



**Gender Equality and Antidiscrimination for Roma**

***WP5 - D5.5***  
***Report on social***  
***awareness campaign***

**Summary**

<b>Project Introduction</b>	<b>3</b>
<b>Social Media Pages</b>	<b>3</b>
<b>Advertising in the Project</b>	<b>4</b>
Appendix – ADV on Meta platform	11

## Project Introduction

The GEAR (Gender Equality and Antidiscrimination for Roma) project is a European initiative funded by the DG Justice & Consumer, the directorate responsible for justice, fundamental rights, rule of law, consumer rights, and equality. The main objective was to promote gender equality and counter stereotypes through the direct involvement of young Roma in Italy, Bulgaria, Romania, and Belgium. Through a participatory approach, the project fostered the creation of new alliances among young Roma, both boys and girls, encouraging and empowering them in a shared commitment to gender equality.

The activities carried out were structured on multiple levels, combining training, education, and communication to reach a broad audience and ensure a lasting impact. Specifically, the project focused on training young Roma as agents of change, equipping them with tools to recognize and dismantle gender stereotypes through street education activities, training sessions, discussion moments: a central element of the project was the web radio Amoradio, created to give voice to young Roma and provide a space for discussion on gender equality, inclusion, and the promotion of Roma cultures.

The communication strategy played a key role in strengthening the dissemination of the project's messages. Through targeted social media campaigns and the integration of the web radio with platforms such as Spotify and RadioGarden, the project expanded its reach, engaging a wider and more diverse audience. The social campaign included original and sponsored content to raise public awareness of the addressed issues, fostering the active involvement of young people and local communities.

The project's impact was conceived both in the short and long term, aiming to create cultural change through the active participation of young Roma and collaboration with institutions and organizations. This final report will focus on social media activities, analyzing the platforms used, the role of Amoradio in the digital strategy, advertising campaigns, and the results achieved.

## Social Media Pages

To ensure maximum dissemination of the GEAR project's activities and messages, official profiles were created and managed on Facebook, Instagram, and TikTok. Initially, only the project GEAR's social media channels (Facebook, Instagram, and TikTok) were launched to promote the project, explain its values and objectives, and raise awareness on gender equality and the fight against stereotypes. Later, with the launch of Amoradio, dedicated social media profiles were created on Facebook, Instagram, and TikTok, aiming to amplify the project's reach and increase the visibility of the radio's editorial board activities.



The editorial board, composed of Roma youth from Bulgaria, Italy, Romania, and Belgium, played a key role in shaping the identity and programming of the radio. The team established the editorial line, organized the schedule, and managed content, ensuring a balance between music and entertainment to cater to diverse audience interests. The members chose the radio's name and received specific training on using the platform, microphones, and essential recording tools for podcast production.

Through social media, the radio's activities were promoted by sharing updates, behind-the-scenes content from podcast production, and highlights from the programming. Posts showcased the creative process behind playlist curation and podcast development, offering insights into the work of the young participants. The topics covered in the podcasts were directly chosen by them, ensuring an authentic representation of different national perspectives. The programming alternated entertainment segments with thematic broadcasts, while sound design elements such as jingles and liners reinforced the radio's sonic identity.

Amoradio.eu, aiming to establish itself as a leading international radio station, implemented strategic initiatives to increase visibility and expand its audience. Key actions included the integration of the radio on RadioGarden, a global platform that allows listeners to discover and tune into radio stations worldwide, significantly extending its reach. Additionally, Amoradio.eu strengthened its presence on Spotify, leveraging the platform to promote project-produced podcasts and reach a broader on-demand audience.

