- **engagement** - number of actions a user took after seeing our message (likes, reposts, comments, video views)
- **average session time** - how much time a person spent on SLS website after following a link from Facebook
- **the number of pages viewed per session** - how many pages a user viewed when visited site



Post #1. Undeclared work is a problem in Ukraine

 **Державна служба України з питань праці**
Sponsored · 🌐

Незадекларована праця – проблема в Україні. Щонайменше кожен п'ятий працівник не задекларований роботодавцем.
Працюєте без трудового договору? Не розраховуйте на гідні умови праці.
Не оформлюєте працівників - за це передбачений штраф!... [See more](#)

  **ВИХОДЬ
НА СВІТЛО!**

 Ivan Abashyn, Алёна Счастливая and 45 others · 50 shares · 11K views

impressions
23 952

pages
viewed/session
1,55

engagement
10 601

av. session dur.
00:01:20

reach
8 346



Post #2. Undeclared work does not protect from fine

 Державна служба України з питань праці
Sponsored · 🌐

Інспектори праці можуть без попередження перевірити, як ви дотримуетесь трудового законодавства.
Не оформили працівника належним чином? Не допустили інспектора до перевірки? Будьте готові сплатити штраф!
Дізнайтеся більше на [http://dsp.gov.ua/...](http://dsp.gov.ua/)

  **ВИХОДЬ
НА СВІТЛО!**

   67

3 Comments · 63 shares · 18K views

impressions
38 006

pages
viewed/session
2,05

engagement
15 977

av. session dur.
00:01:07

reach
15 705



Post #3. Undeclared work does not protect your labour and social rights

 **Державна служба України з питань праці**
Sponsored · 🌐

Працювати за трудовим договором – вигідно!
Кожен найманий працівник має право на здорові та безпечні умови праці, нормований робочий час, оплачувані відпустки й лікарняні, допомогу в разі нещасного випадку на роботі. Всього цього позбавлені незадекларовані працівники.
Дізнайтеся більше на [http://dsp.gov.ua/...](http://dsp.gov.ua/)

  **ВИХОДЬ
НА СВІТЛО!**

 Natalja Shumelko and 54 others 1 Comment · 38 shares · 16K views

impressions
37 150

pages
viewed/session
1,22

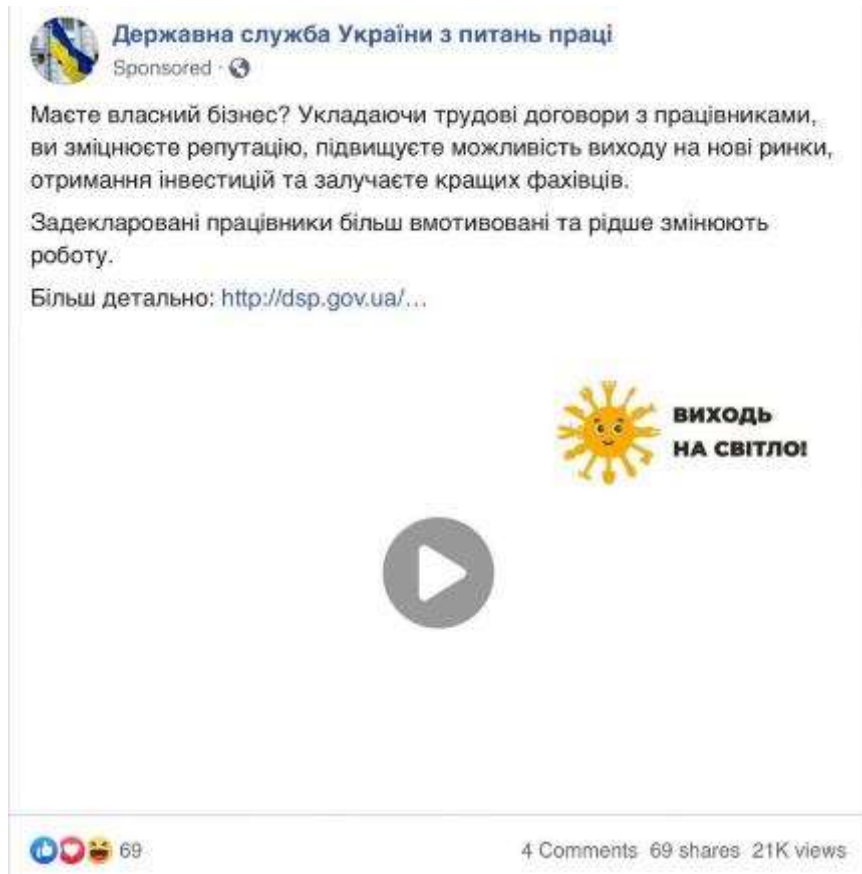
engagement
15 308

av. session dur.
00:00:13

reach
15 675



Post #4. Undeclared work does not guarantee business development



impressions

51 940

av. session dur.

