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Labour
Organization



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EU-ILO Project
Towards safe, healthy and declared work in Ukraine

Situational analysis of the State Labour Service (SLS) communication for further development of institutional communication strategy

PART I

Produced by: Change Communications

February 2021

www.ilo.org/shd4Ukraine

Introduction

SLS was established in 2015 through the optimization and merger of the functions of 3 institutions: the State Service for Mining Supervision and Industrial Safety, the State labour Inspectorate and the partially the State Sanitary and Epidemiological Service.

The range of functions of the SLS is wide. There was no purposeful explanatory communication to the wide audience, and this creates certain barriers for the successful performance of its functions.

The management of SLS plans to develop a communication strategy and to conduct constant active communication activities. It is expected to increase the level of visibility of SLS and understanding of its functions, the formation of the image of the service as one that contributes to improvement of working conditions in Ukraine.

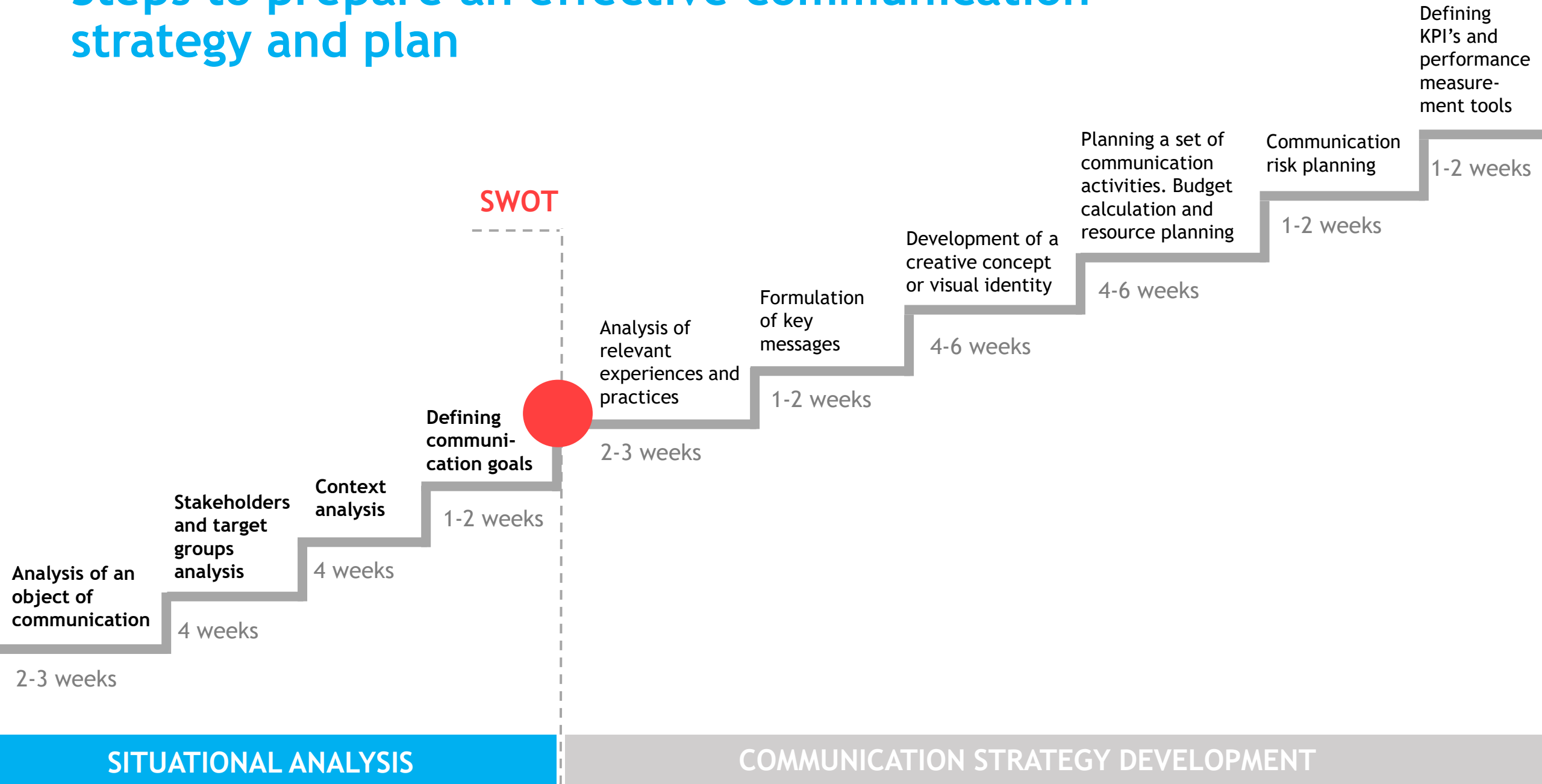


The role and purpose of situational analysis

- **Situational analysis** is the basis for developing an organization's communication strategy
- **The ultimate goal** of this situational analysis is to formulate the communication goals and objectives of the SLS and to become a source of information for further strategy and planning



Steps to prepare an effective communication strategy and plan



Top functions of the SLS, which are in the focus of situational analysis



Labour inspection:

- informs and advises employers on the requirements of labour legislation, namely on labour relations, wages, safety and health at work and more
- informs and advises employees on their labour and social rights, labour relations, wages, safety and health at work, etc.
- monitors employers' compliance with labour and OSH legislation
- monitors compliance with the legislation on employment and employment of persons with disabilities
- finds gaps in national labour legislation and propose amendments to the legislation

Market surveillance:

- checks if various types of non-food products sold on the market of Ukraine meet the requirements for occupational safety, health and safety to the life of citizens
 - for example, personal protective equipment, elevators, cable cars, etc.

Contents of situational analysis

1. Media field analysis

1. *Media analysis*
2. *Analysis of social networks*
3. *Analysis of web resources of government agencies and NGOs*
4. *Search query analysis*

2. Research of the perception of the SLS by the stakeholders

3. SWOT analysis

4. Communication goals and objectives

The basis for developing a communication strategy
next step



Media field analysis

1. What media says and show?

Analysis of the media field for 2020



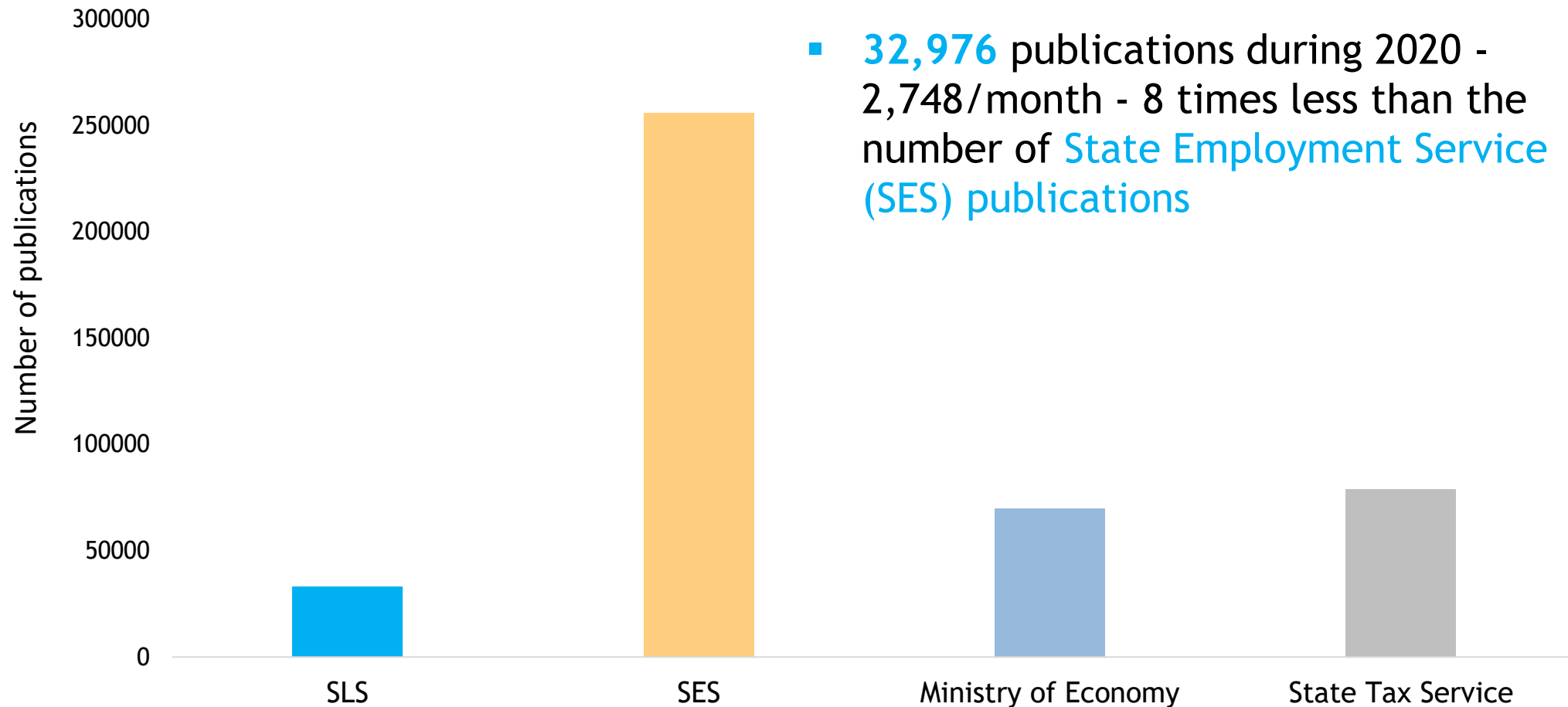
Media field analysis

Media field monitoring and content analysis:

- national and regional print media, Internet, TV, radio and news agencies
- **TOP-100 online media** sources + all offline sources were analyzed for the following keywords: State Labour Service, SLS, Labour inspection, Labour inspectors



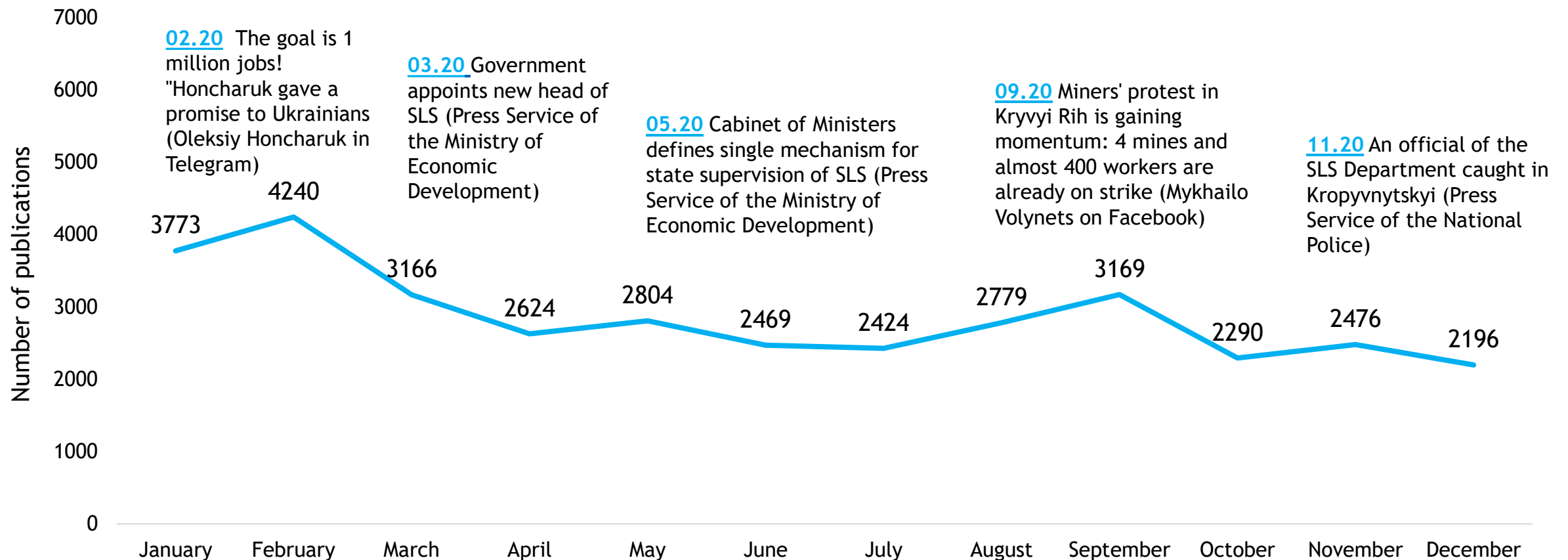
Number of publications mentioning the SLS in the media* compared to other government agencies



* all online and offline media

Dynamics of publications of the SLS in the media*

- The SLS is not a generator of peak publications on the topic in 2020: they were generated by O. Honcharuk, the Ministry of Economic Development, Mykhailo Volynets (Confederation of Free Trade Unions) and the National Police

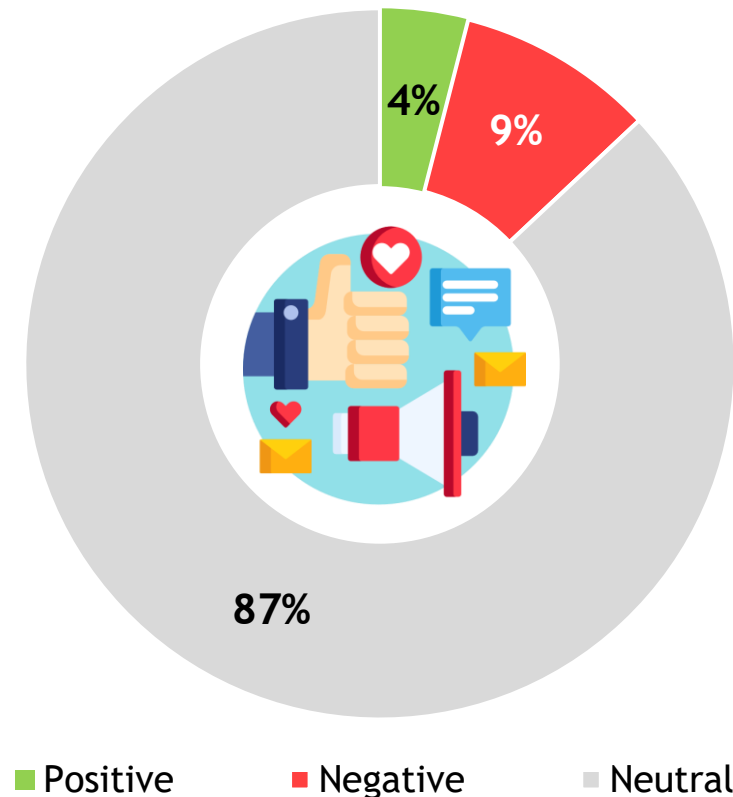


* all online and offline media

Distribution of publications mentioning the SLS in the media* by tonality

The info field is not controlled by the owner of the topic: neutral publications prevail, and the negative is not balanced by the positive