### Advertising in the Project

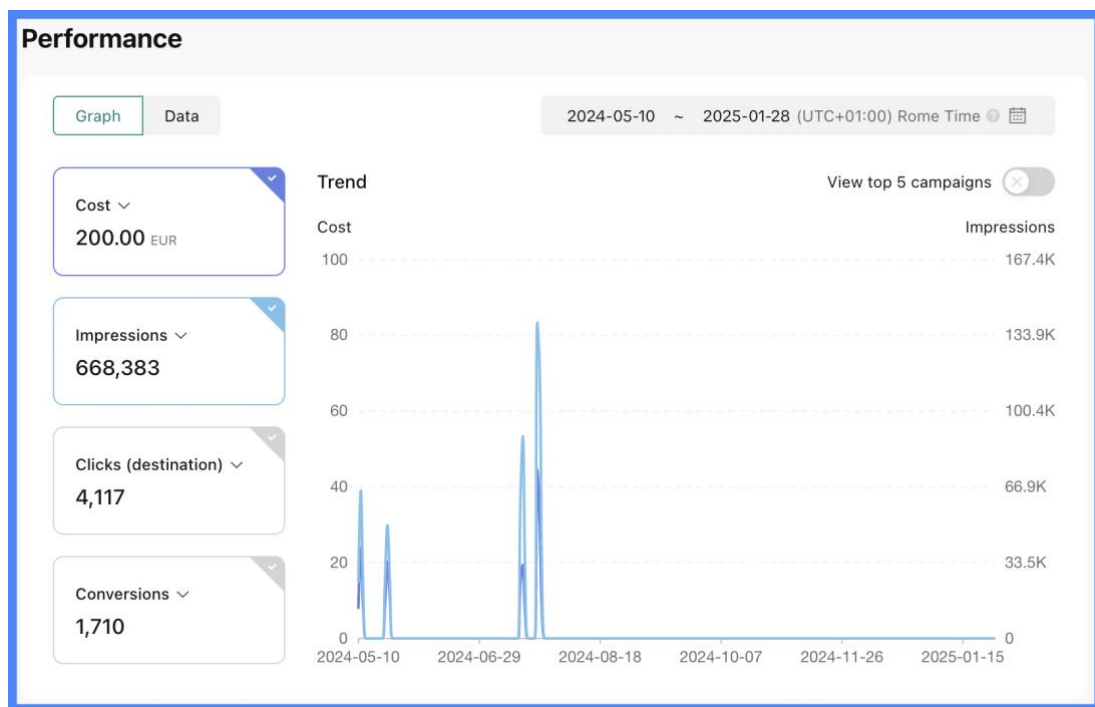
The advertising strategy adopted for the project was pivotal in driving the radio's growth, significantly contributing to audience expansion and engagement. Campaigns were carefully designed to address the evolving needs of a diverse audience, utilizing the strengths of social platforms to target specific listener segments.

Campaigns were primarily executed through Amoradio's official channels (Facebook, Instagram, and TikTok), with ads aimed at various objectives: raising awareness about the radio, promoting its programming, showcasing emerging talent, and supporting the editorial board's initiatives. A notable campaign focused on attracting emerging artists from across Europe, resulting in the

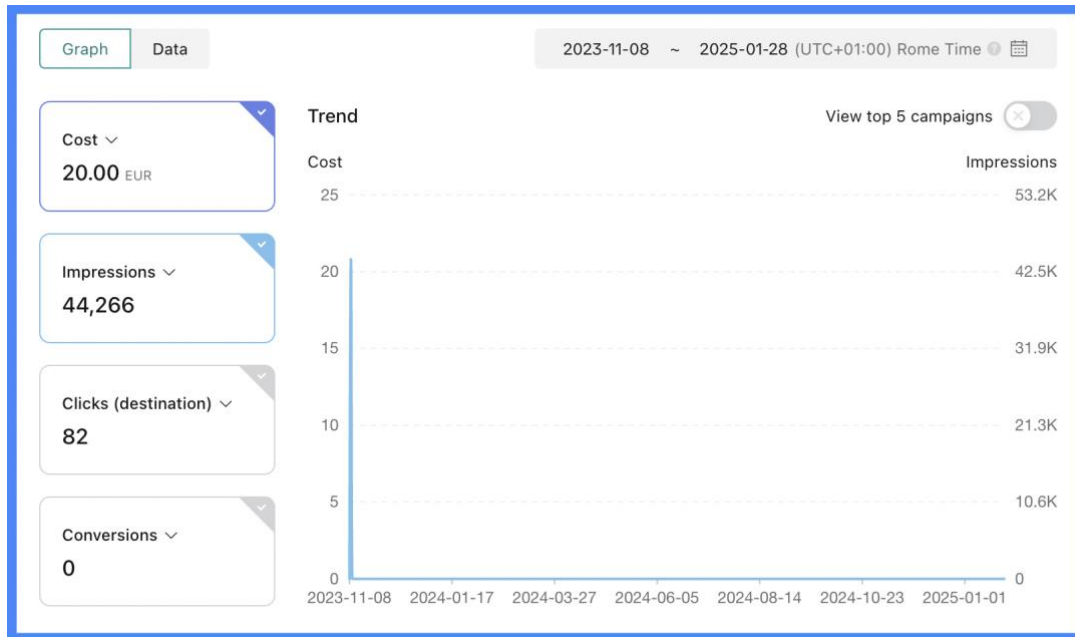
inclusion of more than 70 original tracks by young European musicians in the radio's programming. This initiative transformed Amoradio.eu into a platform dedicated to showcasing new musical talents and connected with a broader audience, driving both user growth and increased participation.