00:03:09

engagement

20 444

pages
viewed/session

1,99

reach

18 484



Facebook post advertising campaign conclusions

- this tool is aimed at engaging the audience. Its purpose is to make as many people as possible to view, discuss and do certain actions with the post. The main indicator is engagement
- total engagement (62,330) is several times higher than the average (9,600), indicating that there is a high interest in the subject of undeclared work among Facebook users
- post # 4 'business development' received the most attention - each of the 18,484 reached users saw the message at least 2-3 times and interacted with it at least 1-2 times.
- the total number of likes, comments and views of post # 4 is 20 444. This topic was the most interesting for the audiences



Facebook informer*. Post with a site button

- Facebook informer - a tool that aims to increase site conversion, so the key factor here is clicks
- clicks (conversions) - the number of visits to the SLS website after viewing the post

* A tool for increasing the site conversion after user contacts the message



Informer #1. Undeclared work is a problem in Ukraine

 Державна служба України з питань праці
Sponsored · 🌐

Незадекларована праця – проблема в Україні. Щонайменше кожен п'ятий працівник не задекларований роботодавцем.
Працюєте без трудового договору? Не розраховуйте на гідні умови праці.
Не оформлюєте працівників - за це передбачений штраф!

НЕ ЗАДЕКЛАРОВАНА ПРАЦЯ
НЕ ГАРАНТУЄ ОПЛАТУ ПРАЦІВНИКАМ

 ВИХОДИ НА СВІТЛО!



DSP.GOV.UA
Дізнайтеся більше! [Learn More](#)

   47

17 Comments 34 shares 22K views

impressions
119 873

av. session dur.
00:00:31

reach
44 234

pages
viewed/session
1,35

clicks
1 024



Informer #2. Undeclared work does not protect from fine

 **Державна служба України з питань праці**
Sponsored · 

Інспектори праці можуть без попередження перевірити, як ви дотримуетесь трудового законодавства.
Не оформили працівника належним чином? Не допустили інспектора до перевірки?
Будьте готові сплатити штраф!

РОБОТОДАВЕЦЬ СПЛАЧУЄ ШТРАФ ЗА КОЖНОГО НЕОФОРМЛЕНОГО ПРАЦІВНИКА



ШТРАФ

ВИХОДЬ НА СВІТЛО!

DSP.GOV.UA
Дізнайтеся більше!

[Learn More](#)

  39

2 Comments 20 shares 18K views

impressions
84 163

av. session dur.
00:00:30

reach
37 076

pages
viewed/session
1,37

clicks
1 057



Informer #3. Undeclared work does not protect labour and social rights

 Державна служба України з питань праці
Sponsored · 

Працювати за трудовим договором – вигідно!
Кожен найманий працівник має право на здорові та безпечні умови праці, нормований робочий час, оплачувані відпустки й лікарняні, допомогу в разі нещасного випадку на роботі.
Всього цього позбавлені незадекларовані працівники.

  **ВИХОДЬ
НА СВІТЛО!**

DSP.GOV.UA
Дізнайтеся більше! [Learn More](#)

 39 4 Comments · 24 shares · 18K views

impressions
101 708

av. session dur.
00:00:26

reach
40 521

pages
viewed/session
2,67

clicks
987



Informer #4. Undeclared work does not guarantee business development

 Державна служба України з питань праці
Sponsored · 

Маєте власний бізнес?

Укладаючи трудові договори з працівниками, ви зміцнюєте репутацію, підвищуєте можливість виходу на нові ринки, отримання інвестицій та залучаєте кращих фахівців.

Задекларовані працівники більш вмотивовані та рідше змінюють роботу.

КОМПАНІЇ, ЯКІ ПРАЦЮЮТЬ ПРОЗОРО, МАЮТЬ БІЛЬШІ МОЖЛИВОСТІ ДЛЯ РОЗВИТКУ



DSP.GOV.UA

Дізнайтеся більше!