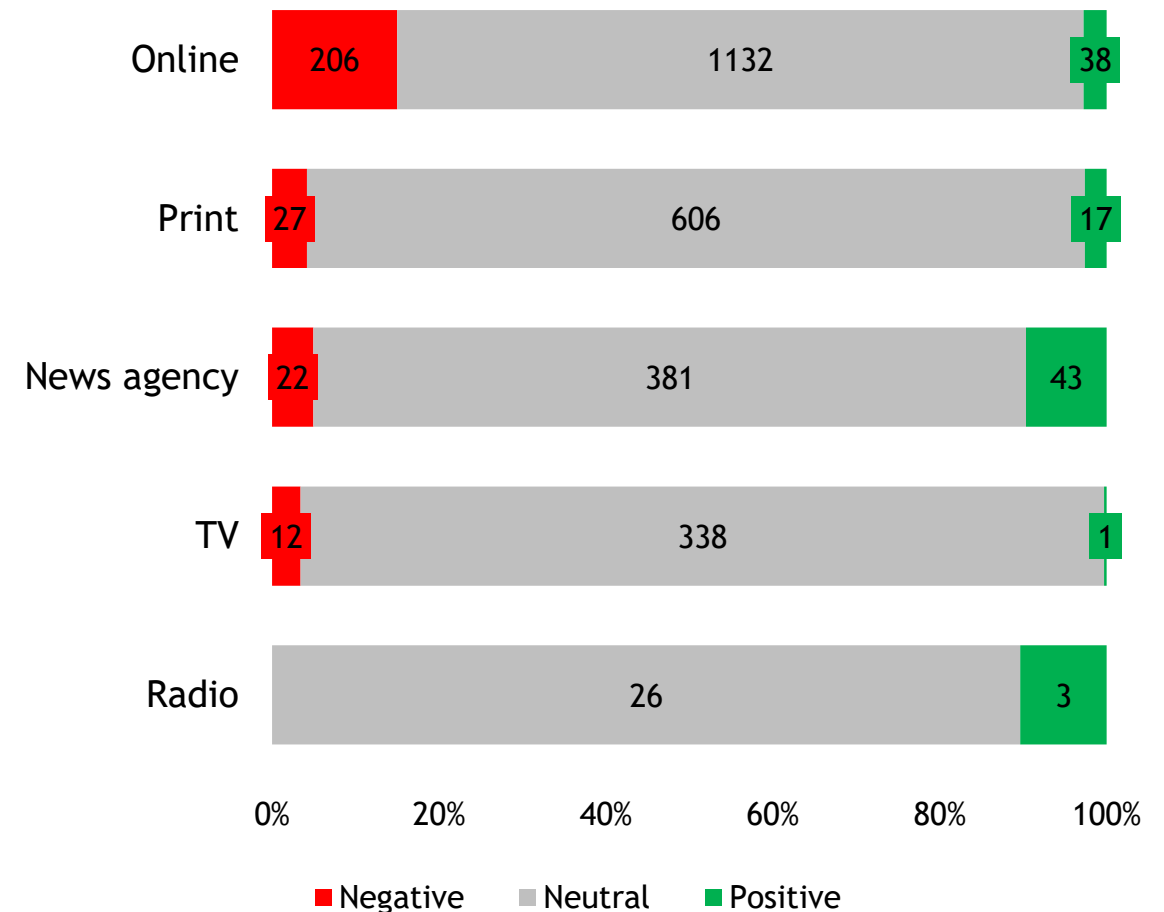
- main **positive** news by number of publications: [SLS launches a hotline for doctors who fell ill with COVID-19](#)
- main **neutral** news by number of publications: [Government identifies a single procedure for SLS supervision](#)
- main **negative** news by number of publications: [Head of the SLS Sazhienko and Minister Petrashko organized corruption schemes in the SLS](#)



* TOP-100 and offline sources (TV, radio, print media)

Distribution of tonality of publications by types of media*

- The negative is concentrated in the online media, it is typical for this media channel
- The advantages of TV and radio as potential channels for “victories” have not been used

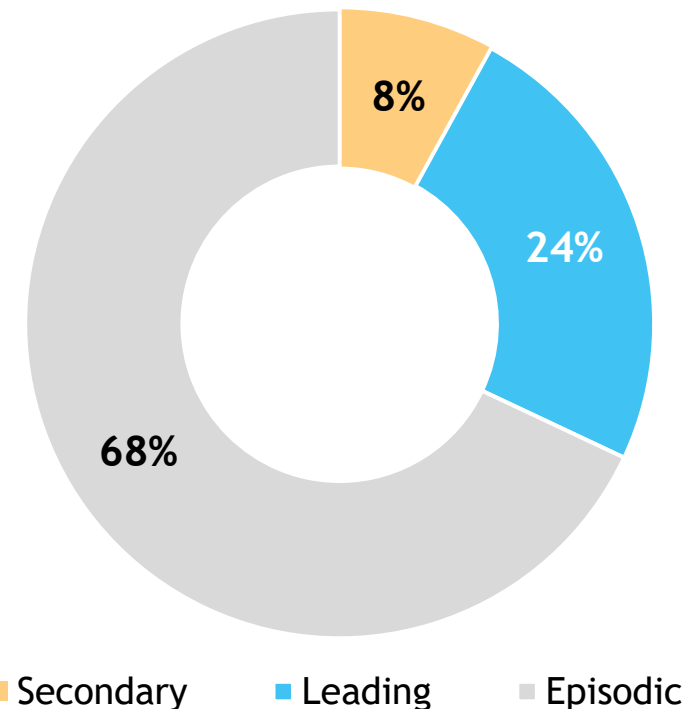


* TOP-100 and offline sources (TV, radio, print media)

The role of the SLS in publications

The mediafield is formed **without the participation of the SLS**:
in most of publications the SLS is mentioned in an episodic role

- TOP news, where the SLS plays a leading role is negative: [Head of the SLS Sazhienko and Minister Petrashko organize corruption schemes in the SLS](#)
- TOP news, where the SLS plays a secondary role is neutral: [In Kyiv, companies will close for quarantine if a worker has confirmed COVID-19 positive status](#)
- TOP news, where the SLS plays an episodic role is negative: [Prosecutor General Iryna Venediktova assesses the first month of work of the new regional prosecutor's offices](#)



The "main" role is assigned to the object under study if it is the central (the only participant) of the action described in the text or is one of the very active participants of the action.

The "secondary" role is assigned to the object under study if it is an indirect participant of the action described in the text.

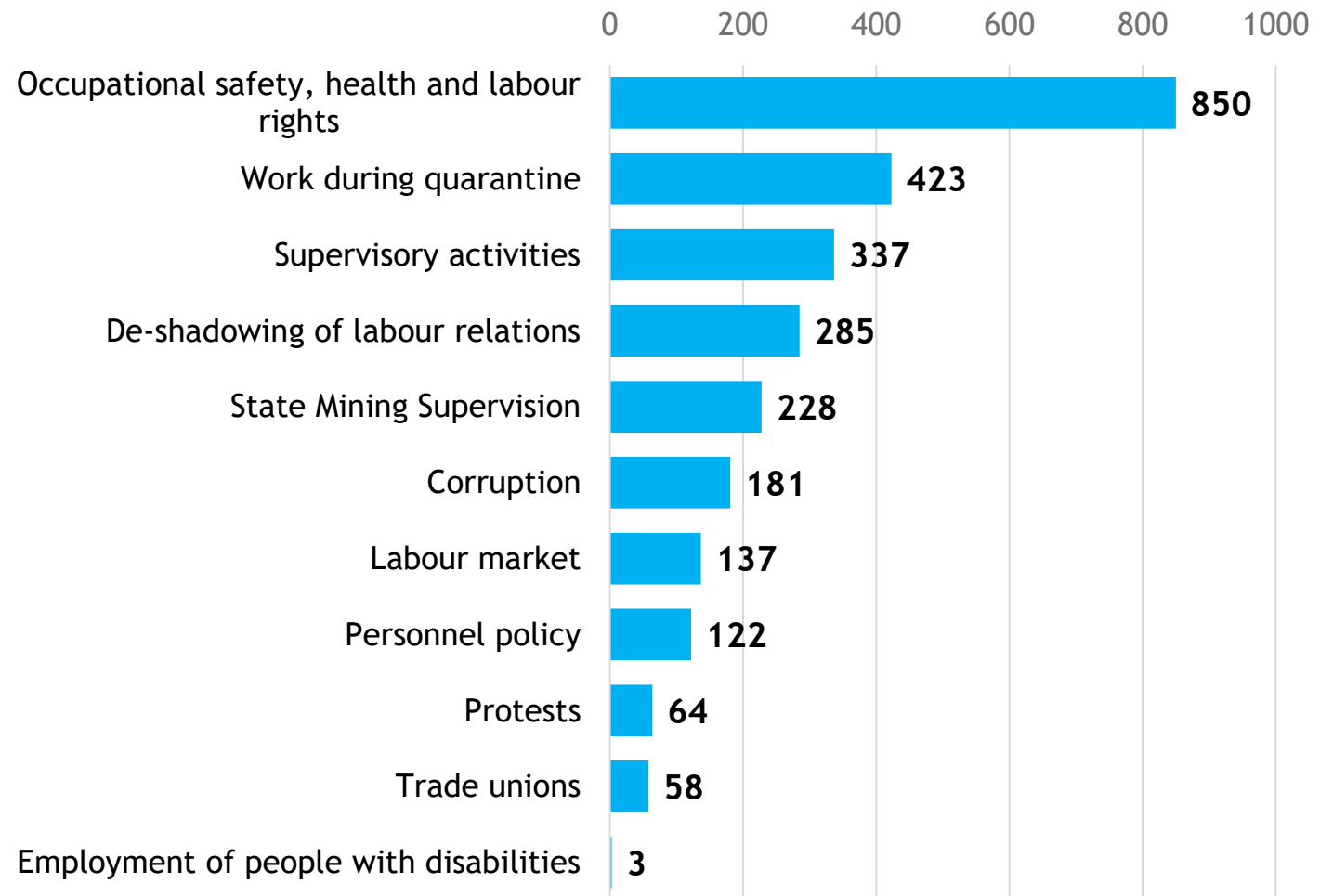
The "episodic" role is assigned to the object under study, if its appearance is one-time and insignificant, and may not correspond to the general context of hit.

Distribution of publications mentioning the SLS in the media* by topic

The most common topics:

1. Occupational safety and health and labour rights
2. Work during quarantine

The number of topic mentions in publications



* TOP-100 and offline sources (TV, radio, print media)

Main topics with the SLS in the info field 1

1. **Occupational safety and health and labour rights** - compliance with labour legislation at enterprises, informing about the number of violations and the number of victims. Discussion on the new draft law "On Labour"
2. **Work during quarantine** - inspections of enterprises for compliance with preventive measures and working conditions during quarantine; notice of compensation to health workers
3. **Supervisory activities** - planning/conducting inspections at enterprises, investigation of accidents at work, relevant regulations
4. **De-shadowing of employment** - information on measures of the SLS against undeclared work, inspections of enterprises
5. **State Mining Supervision** - information on working conditions in the mining sector, detection of violations



Main topics with the SLS in the info field 2

6. **Corruption** - corruption scandals related to the SLS
7. **Labour market** - information about the Honcharuk government's plans to increase the number of jobs. Labour market news. Statistics and analytics. Contradictory aspects of labour relations
8. **HR policy** - information on new appointments in the SLS
9. **Protests** - information about miners' protests demanding higher wages, better working conditions, etc.
10. **Trade unions** - comments from trade unions on violations of workers' rights
11. **Employment of people with disabilities** - legislation and government regulations on employment conditions for people with special needs



Resource for increasing positive mentions in the media

Potential topics for strengthening the role of the SLS in publications and filling the info field with positive tonality:

1. **Occupational safety and health and labour rights** - the SLS launches a hotline for physicians infected with COVID-19
2. **Work during quarantine** - Kyiv companies will close for quarantine if a worker has COVID-19 positive status
3. **De-shadowing of employment** - Ukraine will strengthen control over compliance with labour legislation
4. **Labour market** - Honcharuk wants to create a million jobs in 5 years
5. **Personnel policy** - The Cabinet of Ministers appoints a new head of the SLS
6. **Employment of people with disabilities** - reduced working day of a person with disability from the group established and paid according to the MSEC certificate? (print media)