Overall, in the project, social media communication efforts led to the publication of over 230 posts across various platforms, ensuring a steady flow of content and a high level of audience interaction. Additionally, more than 40 advertising campaigns were developed to boost the project's visibility and engage specific target audiences. These campaigns combined organic content with paid advertisements, enhancing the overall reach and effectiveness of the communication efforts. This synergy maximized the impact of the project's key messages, fostering greater awareness and participation.

Delving into the details of the campaigns, it is worth noting how the TikTok advertising campaign for Amoradio achieved a total of 668,383 impressions, a result that highlighted significant exposure and visibility for the content, with the goal of reaching a broad audience. The primary objective of this campaign was to increase reach, meaning to raise awareness of the webradio to a larger number of people, and to generate traffic to the radio. The promotional strategy and the invested budget certainly contributed to the campaign's success, allowing the message to spread widely and engage a very large audience.

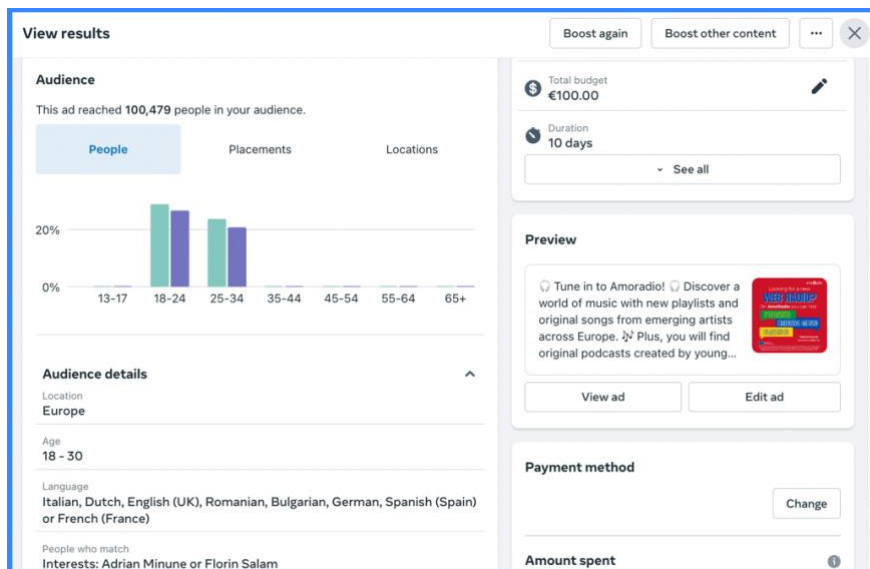


At the same time, the advertising campaigns on Gear had the sole objective of amplifying reach, with the intention of increasing awareness of the webradio to a higher number of people. In this case, the campaign achieved 44,266 impressions, a result that still contributed to boosting the visibility of the content. Once again, the focus was on reach, with exposure primarily aimed at reaching a broad audience. Efforts on both channels ultimately had a positive impact within their specific goals, with strategies designed to maximize visibility based on the set objectives.