[Learn More](#)

 21

4 shares 14K views

impressions
100 352

av. session dur.
00:03:51

reach
33 011

pages
viewed/session
2,71

clicks
1 040



Facebook informer campaign conclusions

- the reach is 139,357 users
- an average number of conversions for this tool is 950. All the 4 posts exaggerate this value, so all topics were interesting to users and they visited the site to read articles
- the highest number of clicks is received by post # 2 'Fine' (1,057 clicks). The subject of 'fine' is more "engaging" to the audience, as the message is rather negative and draw more attention



Overall conclusions about digital campaign

- the main objective of the campaign was to deepen engagement with the target audience
- 192 276 people saw the message, 8 482 of them visited the site after contacting the ad and 62 330 interacted with the information on Facebook
- the results show that the audience understands the problem and is ready to engage, which has been confirmed by the high campaign performance on Facebook
- the campaign managed to reach 3 contacts per person per month, which is a good frequency to bring the message
- employers are the most active audience. The article and video about 'fine' gained the most views. There are several reasons:
 - a 'fine' message is very specific and appeals to the biggest fears of an employer - unexpected expenses
 - negative information draw more interest



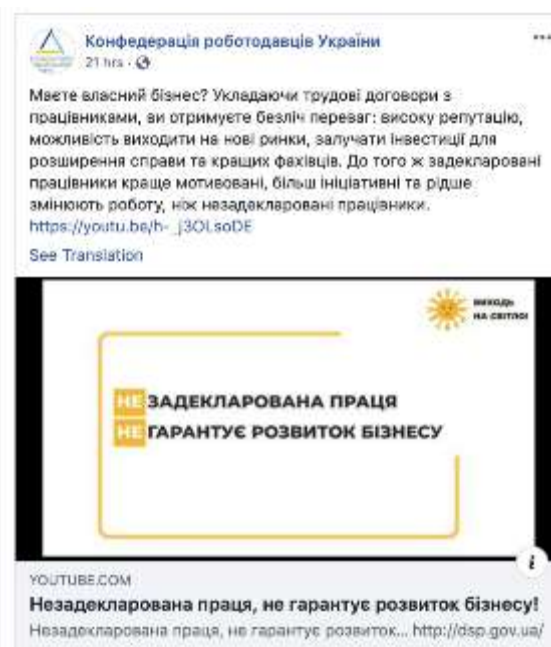
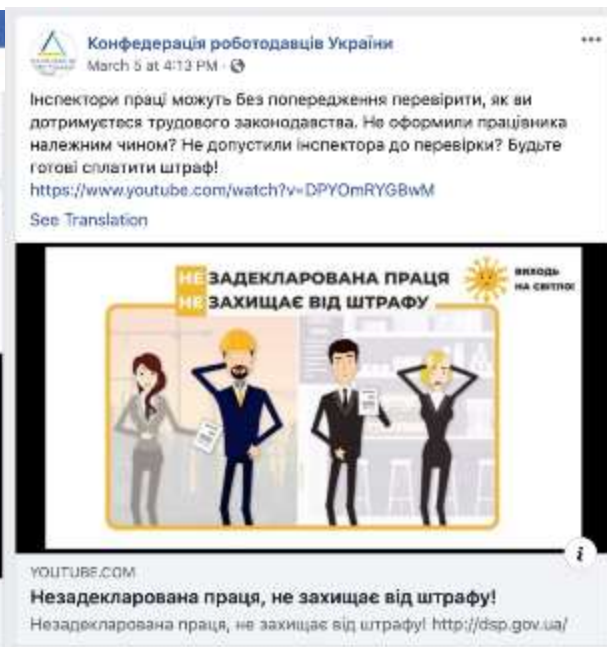
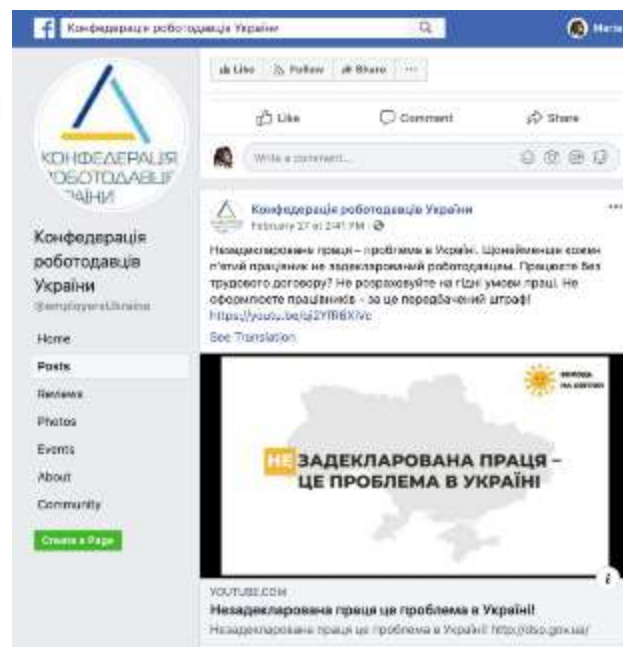
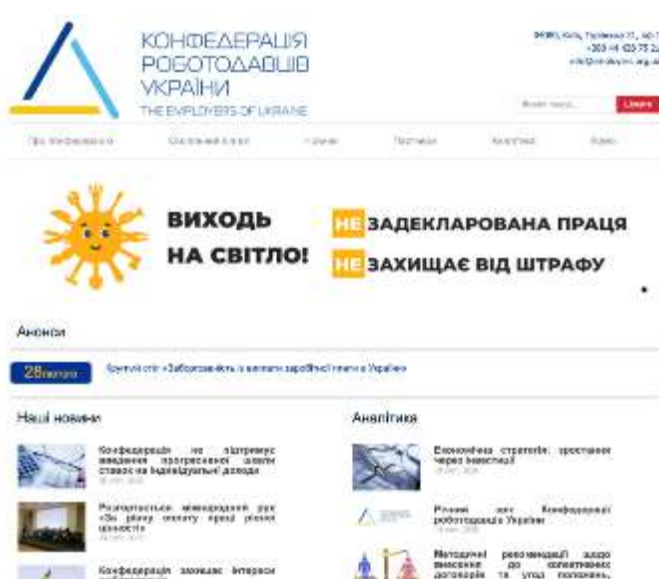
Placements by stakeholders