What formats are missing in the info field

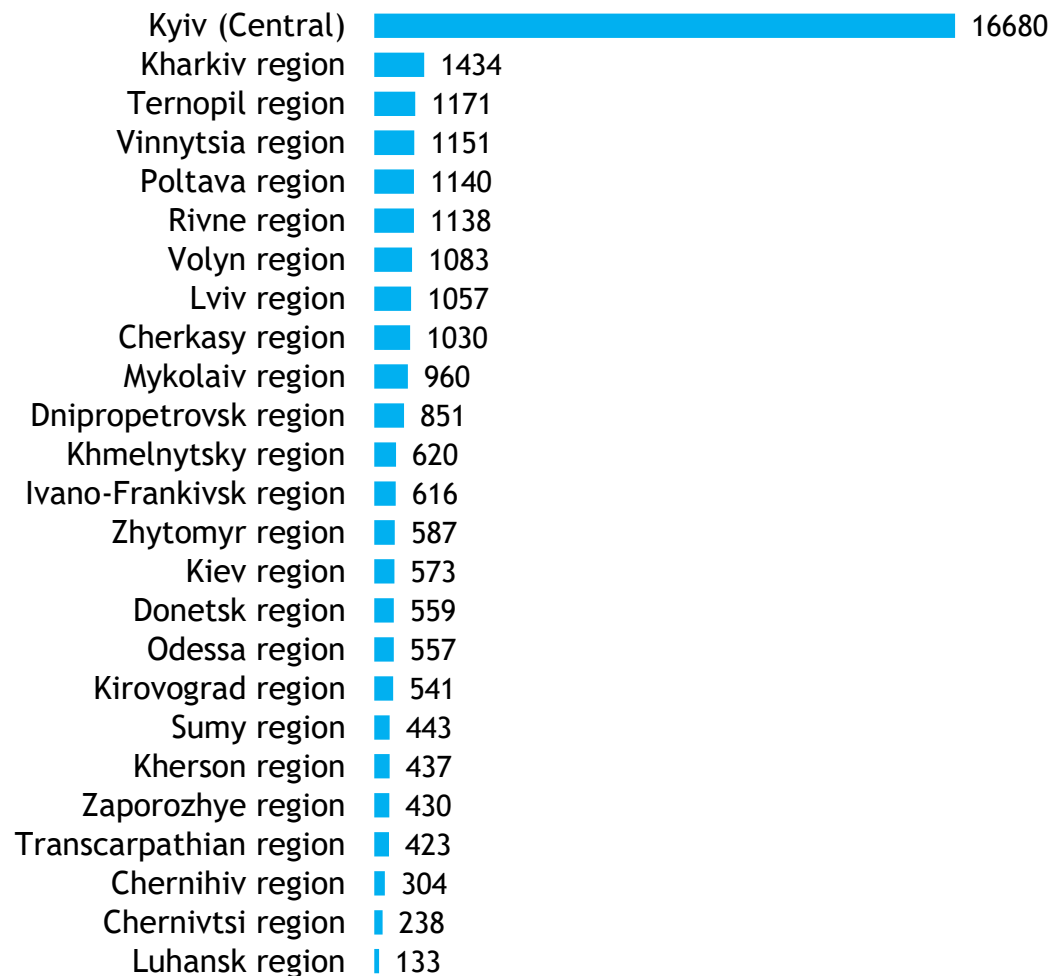
- Positive news with a focus on the result, not the process
- Stories
 - positive cases of preventive work of inspectors
 - positive cases from business owners regarding healthy competition
 - positive cases of social dialogue in the regions
 - positive cases of novelties of the SLS
 - positive cases of employment of people with disabilities
- Interview
 - with the heads of the SLS
- Explainers
 - clarification of labour legislation in simple language
 - explanation of the advantages of the electronic service of the SLS



Distribution of publications mentioning the SLS in the media* by region

- Almost half of the content is generated by regional media, but they provide little coverage
- The large gap in the activity of different regions demonstrates that not all regions use the potential of newsworthy events equally effectively
 - the activity of Kharkiv region is more than 5 times higher than the activity of Chernivtsi or Chernihiv region

Number of publications by region

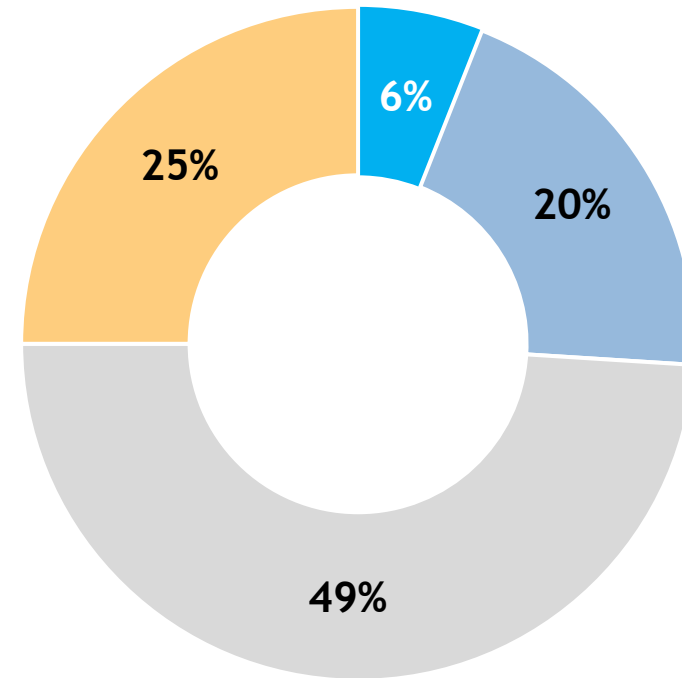


* all online and offline media

Status of mass media actively mentioning the SLS

Publications mentioning the SLS are concentrated in the media with a small coverage:

- only 6% of media from the TOP-100 list are among those that mention the SLS
- the largest share - 49% of publications in regional media, which provide a small audience coverage even in the regions



■ TOP-100 ■ National ■ Regional ■ Unpopular

TOP-100 - media with the largest audience coverage: both national and regional
Unpopular - sites with a small audience and consolidating sites

* All online and offline media

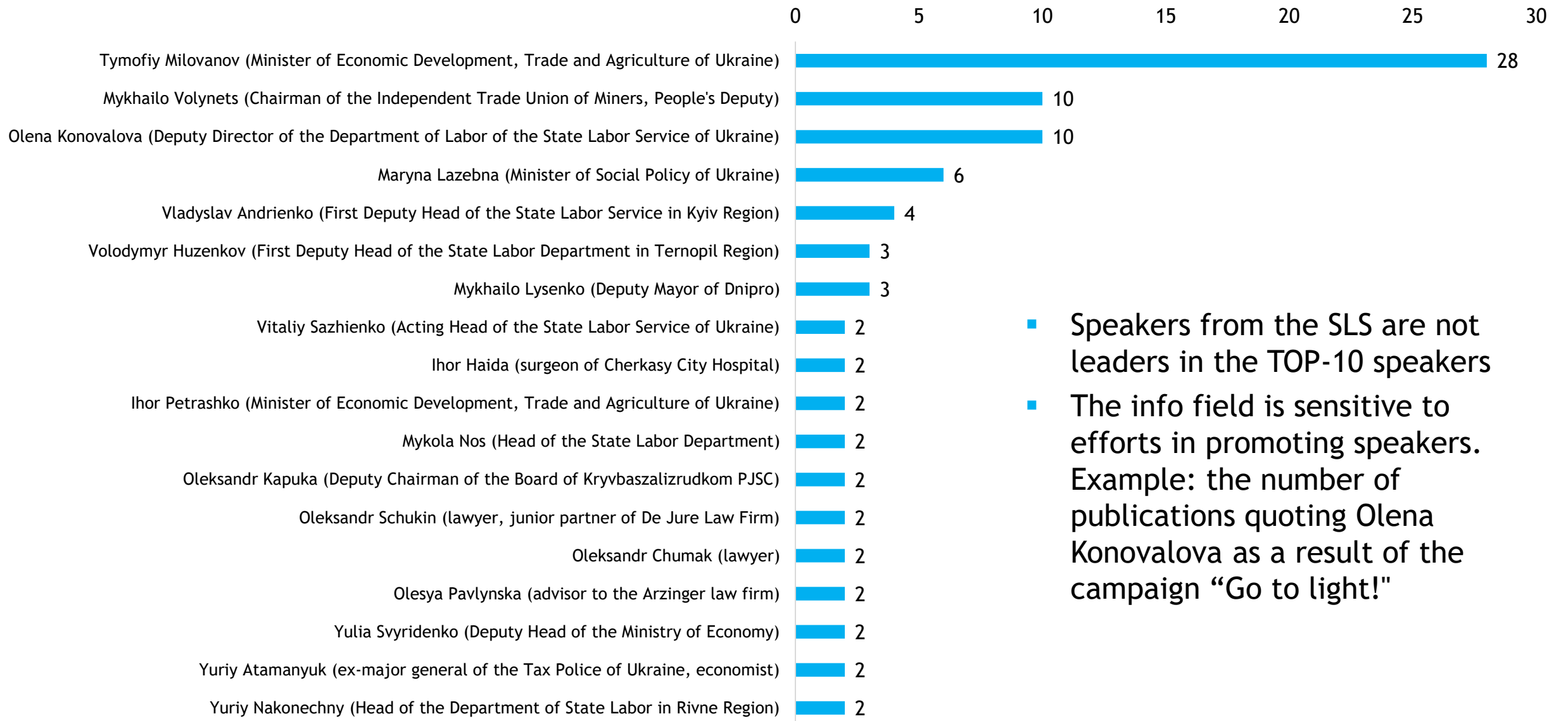
List of media actively mentioning the SLS

- There are only a few media from the TOP-100 in the list, all others are niche like and specialized

TOP sources by number of mentions



Most active speakers in publications



- Speakers from the SLS are not leaders in the TOP-10 speakers
- The info field is sensitive to efforts in promoting speakers. Example: the number of publications quoting Olena Konovalova as a result of the campaign “Go to light!”

Conclusions based on the results of media monitoring

1. The total number of mentions of the SLS in the media in 2020 - 32,976 - is small compared to other government agencies
2. The most common topics are "Occupational safety and health and labour rights" and "Work during quarantine"
3. The mediafield is not formed and not controlled by the SLS:
 - 87% of mentions have a neutral tonality
 - the negative is not balanced by the positive
 - in 68% of mentions the SLS has an episodic role
 - SLS initiated only 17% of mentions among the TOP-100 and offline news
 - SLS is not a generator of peak messages
4. Almost half of the content is generated by regional media, but they give little coverage
5. Opportunities for cooperation with the media and speakers are not fully used:
 - TV and radio potential is not used to cover the "victories"
 - only 6% of the media from the TOP-100 list are involved
 - few speakers from the SLS

2. Social media field analysis

Period: April-December 2020



Methodology

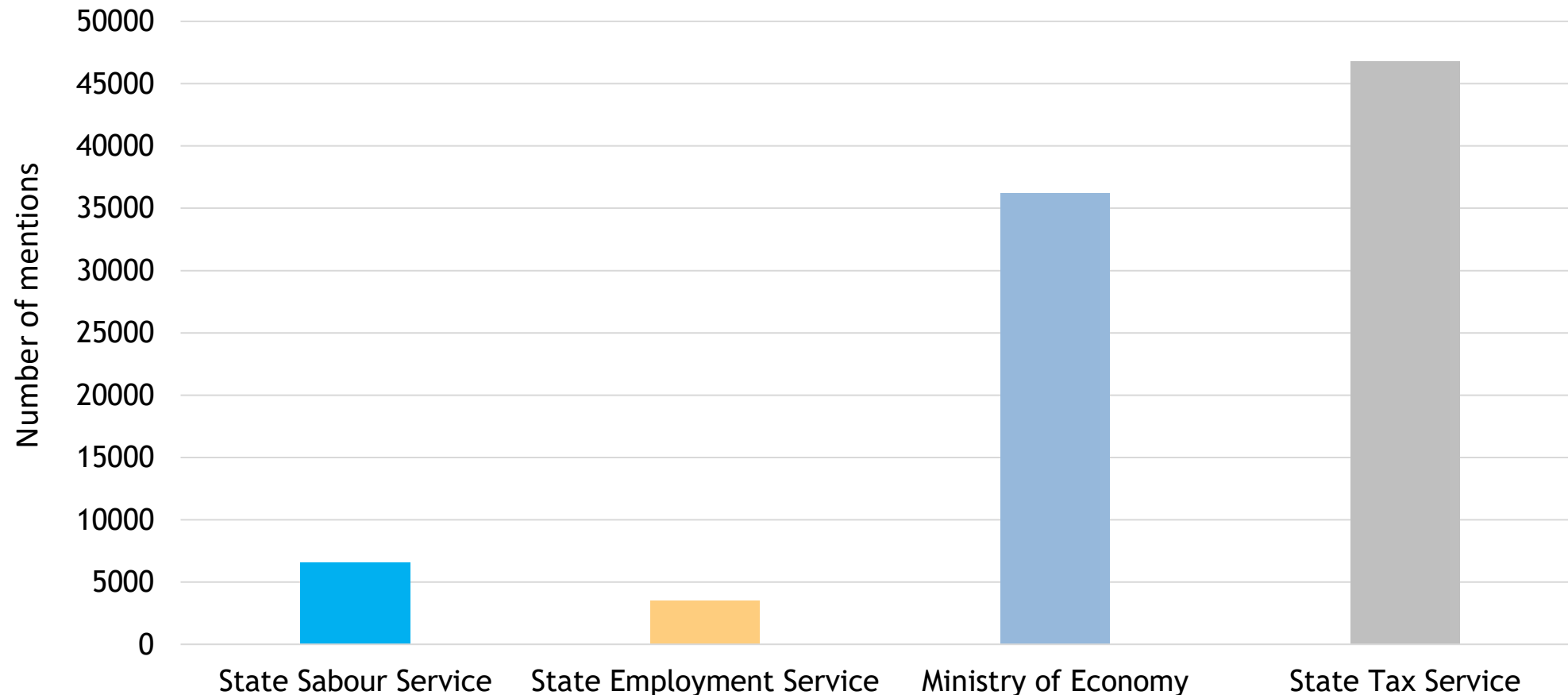
The subject of study is **SLS** and the related topics: **labour inspection, occupational health, state supervision, compliance with legislation, labour rights, etc**

- **6 145** national and regional **source** in social media analysed
- period **April-December 2020**
- data source - **Semantrum**
- coverage - **Ukraine**



Publications comparing to other state agencies

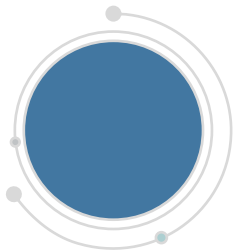
- the total number of publications mentioning the SLS for 9 months - **6,145** (683 per month)
- compared to the presence in the media, the SLS looks **more active than the SES** in social networks, but lags far behind the Ministry of Economy and the State Tax Service



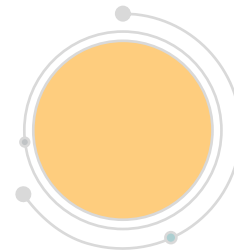
Key topics in social media

The key topics differ from those presented in the media:

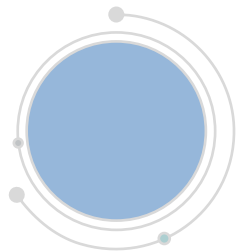
- there are no topics of corruption scandals
- the subject covers exclusively the SLS activities



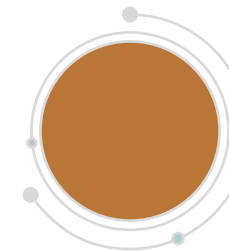
Informing about **changes in labour legislation**, its explanation



Results of **explanatory work** with the participation of representatives of the SLS: trainings, round tables, seminars, etc.