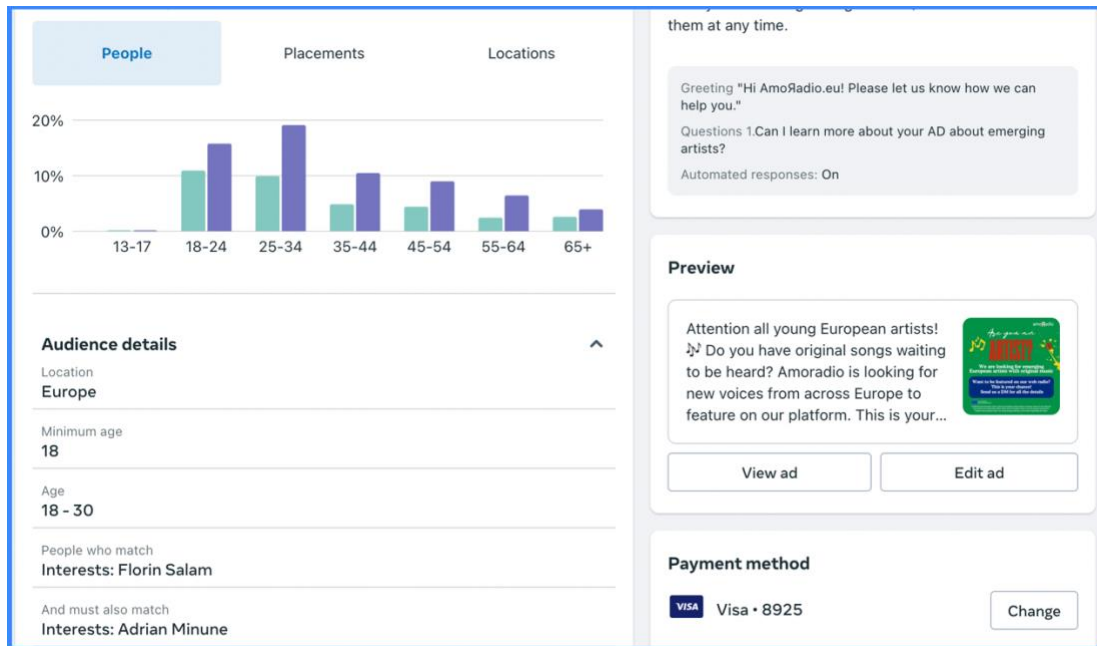
Regarding the advertising campaigns carried out on the Meta platforms on the Amorado pages (Facebook, Instagram), it is worth analyzing the most successful ones.

The campaign detailed here aimed to get more website visitors, directing traffic to the radio's website. It highlighted the platform's diverse offerings, including podcasts, original music from emerging artists, and curated playlists. The target audience consisted of young people across Europe aged 18 to 30, with a particular focus on multiple spoken languages. Additionally, the campaign included a filter based on interest in artists identified as culturally significant to the Romani community, according to prior analysis. The campaign achieved excellent results, reaching over 100 thousand users, generating 2,621 link clicks, and maintaining a cost per click of just €0.04.