online and indoor



Employers' organizations

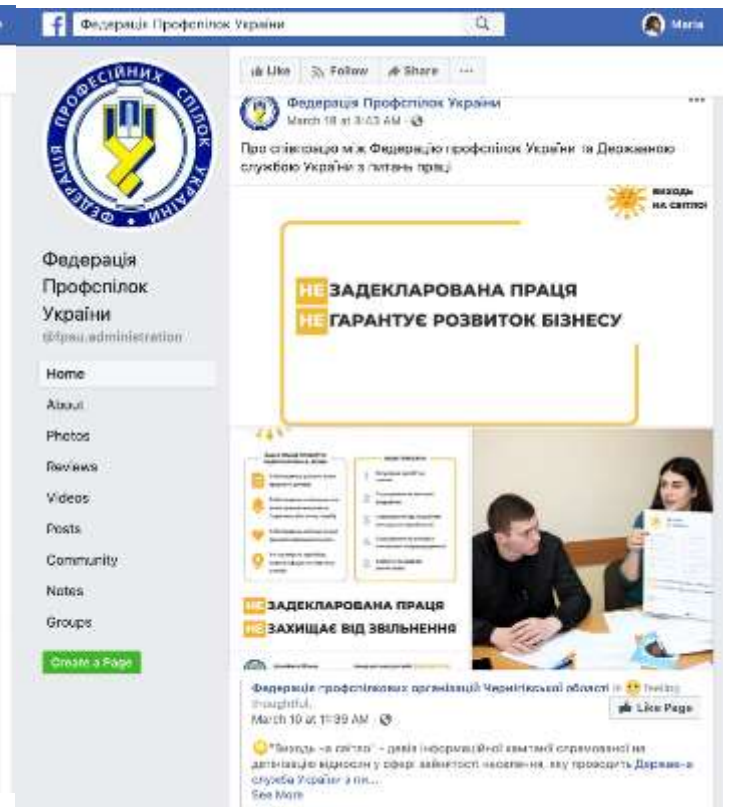
3 videos and banner posted on the FB of the Confederation of Employers of Ukraine



The collaboration with Federation of Employers of Ukraine and others continues

Trade Unions

Banner and posters placed on FB of the Federation of Trade Unions of Ukraine



Collaboration with the Confederation of Free Trade Unions of Ukraine continues

Indoor placement by stakeholders

- Federation of Trade Unions of Ukraine - **3 000** pieces
- State Employment Service - **1 625** pieces
 - employment services
 - large enterprises
- Amalgamated Hromadas - **712** pieces
 - TSNAP
 - village councils
 - local employment services
 - local tax services