Informing about the **facts of violation of labour legislation** and accidents caused by violation of labour safety requirements

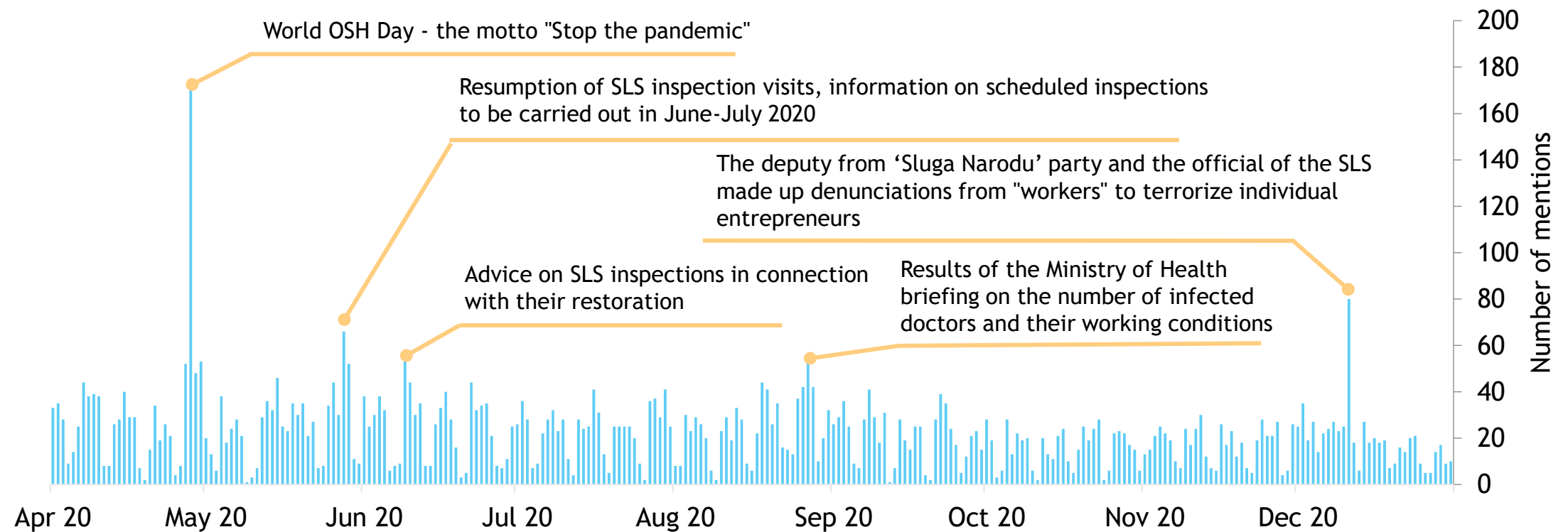


Informing about the **course and results of inspections** of the SLS

Peaks of the topics' representation

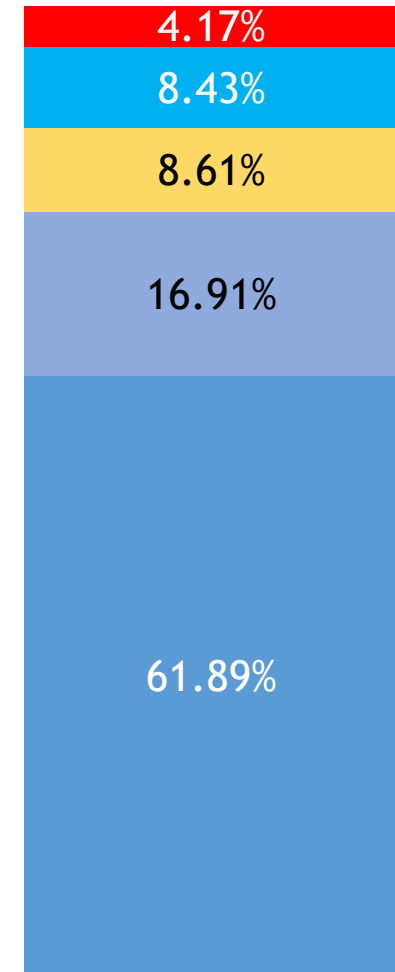
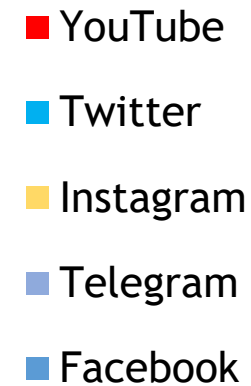
- information from **official sources** dominates in social networks
- most publications go for the announcement of World Day for Safety and Health at Work 2020

Dynamics of the volume of mentions in social networks



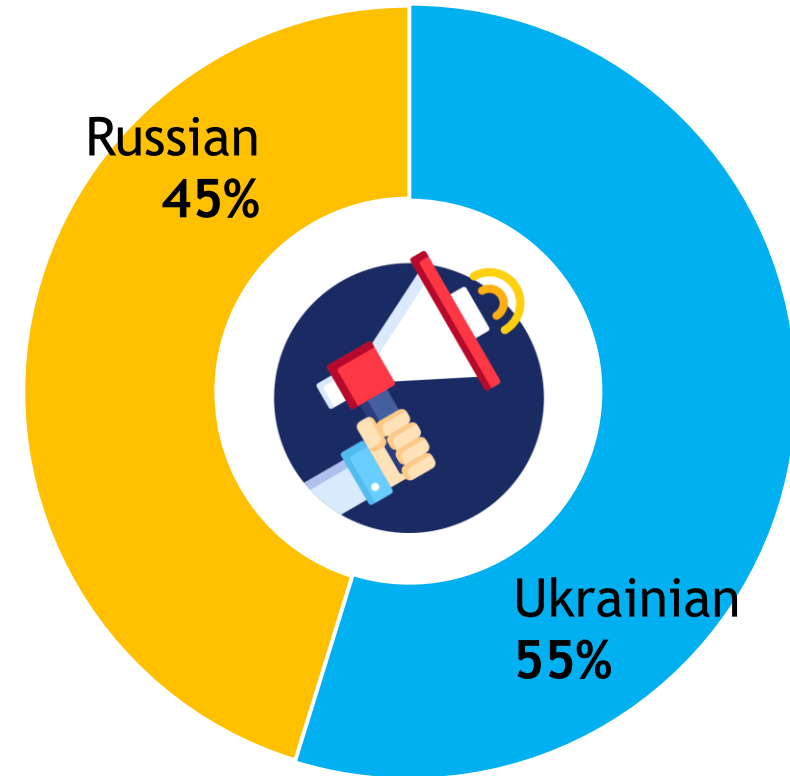
Mentions by type of social network

- The topic of the SLS is most actively discussed on **Facebook** - **6,145**



Language distribution of mentions

- Significant contribution to Ukrainian-language content is made by pages of state agencies and their regional institutions, as well as the pages of NGOs and the media that duplicate this content



The tonality of the mentions

Neutral mentions predominate

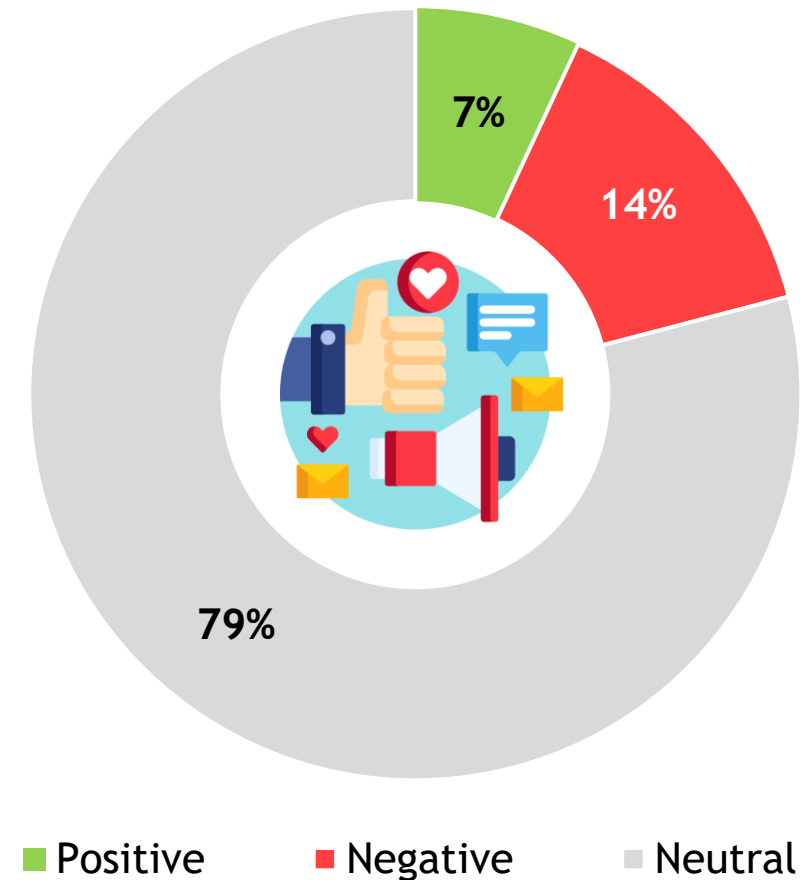
- announcements
- news
- reports

Negative mentions are mainly:

- facts of violation of labour legislation
- non-compliance of enterprises with OSH requirements
- changes in working conditions due to quarantine

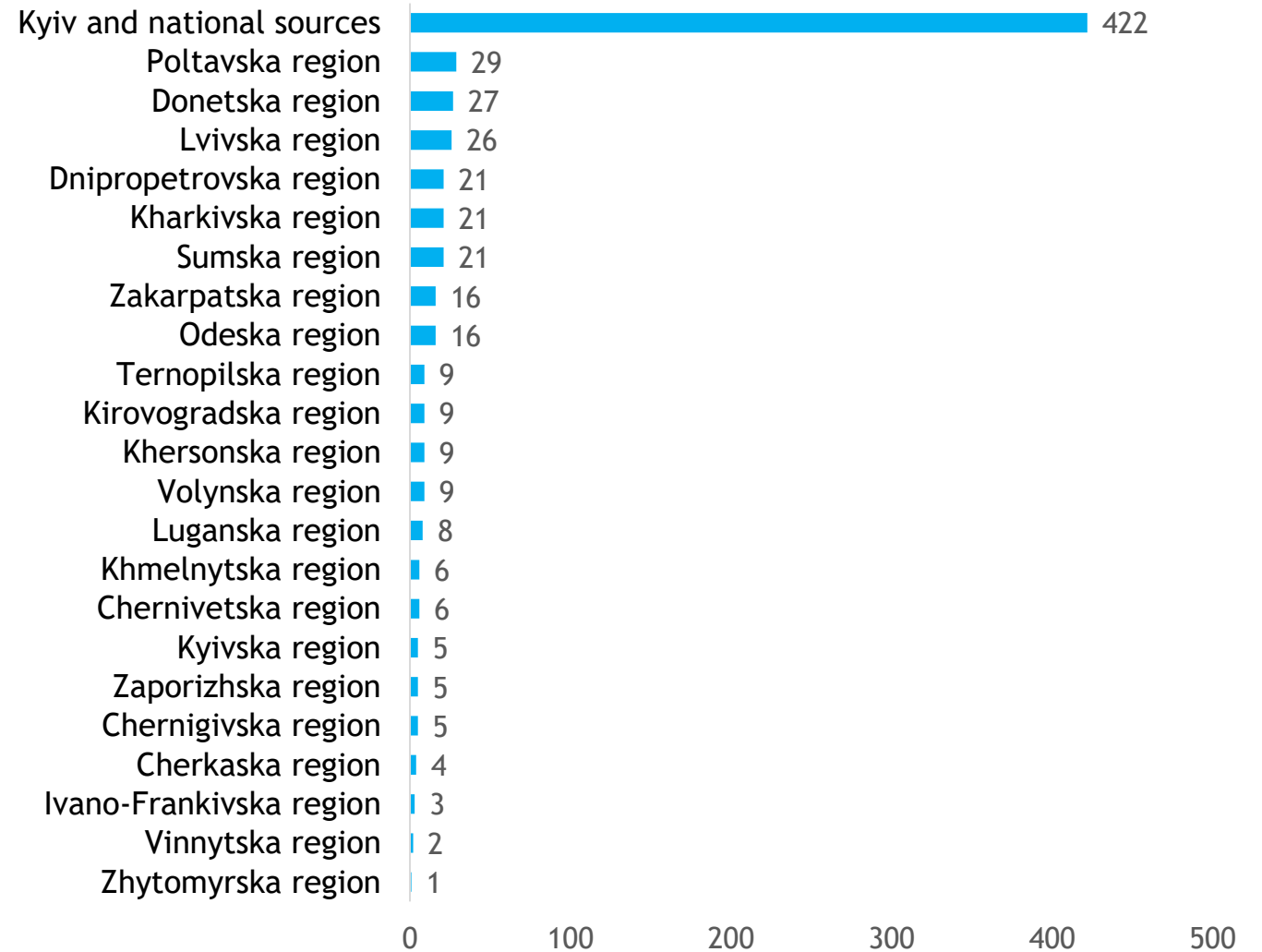
Positive:

- Thanks to the SLS, crisis of non-payment of wages was resolved, the work of employees was legalized - [publication example](#)
- announcement of the explainer about facilitation of official employment procedures - [publication example](#)



Regional distribution of sources

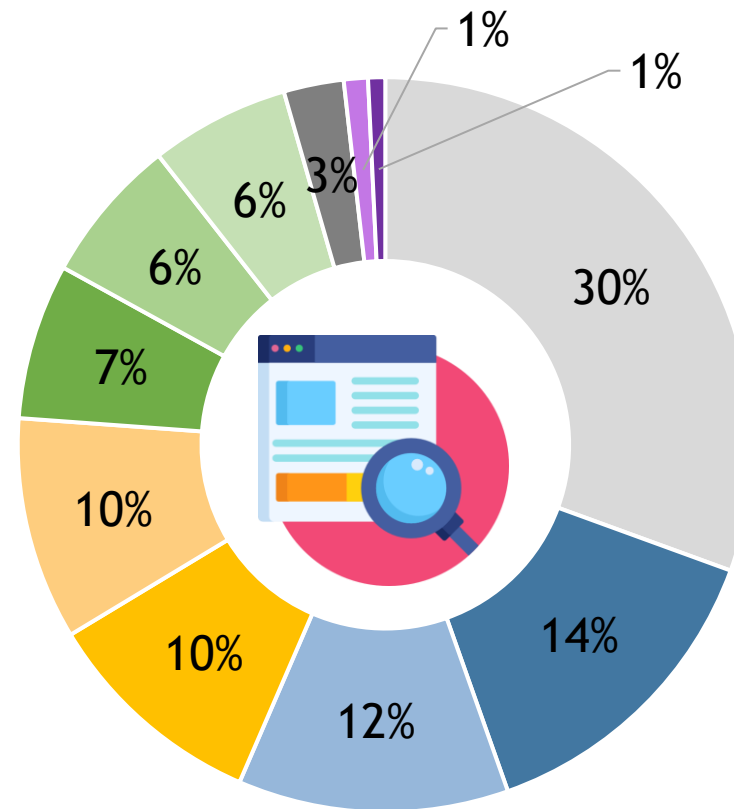
- A large share of content (38%) is created in the regions