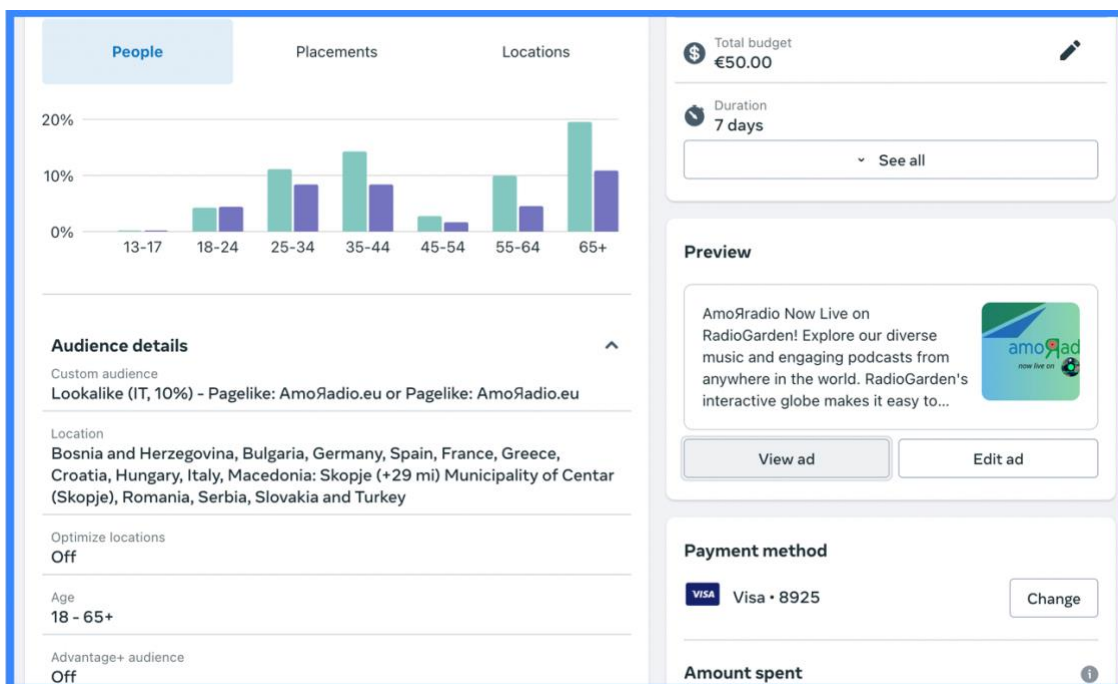


The campaign detailed here aimed to get more messages, serving as a call to action for young emerging musicians across Europe. It offered them the opportunity to have their music featured on the Amorado web radio and be included in playlists dedicated to emerging artists. The campaign targeted young people aged 18 