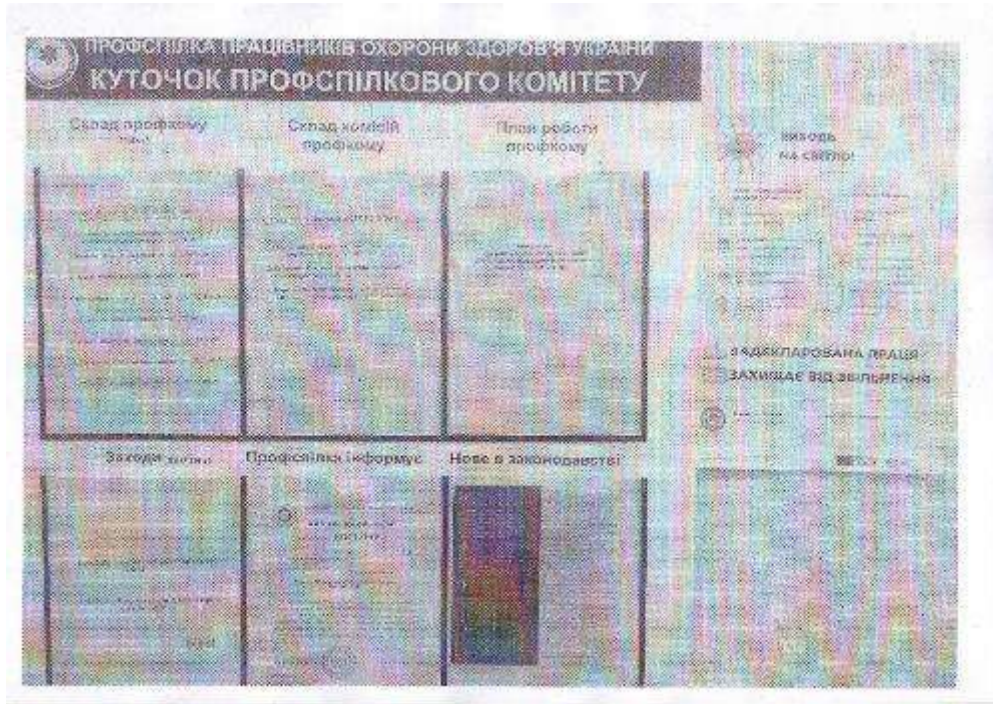


Federation of Trade Unions of Ukraine (FTUU) placement

- **2 000** primary organizations covered in **24** regions of Ukraine
- **500** associated organizations covered in **24** regions of Ukraine
- **500** higher education institutions covered through the Labour Union of Education Workers



Federation of Trade Unions



Union of medical employees of Ukraine.
Kharkiv



Federation of Labour Union Organizations
Chernihiv region



Employment offices through State Employment Service

- **750** primary organizations covered in **24** regions of Ukraine
- **125** large enterprises covered through Regional Employment services