Type of sources

50% of mentions of the topic in social networks are published on pages for which the topic of the SLS is profile content:

- professional publications enterprises
- law firms



- Pages of professional publications
- Personal pages
- Government bodies / organizations
- Posts with vacancies
- Media pages in social networks
- Information and educational resources
- Content reposting
- Pages of enterprises
- NGO pages
- State Labour Service
- State Employment Service

There are no representatives of this institution among the individuals who most often cover the topics of the SLS on their pages

#	TOP-10 sources	Position/ occupation area	Number of mentions	Topics under discussion
1	Mykhailo Volynets	People's Deputy of Ukraine, Chairman of the Confederation of Free Trade Unions of Ukraine, Independent Trade Union of Miners of Ukraine	41	Informing about the decisions of the Cabinet of Ministers concerning labour legislation, in particular the inclusion of COVID-19 in the list of occupational diseases of health workers see post , about cases of non-observance of the rights of workers, violation of safety requirements see post
2	Tatyana Goryun	Department of Technical Labour Inspection in the Federation of Trade Unions of Ukraine	25	Information about webinars, round tables and other events implemented by the Federation of Trade Unions of Ukraine jointly and with the technical support of the EU-ILO project "Towards Safe, Healthy and Declared Work in Ukraine" see post
3	Vasyl Moka	People's Deputy of Ukraine, Deputy Chairman of the Verkhovna Rada Committee on Youth and Sports	18	Informing about the decisions of the Cabinet of Ministers, in particular about appointments in the SLS see post
4	Viktor Taran	Political expert, practicing political technologist	14	Informing about dismissal and appointment in the SLS see post , on corruption schemes and abuses in the SLS see post
5	Mykhailo Konos	Deputy Head of the Department of Legal Education and Provision of Free secondary legal aid (FSLA) to Bohodukhiv Local Center for Provision of FSLA	11	Explanation of labour legislation, workers' rights see post
6	Aleksander Smirnoff	Head of Smirnov & Partners Law Center, tax consultant	9	Clarification of labour legislation, in particular on fines of the SLS see post , and inspections of the SLS see post
7	Andriy But	Representative of the non-governmental think tank for public policy research	9	The crisis in the labour market due to the pandemic and violation of workers' rights by employers see post , ensuring labour safety requirements during quarantine see post
8	Dmytro Oliinyk	Chairman of the FEU Council, Chairman of the All-Ukrainian Association of Employers' Organizations "Federation of Employers of the Glass Industry"	7	Informing about changes in labour legislation and proposals of the FRU, which were taken into account see post , on the appeal of employers to the Verkhovna Rada see post
9	Ihor Tokovenko	Chairman of the Trade Union Bureau of the Mining and Metallurgical Complex	6	Expression of the author's opinion on the amendments to the labour legislation see post , informing about accidents at work caused by violation of OSH requirements see post

TOP-sources | Non-governmental organizations

#	TOP-5 sources	Number of mentions	Topics under discussion
1	Better Regulation Delivery Office - BRDO	60	Regulation of safety during remote work see post , the rights of employees to receive wages during quarantine see post , on the rights of inspectors during inspections of enterprises see post
2	Federation of Employers of Ukraine	14	Changes in the procedure for issuing permits for high-hazard works and for operation of high-hazard machines, mechanisms and equipment see post , labour market statistics see post
3	NGO "Labour Initiatives"	4	Clarification of the provisions of Labour Law see post , trade union activities to ensure workers' rights, including the creation of a YouTube bloggers trade union see post
4	Association of employers' organizations of Kherson region	3	Clarification of the provisions of Labour law see post , approval by the Ministry of Economy of a new template of the labour inspector's ID see post
5	Association of employers' organizations of Odessa region	2	Information for employers that if during the quarantine the company received fines, felt significant pressure from labour inspectors, or suffered additional financial burdens (including from the SLS), the organization will check all the facts of abuse by municipal monopolies and state agencies and prepare all required queries see post

Posts by some NGOs can be a source of inspiration and examples of effective content formats

 **Офіс ефективного регулювання BRDO**
6 апреля 2020 г. · 🌐

📖 На жаль, деякі працівники зіткнулися з тим, що не отримують своїх зарплат під час карантину. Яким чином відстоювати свої права, та яке законодавство регулює питання отримання коштів?

🔨 Якщо працівник у період карантину працює та виконує свою роботу (передбачену трудовим договором), роботодавець зобов'язаний виплачувати йому заробітну плату.

📖 Питання оплати праці регулюється Кодексом законів про працю, зокрема статтями 97 і 98. Вони передбачають, що роботодавець не має права в односторонньому порядку порушити умови договорів та законодавства і погіршити умови праці (зменшити чи не виплачувати заробітну плату).

! Варто зазначити, що оплата праці здійснюється в першочерговому порядку, а всі інші платежі здійснюються роботодавцем після оплати праці.

📖 Статтю 103 цього Кодексу передбачено, що про зміну умов оплати праці в бік погіршення роботодавець повинен повідомити працівника не пізніше як за два місяці до їх запровадження або зміни.

💰 За порушення строків виплати ЗП більш як за один місяць чи неповну виплату, роботодавець несе відповідальність у вигляді штрафу у трикратному розмірі мінімальної заробітної плати, встановленої законом на момент виявлення порушення (ст. 265 КЗпП)


Якщо ви зіткнулися з такою проблемою, потрібно на вибір:

- написати скаргу до Держпраці;
- звернутися з позовом до суду.

А про те, які бізнеси можуть працювати під час карантину - читайте за посиланням: ▶ <https://bit.ly/3aLFPip>

#FORBIZ #EU4Business

Офіс розвитку малого та середнього підприємництва/SME.DO FORBIZ EU4Business-EBRD Credit Line Ukraine European Union in Ukraine European Business Association EasyBusiness American Chamber of Commerce in Ukraine Торгово-промислова палата України / Ukrainian CCI Громадський Простір Covid-19: інформаційна підтримка бізнесу

 **Офіс ефективного регулювання BRDO**
21 декабря 2020 г. · 🌐

✅ Офіційне працевлаштування співробітника в компанію — легко із покроковими інструкціями від #StartBusinessChallenge!

Для того, аби отримати детальну онлайн-інструкцію, потрібно лише відповісти на декілька простих запитань про ваш бізнес.


📖 Новий функціонал описує етапи процедур працевлаштування співробітників для ФОПів та юридичних осіб; особливості працевлаштування неповнолітніх, вимоги до дистанційної роботи та випробувального терміну.

Інструкції розроблені експертами BRDO за підтримки [Державна служба України з питань праці](#).

Функціонал доступний за посиланням:
▶ <https://sbc.regulation.gov.ua/complex-procedure/250>

#BRDO #працевлаштування #інструкція #SBC

FORBIZ Міністерство розвитку економіки, торгівлі та сільського господарства України Дія.Бізнес Дія European Union in Ukraine Yanina Dobrovolska



START BUSINESS CHALLENGE

The social media pages of the top mass media do not cover the topic of the SLS, this is done mostly by the pages of the profile media

#	TOP-10 sources	Number of mentions	Topics under discussion
1	Правовые новости Украины	143	IT business protection during inspections of the SLS see post , clarification of labour legislation see post , provision by the Pension Fund of information on undeclared employees to the SLS see post
2	Korrespondent	36	Workers' strikes due to violations of OSH requirements see post , dismissal of the Head of SLS see post , labour protection of health works in times of pandemic see post
3	PoltavaNews	15	Clarification of the SLS on the provisions of labour legislation see post , see post
4	Smila:NEWS	14	Informing about inspections with the participation of the SLS see post , new requirements for the use of personal protective equipment by employees see post , amendments to the labour legislation on the organization of the work process during quarantine see post
5	Новини України	11	Explanation of the provisions of labour legislation by SLS see post , in particular of the provisions on organizing work during quarantine see post
6	Суспільне Суми	9	Informing about the course of the inspection campaign of the SLS see post , clarifications by SLS on the provisions of labour legislation see post , informing about fines for using the labour of undeclared workers see post
7	Горячие новости Украины Политика Экономика Общество Криминал	9	Explanation of organizational aspects of inspection visits to the SLS see post , provisions of labour legislation see post
8	VolynUA.com	7	News about the investigation of workers' injuries due to non-compliance with OSH requirements see post , conducting inspections with the participation of the SLS see post
9	Новости Запорожья	7	Clarification of the provisions of labour law, in particular dismissal during quarantine and the employer's liability for unlawful dismissal of employees see post
10	Новини України	6	Shmygal on landmarks in the coal industry: break-even point, European conditions, occupational safety see post , information on strengthening the safety of seasonal workers in Europe see post

Conclusions based on social networks monitoring

1. Among social networks, Facebook is the main source of information - almost 62%
2. Information from official sources prevails
3. Representation of the SLS topic is low compared to the topics of other state agencies
4. For the most part, the tonality of the mentions is neutral
5. Only half (55%) of content on social networks is published in Ukrainian
6. A large share of content (38%) is created in the regions
7. Content on the topic of SLS is well distributed on the pages of relevant government agencies, professional publications, law firms and large manufacturing enterprises

Such representation of the topic on social networks indicates that the audience does not understand the essence of the SLS activities

3. Analysis of publications on the websites of organizations

State agencies, NGOs, enterprises web-sites
in April-December 2020



Methodology

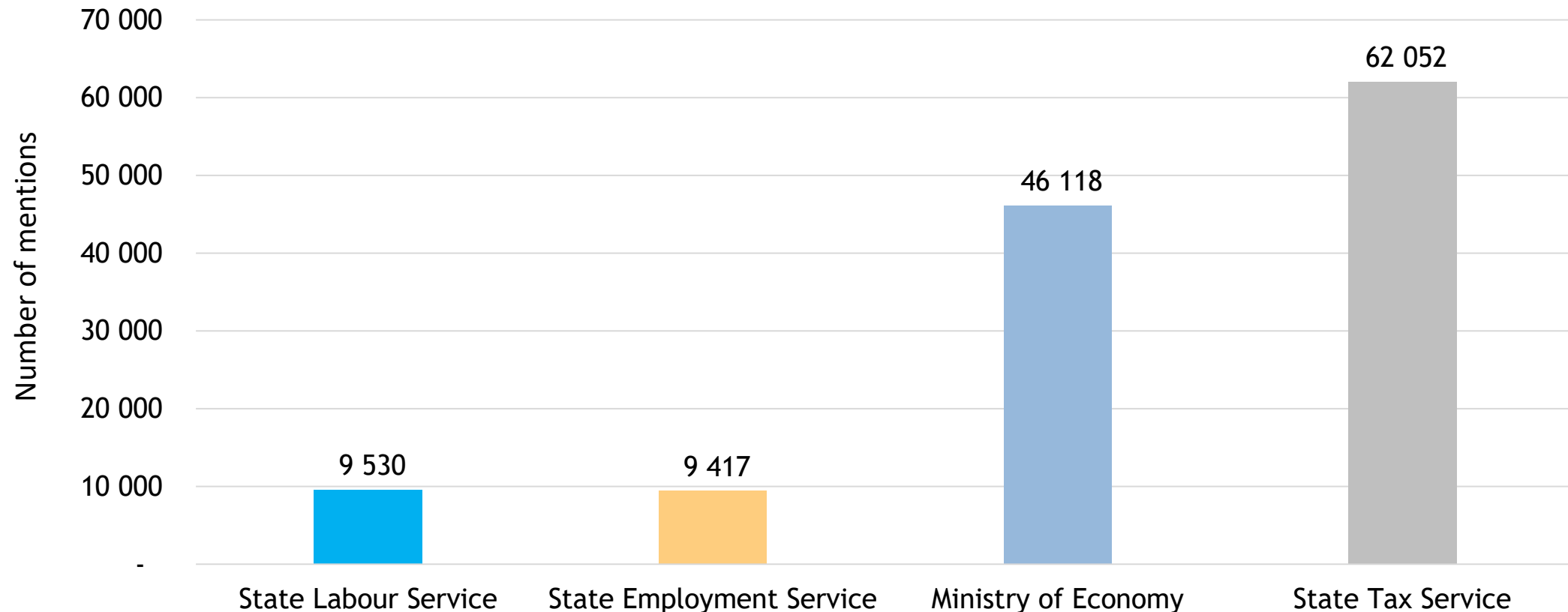
The subject of study is **SLS** and the related topics: **labour inspection, occupational safety and health, state supervision, legislation observance, labour rights, etc**

- **9,530** national and regional sources on the websites of government agencies, non-governmental organizations, large enterprises analysed
- period **April-December 2020**
- data source - **Semantrum**
- coverage - **Ukraine**



Mentions in comparison with other government agencies

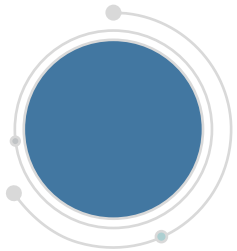
- the total number of publications mentioning the SLS for 9 months - **9,530** (1,058 per month)
- SLS and SES are equally active but lag far behind the Ministry of Economy and the State Tax Service



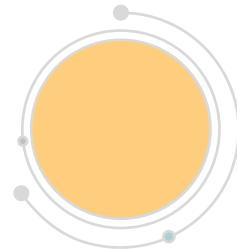
Key topics on web-sources

The key topics are not different from those presented in the social media:

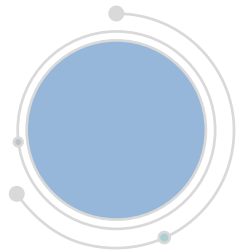
- there are no topics of corruption scandals
- the subject covers exclusively the SLS activities



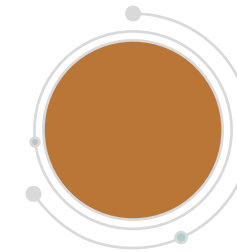
Informing about **amendments to labour legislation**, explanations



Results of **explanatory work** with the participation of representatives of the SLS: trainings, round tables, seminars, etc.