to 30 across Europe, with an additional filter based on interest in artists identified as culturally significant to the Romani community, according to prior analysis. The

campaign achieved excellent results, generating 46,507 views and reaching more than 20 thousand users.

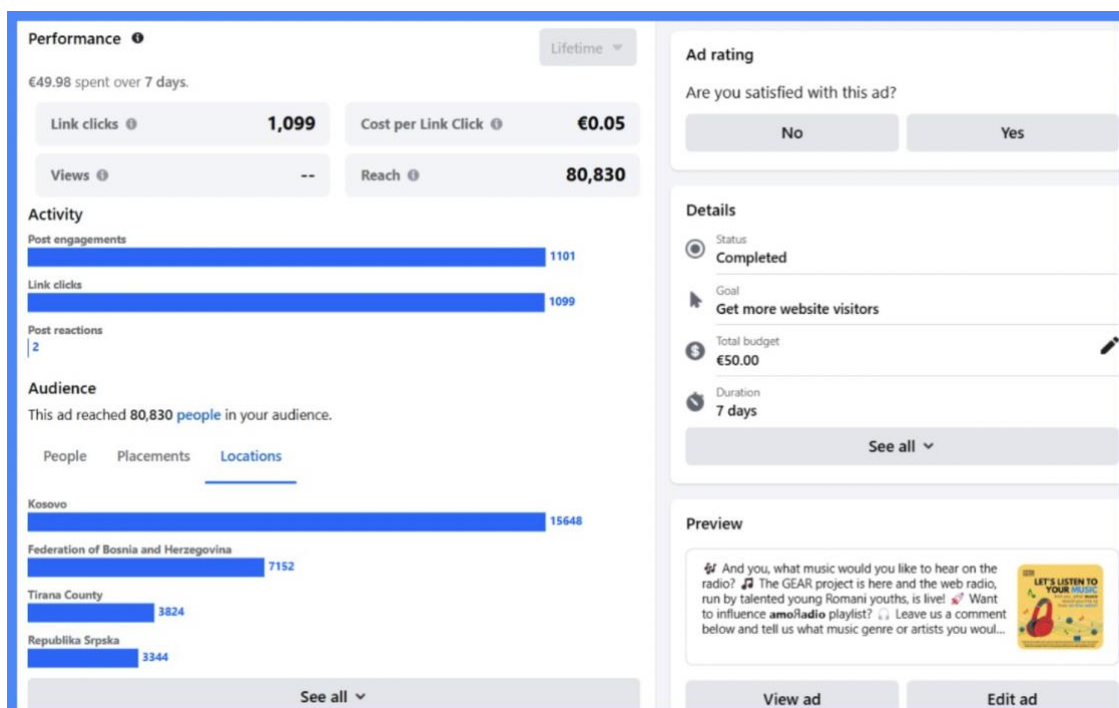
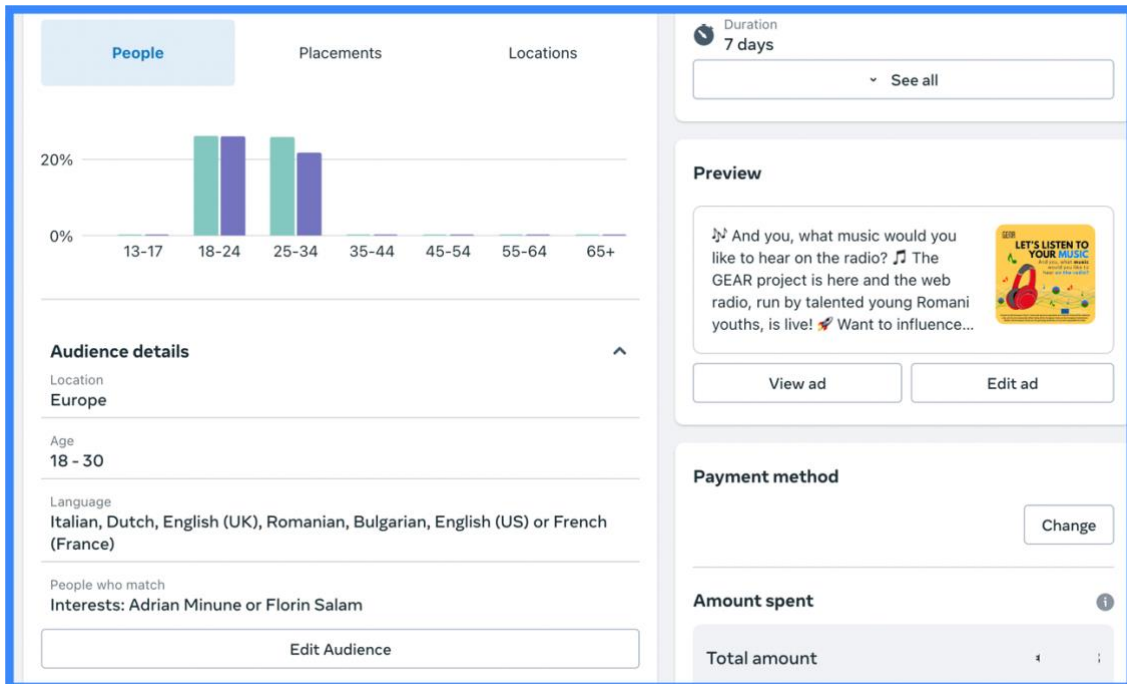