Photo report #1: placement of posters in employment offices

Regional Employment Center -
Uzhhorod, Zakarpattya



City Employment Center
Kovel town



Regional Employment Center
Cherkasy



Photo report #2: placement of posters in employment offices. Lviv region

Dorogobych branch



Horogok branch



Peremyshl branch



Kamyano-Bugh branch



Skol branch



Chervonograd branch

Photo report #3: placement of posters in employment offices. Mykolaiv region



Photo report #4: placement of posters in employment offices. Dnipro region



Photo report #5: placement of posters in employment offices. Zaporizhza region

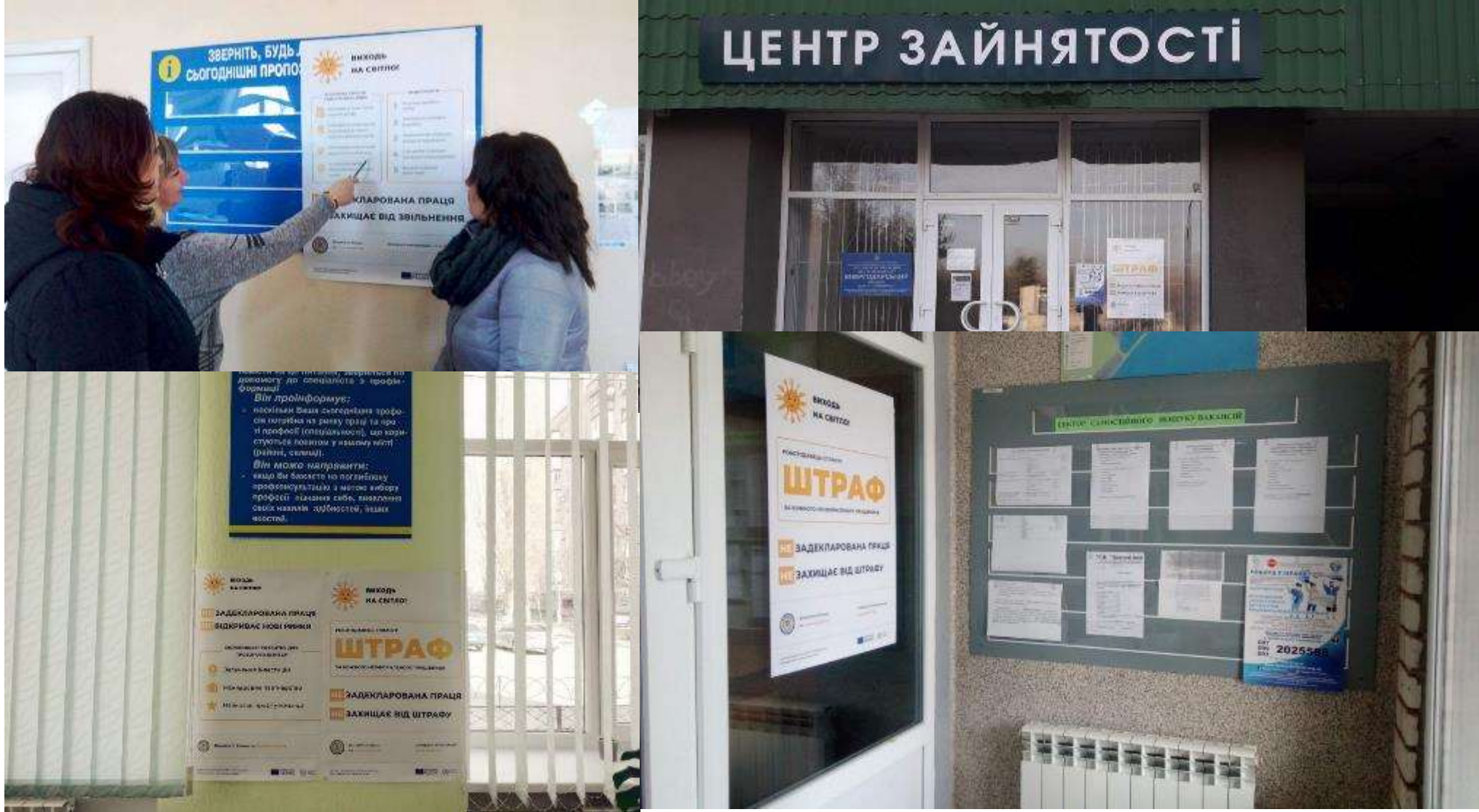


Photo report #6: placement of posters in employment offices. Odesa and Sumy regions



Photo report #7: placement of posters in employment offices. Volyn region



Photo report #8: placement of posters in employment offices. Volyn region

Lutsk. Regional Employment Office



Shatsk



Lutsk. Enterprise placement



Kamin-Kashyrskiy

Ratne

Novovolynsk

Photo report #9: placement of posters in employment offices. Kirovograd region



Svitlovodsk



Kirovograd Town Employment Office



Kompaniivka



Novoukrainsk

Novoarkhangelsk

Photo report #10: placement of posters in employment offices. Ivano-Frankivsk region



Photo report #11: placement of posters in employment offices. Kherson region

Kherson. Regional employment office



Nova Kahovka



Chaplynka



Oleshky



Ivanivka



сmt. Верхній Рогачник

TSNAP

- **82** primary TSNAPs covered
- **100** village and town councils covered
- about **100 other** local institutions covered(Social service offices, tax offices, employment offices, etc)



Photoreport #1: TSNAP placement



Photoreport #2: TSNAP placement



Matusiv
Cherkasy region

Shabo
Odesa region



Radyvyliv
Rivne region



Bashariv
Rivne region



Krupets
Rivne region



Polone
Khmelnysk region

Photo report #3: state institutions in Amalgamated Hromadas (AH) placement



Village Council in Matusiv AH



Village Council in Radyvyliv AH



Tax office
Radyvyliv AH



Social Service office
Chaplynka



Regional Council of Suvoriv
Kherson region



Tesluhiv Village Council



Khotyn
Rivne region

Next steps

Planning of phase II



Phase II planning

- Development of the campaign plan for the May-Dec 2020 period deadline April-30
- Development of the budget of the informational campaign for the May-Dec 2020 period deadline April-30



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