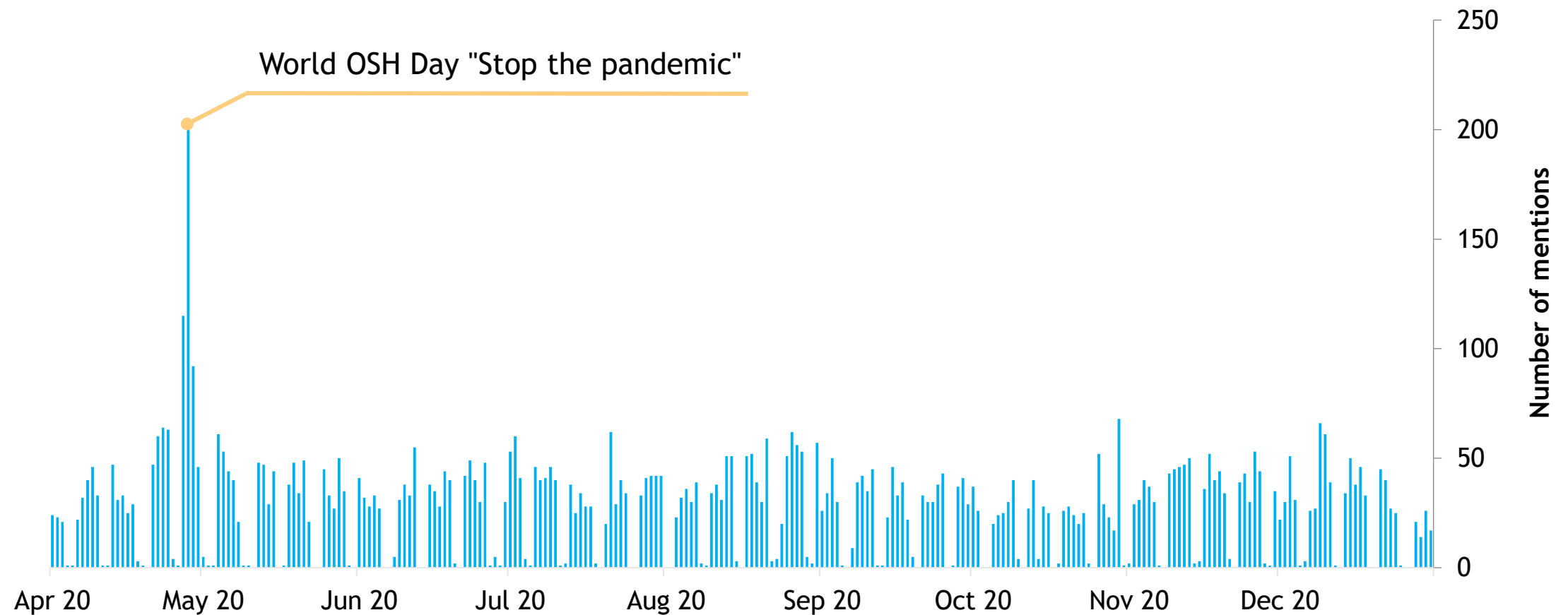
Informing about the **facts of violation of labour legislation** and accidents caused by violation of OSH requirements



Informing about the **course and results of inspections** of the SLS

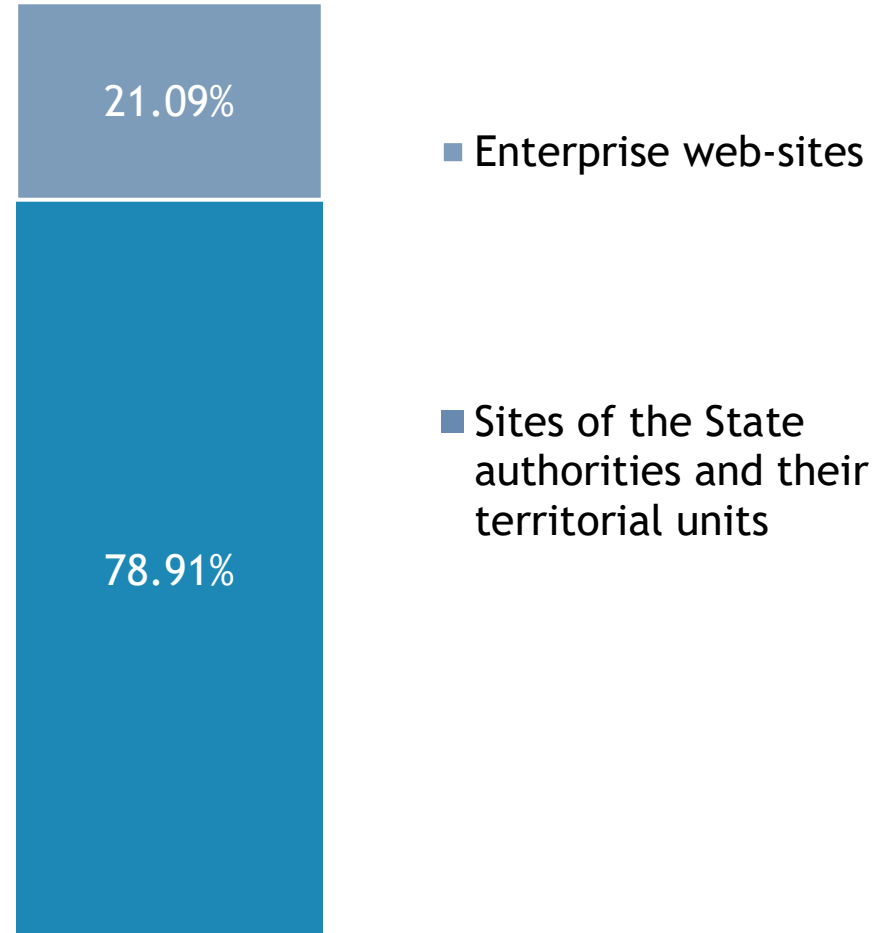
Peaks of the topics' representation

- seasonality and volume growth trend are absent
- in May World OSH Day activities were highlighted actively



Highlights of SLS topic by type of web-sources

- The information is concentrated on the websites of state bodies



The tonality of the mentions

Neutral mentions predominate

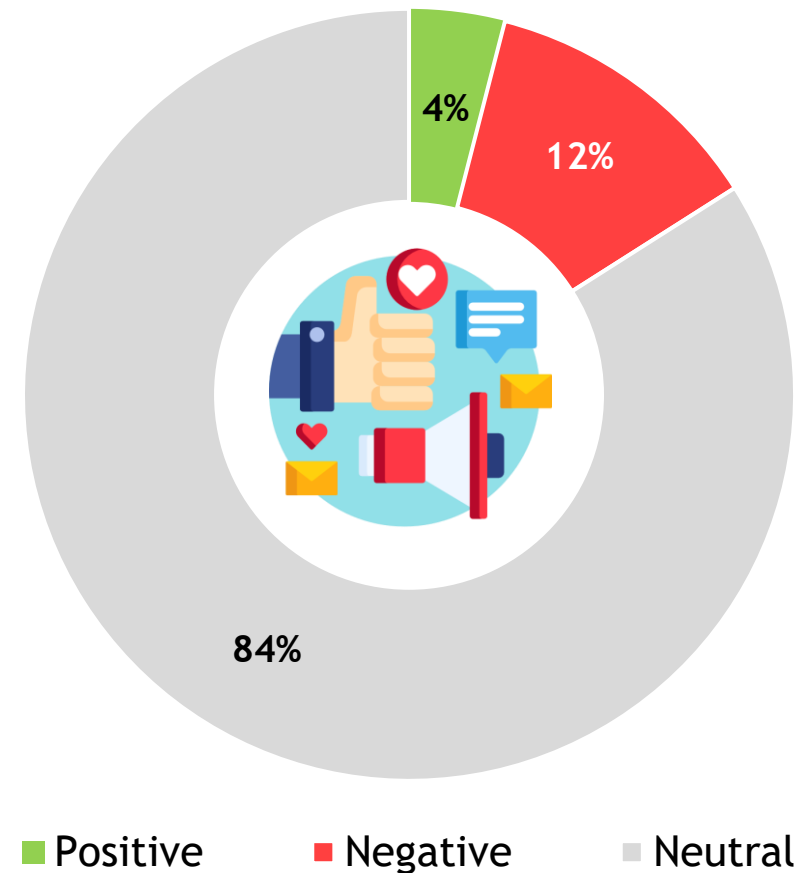
- announcements
- news
- reports

Negative mentions are mainly:

- facts of violation of labour legislation
- non-compliance with OSH requirements
- changes in working conditions due to quarantine

Positive:

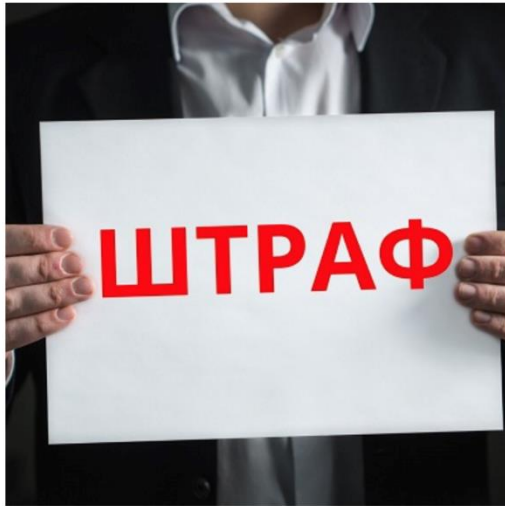
- Thanks to the SLS, crisis of non-payment of wages was resolved
- the workers were declared [see publication](#)
- Accidents prevented as a result of SLS inspections [see publication](#)



Publication's example

У ДЕРЖПРАЦІ РОЗ'ЯСНИЛИ НАСЛІДКИ ВИКОРИСТАННЯ НЕОФОРМЛЕНОЇ ПРАЦІ

Опубліковано: 26 серпня 2020



Державна служба України з питань праці продовжує інформувати роботодавців та громадян про переваги легального працевлаштування.

Після масштабної роз'яснювальної роботи з **1 вересня поточного року** розпочнеться інспекційна кампанія з питань виявлення неоформлених працівників. Тому роботодавцям роз'яснюють наслідки використання неоформленої праці.

Так, відповідно до абз. 2 ч. 2 ст. 265 [КЗпП](#) юридичні та фізичні особи - підприємці, які використовують найману працю, несуть відповідальність у вигляді штрафу в разі фактичного допуску працівника до роботи без оформлення трудового договору (контракту), оформлення працівника на неповний робочий час у разі фактичного виконання роботи повний робочий час, установлений на підприємстві, та виплати заробітної плати (винагороди) без нарахування та сплати єдиного внеску.

[see publication](#)

Дніпропетровщина: на засіданні колегії обговорено результати роботи управління гірничого нагляду, нагляду в промисловості і на об'єктах підвищеної небезпеки за 2020 рік

17 лютого 2021

В ГУ Держпраці у Дніпропетровській області під головуванням начальника Ольги Бондаренко відбулося засідання колегії, на якій було підбито підсумки роботи управління гірничого нагляду, нагляду в промисловості і на об'єктах підвищеної небезпеки за 2020 рік.

[see publication](#)

Головна > Новини >

Волинь: під час засідання робочої групи з питань запобігання використанню незадекларованої праці визначено шляхи спільних дій

19 лютого 2021

[see publication](#)

У Луцьку під час чергового засідання робочої групи з питань запобігання використанню незадекларованої праці обговорено шляхи спільних дій щодо проведення інформаційних та інспекційних заходів.

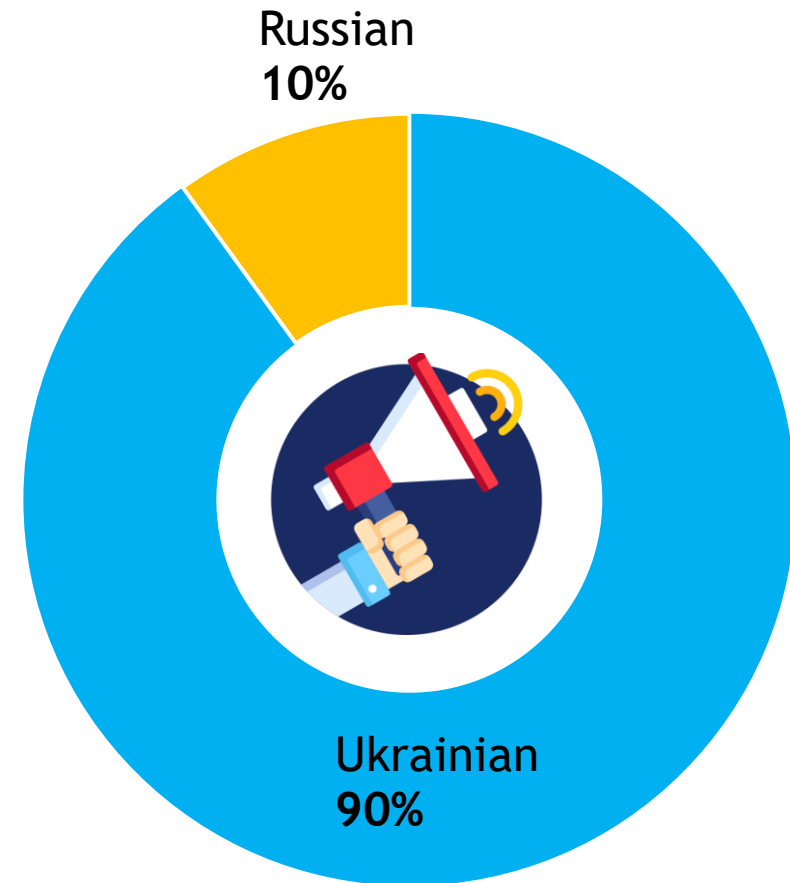
Заходи заплановано провести у березні в сфері транспорту, складського господарства, поштової та кур'єрської діяльності, ремонту автотранспортних засобів та технічного обслуговування.

До складу постійно діючої робочої групи входять представники Управління Держпраці у Волинській області, ГУ Пенсійного фонду, ГУ Статистики, ГУ ДПС, УПД ГУНП, Федерації профспілок, ГУ Держпродспоживслужби та обласного центру зайнятості.

Оксана Рубльова, перший заступник начальника Управління Держпраці у Волинській області запропонувала запровадити проведення інформаційних заходів – семінарів, круглих столів, конференцій, а також наголосила, що слідом за проведенням інформаційної роботи розпочнеться інспекційна кампанія.