The next campaign analyzed aimed to get more website visitors, specifically directing traffic to the radio's website and its news section. The campaign promoted the message "Amoradio Now Live on RadioGarden," a well-known platform that allows users to listen to thousands of live radio stations worldwide by rotating a virtual globe. This campaign targeted a broader audience, including older listeners. To refine the reach, an audience detail filter was applied, focusing on both lookalike audiences—people with profiles like those already following Amoradio—and individuals from various European countries. The campaign achieved excellent results, reaching 57,070 users.



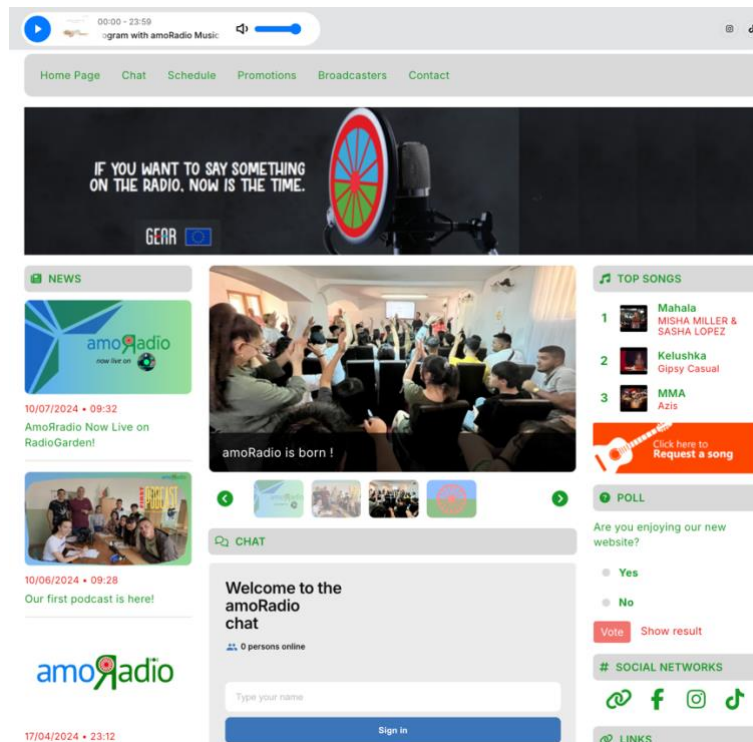
Regarding the advertising campaigns carried out on the Meta platforms on the Gear pages (Facebook, Instagram), it is worth analyzing the most successful ones.