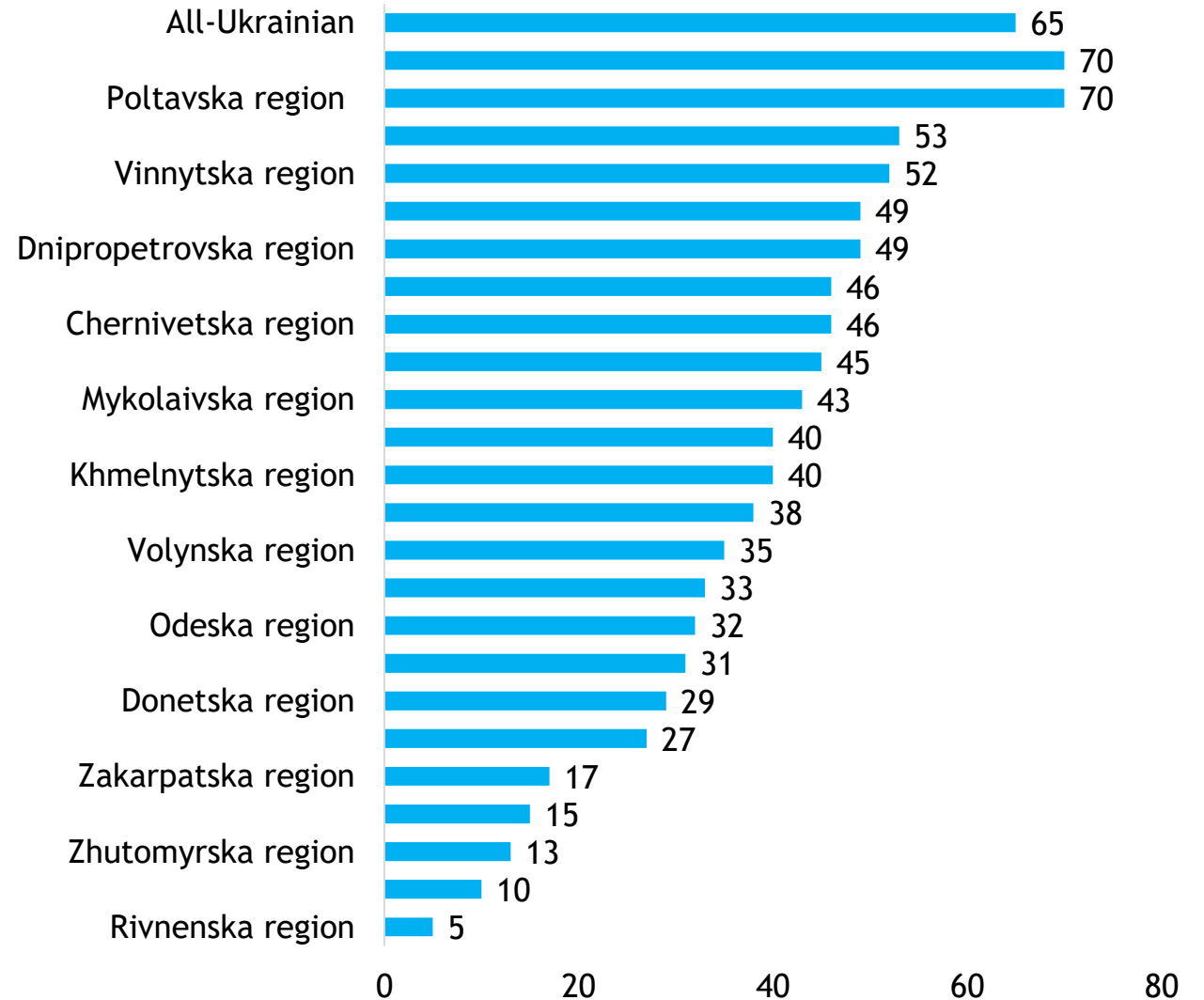
Mentions by language used

- The predominance of Ukrainian-language web resources is due to the requirements of the legislation for the use of the state language by State authorities



Regional distribution of sources

- More than **93% of web resources** that do not belong to the category of media and publish content on the subject of SLS are **regional**
- All-Ukrainian resources make up only 7%
- An important part of the content of all-Ukrainian resources is the **duplication of news / events / descriptions of results** published on regional sites



Conclusions of the web resources analysis

1. The topic of SLS is better represented on the web-sites of state agencies, NGOs and large enterprises, than on social networks
2. The number of mentions remains low compared to that of other government agencies
3. The tonality is mainly neutral
4. Almost all mentions are published in Ukrainian, as official sources predominate in the field
5. Regional sites are a source of news for Kyiv



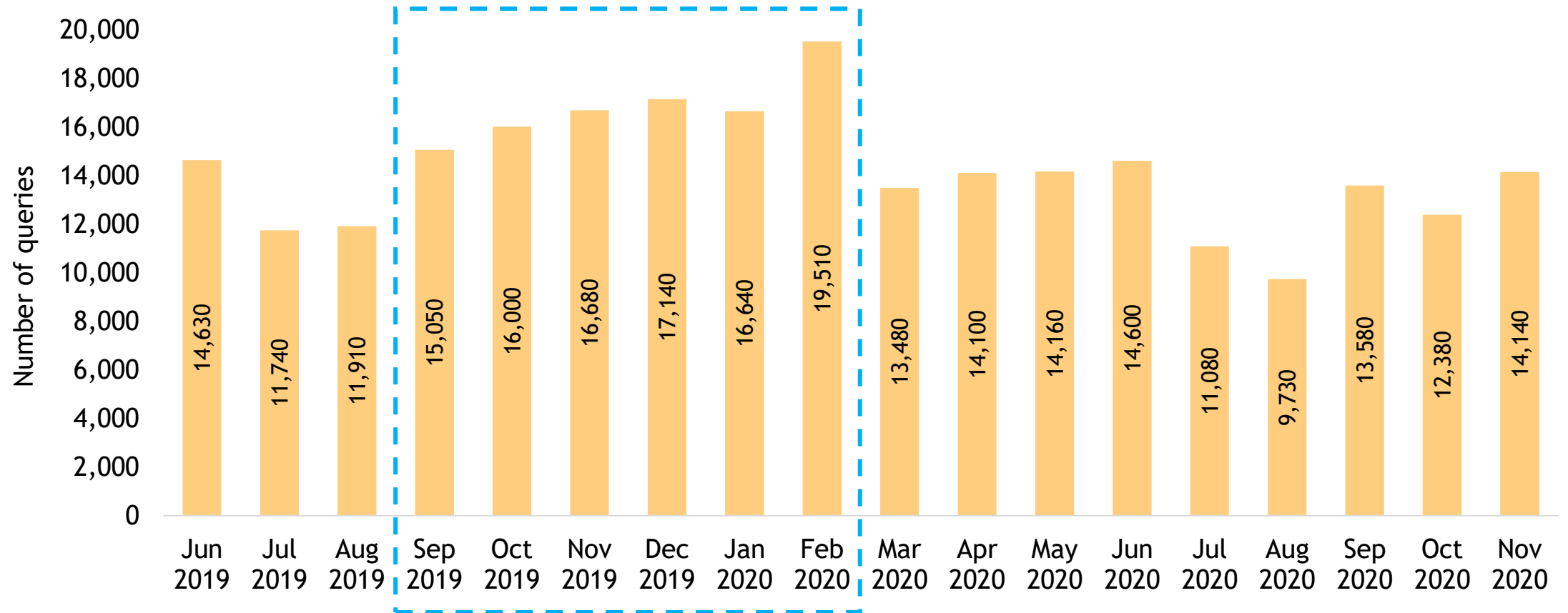
5. Search query analysis

volume, trends, search results



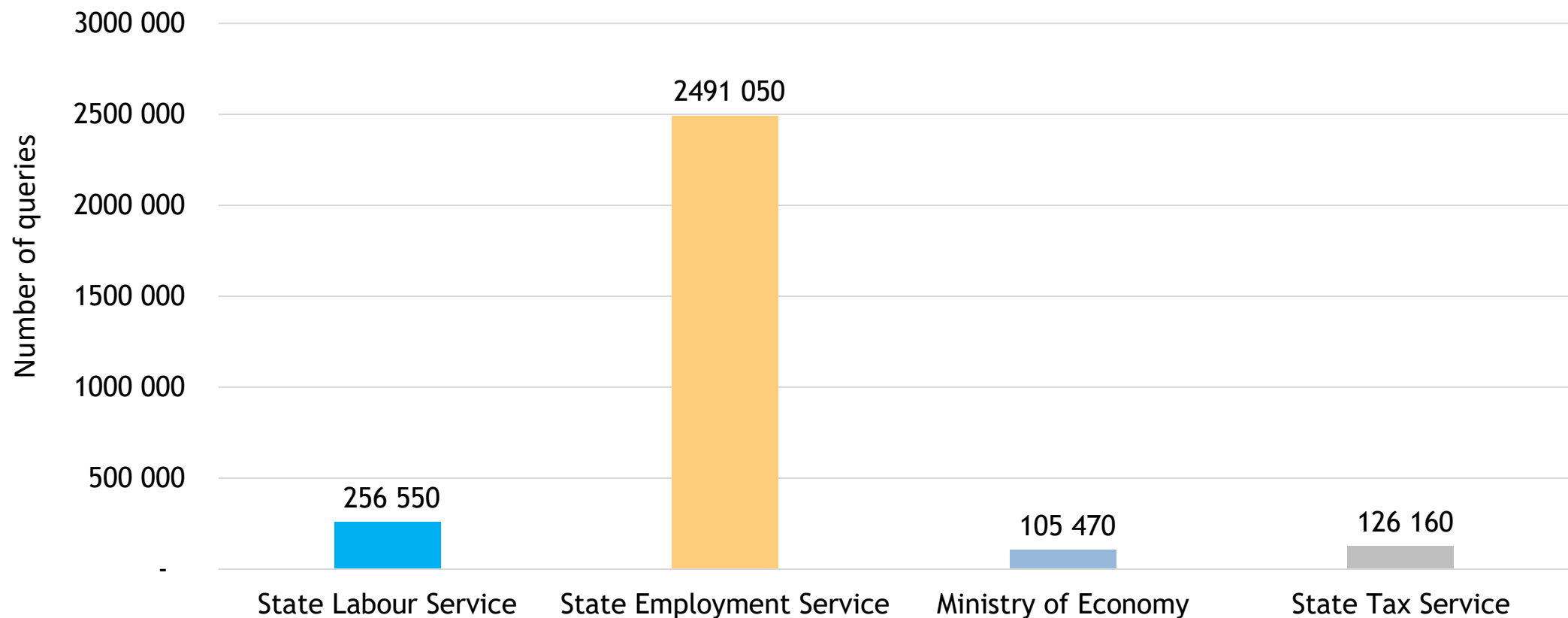
The volume of search queries

- Seasonality of demand and growth of interest in the topic are absent
- The largest volume of search queries was carried out in September 2019 - February 2020, which is due to amendments to the [Law "On labour protection"](#)



The volume of searches of the SLS in comparison with other state bodies

- the level of queries on the topics of the SLS looks good against the background of the Ministry of Economy and the Tax Service due to inquiries regarding the updated [Law "On labour protection"](#)
- the surge in requests for SES in 2020 is associated with an exacerbation of unemployment and job losses due to the pandemic

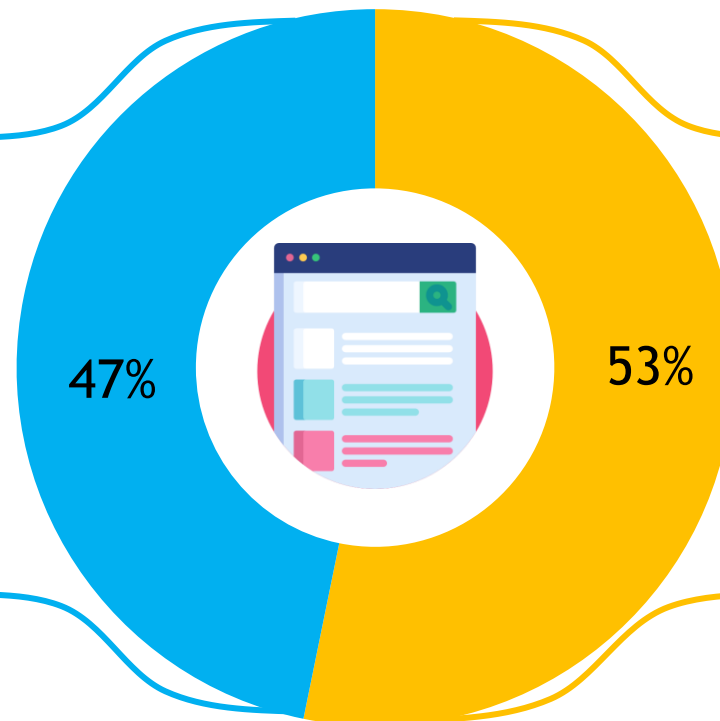


The most popular search queries

- Among Russian-language inquiries, the search for explanatory information on the topics of labour protection and inspection is popular
- Ukrainian is usually searched by the websites of the SLS Office and its contacts

UA

TOP-10 search queries	Aver. no/mnth
SLS	590
regulations on the labour protection service	590
occupational hygiene	480
inspections of SLS	480
labour protection service	320
labour protection service at the enterprise	260
inspection of SLS	210
SLS office	170
SLS Inspectorate of Ukraine hotline	140
inspections of SLS 2019	140



RU

TOP-10 search queries	Aver. no/mnth
labour protection	2 400
the law of Ukraine on labour protection	880
labour protection Ukraine	390
labour protection of enterprises	260
Statelabour	210
labour inspection	210
the law of Ukraine about labour protection	110
labour protection at work	110
labour protection management system	110
labour protection law Ukraine	90

SLS - search results in Ukrainian

Inquiries directly related to the SLS and its territorial units:

- official site of the SLS, contacts
- official sites of territorial bodies of the SLS
- their social networks

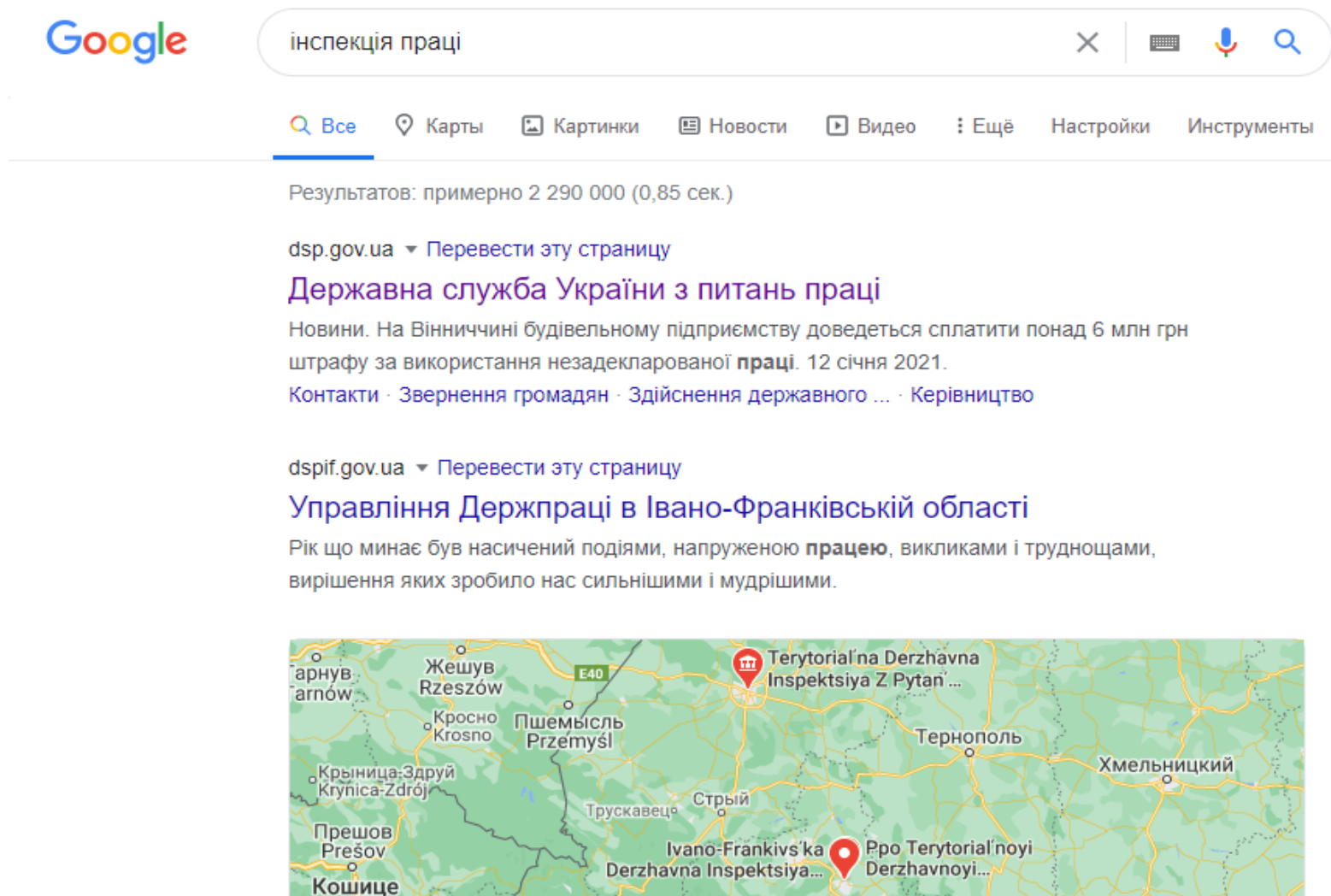
The screenshot shows a Google search for "держпраці" (State Service of Ukraine for Employment Issues) in Ukrainian. The search results include:

- Official site:** dsp.gov.ua. The main result is "Державна служба України з питань праці" (State Service of Ukraine for Employment Issues). It includes a news snippet about a webinar on January 28, 2021, and contact information.
- Contacts:** Information updated as of 25.08.2020, including the postal address.
- Regional sites:** Links to regional employment services.
- Normative base:** A link to the State Service of Ukraine's orders.
- Registry:** Information about the AR-Crimea-Tam-Sevastopol and Vinnytsia Oblast.
- Citizen appeals:** Information about the public reception of citizens.
- Wikipedia:** A result for "Державна служба України з питань праці — Вікіпедія" (State Service of Ukraine for Employment Issues — Wikipedia), mentioning its head, Vitaliy Sahienko, and the date of its establishment (September 10, 2014).

On the right side of the search results, there is a map showing the location of the State Service of Ukraine for Employment Issues in Kyiv, with a red pin marking the location. Below the map, there is a section for "Holovne Upravlinnya Derzhpratsi U Kyivs'kiy Oblasti (Головне управління Держпраці у Київській області)" with a 2.4-star rating and 24 reviews on Google. The address is listed as "вулиця Вавилова, 10, Київ, 04060".

Labour Inspection - search results in Ukrainian

Labour inspection queries immediately refer to the website of SLS and the websites of its territorial bodies



Google

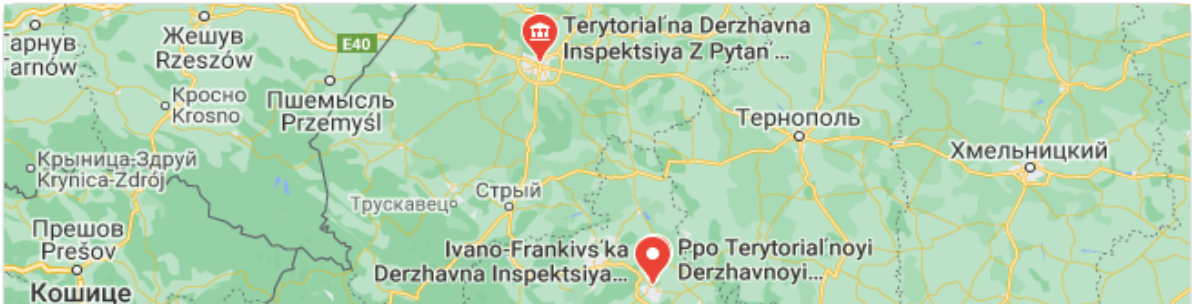
інспекція праці

Все Карты Картинки Новости Видео Ещё Настройки Инструменты

Результатов: примерно 2 290 000 (0,85 сек.)

dsp.gov.ua ▾ Перевести эту страницу
Державна служба України з питань праці
Новини. На Вінниччині будівельному підприємству доведеться сплатити понад 6 млн грн штрафу за використання незадекларованої **праці**. 12 січня 2021.
Контакти · Звернення громадян · Здійснення державного ... · Керівництво

dspif.gov.ua ▾ Перевести эту страницу
Управління Держпраці в Івано-Франківській області
Рік що минає був насичений подіями, напруженою **працею**, викликами і труднощами, вирішення яких зробило нас сильнішими і мудрішими.



Labour protection - search results in Ukrainian

Search queries:

**occupational health/
hygiene, safety at work**

first of all produce links to education materials, Wikipedia, regional sites of the SLS, official portal of the VRU, sites of trade unions

охорона праці

Все Картинки Видео Новости Карты Ещё Настройки Инструменты

Результатов: примерно 17 000 000 (0,53 сек.)

uk.wikipedia.org › wiki › Охо... [Перевести эту страницу](#)
Охорона праці — Вікіпедія
Загальний нагляд за додержанням норм **охорони праці** покладено на прокуратуру, спеціальний — на професійні спілки. Контроль за безпекою праці ...
[2] Історія · Охорона праці та ... · Вимоги до підприємства · [3] Будівництво

ohoronapraci.kiev.ua [Перевести эту страницу](#)
Журнал "Охорона праці"
Журнал "**Охорона праці**", Анонси, актуальні теми, архів журналу, публікації, реклама, послуги поліграфії, співпраця з авторами, нормативи.

te.dsp.gov.ua › ohorona-pratsi... [Перевести эту страницу](#)
Охорона праці на підприємстві: що потрібно знати ...
3 юн. 2019 г. — Служба **охорони праці**. Згідно зі ст. 15 Закону «Про **охорону праці**» така служба обов'язково повинна бути створена на підприємстві з ...

Охрана труда (Охорона праці)

Область исследований

Переведено с английского языка. - Безопасность и гигиена труда, также обычно называемые гигиеной и безопасностью труда, гигиеной труда или производственной безопасностью, являются междисциплинарной областью, связанной с

SLS - search results in Russian

- search offers the [official website dsp.gov.ua](https://dsp.gov.ua) and sites of territorial offices, as well as up-to-date information on inspections
- Google **does not publish any Russian site** on the first page at the request of Russian «Gostrud»

Google

[Все](#) [Новости](#) [Картинки](#) [Покупки](#) [Карты](#) [Ещё](#) [Настройки](#) [Инструменты](#)

Результатов: примерно 245 000 (0,44 сек.)

dsp.gov.ua ▾ [Перевести эту страницу](#)
Державна служба України з питань праці
Про службу · Про службу · Керівництво · Особистий прийом громадян · Структура · Планування роботи · Запобігання проявам корупції · Вакансії ...
Вы посещали эту страницу несколько раз (4). Дата последнего посещения: 25.11.20

Контакты Інформація оновлена станом на 25.08.2020 Поштова адреса ...	Здійснення державного ... Апарат Держпраці Вінницька область Волинська область ...
Держпраці у Донецькій області Відповідно до Наказу Державної служби України з питань праці ...	Новини Посадові особи Держпраці взяли участь у вебінарі на тему ...
Головне управління ... 08.10.2020 У Головному управлінні Держпраці у ...	Керівництво Перший заступник Голови Державної служби України з ...

[Другие результаты с сайта dsp.gov.ua »](#)

Проверки Гоструда 2021 в Украине / Скачать План ...
Согласно Плану проверок на 2021 год, утвержденному приказом Гоструда от 27.11.2020 № 158, контроллеры проинспектируют 21 150 предприятий.

buhgalter911.com ▾ news ▾ news-1054772 ▾
Кого проверит Гоструда в следующем году: утвержден ...
27 нояб. 2020 г. — В план проверок включено более 20 000 субъектов хозяйствования. По сравнению с 2020 годом, Гоструда планирует провести на 4,5 ...

buhgalter.com.ua ▾ Главная ▾ Статьи ▾ Кадровое дело ▾
Проверки Гоструда: какие документы готовить? [перечень ...
20 июл. 2020 г. — Гоструда не может заставить заключить колдоговор. Колдоговор — дело добровольное. 4. Трудовые договоры, если заключены в ...

www.golovbukh.ua ▾ Статті ▾ Перевірки ▾
Проверки Гоструда - Головбух
Тем более, что недавно произошли изменения, связанные с новым порядком контроля и надзора. Содержание. Проверки Гоструда 2020 штрафы; Другие ...

Вместе с гоструда часто ищут

- [проверки гоструда 2020 украина](#)
- [проверка частного предпринимателя на едином налоге 2020](#)
- [что проверяет инспекция по труду украина 2020](#)
- [проверки предпринимателей 2020 украина](#)
- [план проверок гоструда на 2021 год украина](#)
- [что проверяет инспекция по труду украина 2019](#)
- [гоструда одесса](#)
- [план проверок гоструда 2021 украина](#)

Inspection / labour protection search results in Russian

- with regard to labour inspection, the search results in Russian differ significantly from those in Ukrainian
- Google offers the ILO and the Labour Service of the Russian Federation
- the Google search results on OSH offer not only Ukrainian sources, but also Russian ones, which contain information about the Russian Federation and its legislation
- Most of the search results are information and education materials or sites of NGOs that provide services in the OSH field

Google

инспекции труда

Результатов: примерно 19 700 000 (0,82 сек.)

www.ilo.org > documents > publication > wcms_541327 > PDF
Инспекция труда - ILO
Учебная программа МУЦ-МОТ «Создание современных и эффективных систем инспекции труда». Модуль 3. **Инспекция труда: принципы и планирование.**

www.ilo.org > documents > publication > wcms_541315
Инструменты работы инспекции труда - ILO
В этом модуле описываются наиболее важные ресурсы и инструменты, которые применяют в своей работе многие инспекции труда и которые ...

онлайнинспекция.рф >
Онлайн Инспекция — Главная
Ресурс позволяет обратиться в инспекцию труда, получить бесплатную консультацию по вопросам трудовых отношений или провести самопроверку ...

www.trudcontrol.ru > files > editor > files > Что такое ... > PDF
что такое инспекция труда? - Труд-Эксперт.Управление
Успешно работа- ющие инспекции труда способствуют по- вышению производительности, поскольку обеспечивают достойные условия труда, а это в ...

Google

безопасность на производстве

Результатов: примерно 158 000 000 (0,54 сек.)

garmcentr.ru > statyi
Охрана труда и техника безопасности на предприятии ...
УСЦ «Гармония» предлагает полный комплекс услуг по охране труда и технике безопасности на предприятии. Проводим обучение, консультируем ...

delta-grup.ru > bibliot > 3.htm >
Техника безопасности на производстве
§ 3. Техника безопасности на производстве. Под техникой безопасности подразумевается комплекс мероприятий технического и организационного ...

www.rocta.ru > info > tehnika-bezopasnosti >
Соблюдение правил охраны труда и техники ...
4 нояб. 2020 г. — Читайте об охране труда и технике безопасности на предприятии. Техника безопасности и нормы ТБ и ОТ на производстве. Полезное ...
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Обеспечение безопасности производственной деятельности
Промышленная безопасность опасных производственных объектов – это состояние защищенности жизненно важных интересов личности и общества ...

Conclusions regarding Google search results

1. Ukrainian- and Russian-language Google search queries on SLS and labour inspection refer to the official resources of SLS
2. The largest volume of search queries was carried out in September 2019 - February 2020, which is due to adoption of [amendments to the Law "On labour protection"](#)
3. The websites of the SLS and its contacts are usually searched in Ukrainian
4. Among Russian-language queries, explanatory information on the OSH and the Labour Inspection were most popular
5. For queries in Russian about health, safety and hygiene at work, Google mostly offers educational materials from Russian resources
6. There is neither seasonality of demand, nor growth of interest in the topic



General conclusions about the media field

1. The audience is rarely interested in the SLS, because it does not understand the importance of its activities for themselves, in contrast to, for example, the activities of the State Employment Service
2. The info field is not formed and is not controlled by the SLS
3. Top management is little involved in promoting the SLS
4. The work of the Labour Department of the SLS with the media makes a significant contribution to the info field in terms of the number of publications, but has a small coverage
5. High demand of the audience for content in Russian
6. The lack of regular monitoring of the info field does not provide an understanding of the effectiveness of communication efforts



Recommendations on the work with the informational field

1. Explanatory work on what the SLS functions are
2. Active work with the media field:
 - filling the info field with "victories"
 - news should focus on the result, not the process
 - to prevent negative coverage
 - filling the info field with explanatory materials
 - promoting SLS speakers
 - strengthening work with the TOP-100 media
 - continuing to work actively with regional media
 - improving the quality of content, switching to "human language"
3. Allocation of resources to work with search queries: the queries in Russian should lead to Ukrainian content, not Russian one
4. Allocation of resources for regular monitoring of the info field to monitor the effectiveness of communication efforts

It is necessary to strengthen resources of the SLS for communication: advanced training of existing staff, involvement of qualified specialists, allocation of funds for communication

For further questions:



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