The campaign analyzed aimed to get more website visitors, directing users to the radio's website. It also encouraged engagement by inviting users to comment or send direct messages to request their favorite songs to be added to the radio's playlist. The campaign targeted young people across Europe aged 18 to 30, with a focus on multiple spoken languages. Additionally, it applied a filter based on interest in artists identified through analysis as culturally significant to the Romani community. The campaign delivered excellent results, reaching 80,830 users.

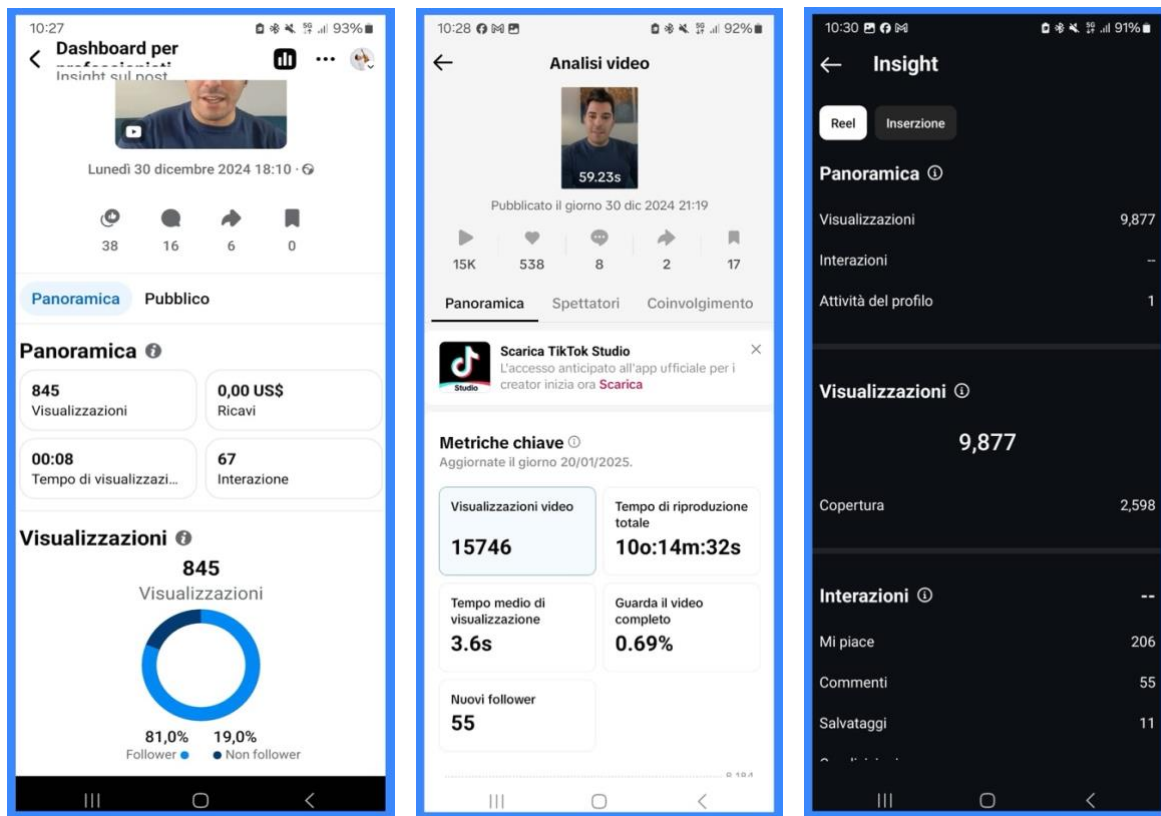




The strategic plan led to remarkable results, including a reach of ca. 1,3 million users across platforms. Sponsored campaigns featured diverse content such as engaging reels, dynamic TikTok videos and posts, designed to improve interaction on Meta platforms. As shown, the campaigns initially focused on raising awareness about the project and its objectives, before shifting towards the promotion of the radio, its platform, podcasts, and programming, with an emphasis on showcasing original tracks from emerging European artists. This comprehensive approach allowed Amoradio to strengthen its connection with listeners, boosting its impact and encouraging deeper community engagement. Thanks to these advertising efforts, Amoradio surpassed 38,000 listeners, further solidifying its presence in the digital radio landscape.



To further extend its reach, Amoradio collaborated with a Roma influencer who played a crucial role in spreading the radio's message through their social channels. This partnership helped engage audiences particularly attuned to themes of gender equality and social inclusion, reinforcing the impact of the advertising campaigns. The video, published in collaboration between the Instagram pages of Gear, Amoradio and the influencer himself, and published on TikTok as well, reached more than 25 thousand impressions across platforms. Collaborating with members of the Roma community was essential in effectively conveying the message of inclusion and, most importantly, highlighting the opportunity for young talents to become part of Amoradio's web radio. Their direct involvement helped reach a wider audience, ensuring that emerging voices from diverse backgrounds could find a space to express themselves and contribute to the platform's growing musical and cultural landscape.



The strategic advertising approach was highly targeted, designed to effectively engage specific audience segments. Ads were tailored to appeal to diverse groups based on factors such as age, musical preferences, and interests, with a particular focus on young Europeans passionate about music, entertainment, and cultural exploration. Additionally, geo-targeting was employed to ensure ads resonated with the socio-demographic characteristics of the selected audience. This level of precision allowed for optimized ad spending, ensuring messages reached the most relevant individuals while broadening the overall reach. By integrating targeted social advertising, diverse content, and strategic collaborations, Amoradio transformed into an international web radio and a dynamic platform that attracted not only young artists and activists but also listeners seeking fresh musical and social perspectives. Amoradio successfully created a space for sharing, innovation, and cultural exchange, positioning itself as a leading inclusive radio focused on rights, cultural promotion, and fostering cross-cultural dialogue.

## Appendix – ADV on Meta platform

Advertising campaigns carried out on the Amorado pages.

Ads	Views	Reach	Results	Amount spent		
<b>Boosted Facebook post</b> Dec 16, 2024 • Created by ... <b>Messages</b> Attention all young European artists! 🎵 Do you have origin...	Completed	46,507 Views	20,182 Reach	-- Messaging conversations started	€100.00 Spent of €100.00	Boost again View results
<b>Boosted Facebook post</b> Nov 28, 2024 • Created by ... <b>Messages</b> Attention all young European artists! 🎵 Do you have origin...	Completed	52,770 Views	19,472 Reach	-- Messaging conversations started	€99.96 Spent of €100.00	Boost again View results
<b>Boosted Facebook post</b> Nov 28, 2024 • Created by ... <b>Messages</b> Attention all young European artists! 🎵 Do you have origin...	Completed	46,241 Views	15,327 Reach	-- Messaging conversations started	€99.97 Spent of €100.00	Boost again View results
<b>Ad</b> May 21, 2024 • Created by ... <b>Page likes</b> Do you like music? 🎵 Get ready to tune in and turn up...	Completed	-- Views	15,295 Reach	113 Follows or likes	€34.94 Spent at €5.00 per day	Boost again View results
<b>Boosted Facebook post</b> Dec 16, 2024 • Created by ... <b>Messages</b> Attention all young European artists! 🎵 Do you have origin...	Completed	25,412 Views	11,692 Reach	-- Messaging conversations started	€50.00 Spent of €50.00	Boost again View results
<b>Boosted Instagram post</b> Jul 11, 2024 • Created by a... <b>Boosted Instagram media</b>	Completed	-- Views	10,461 Reach	103 Link clicks	\$30.00 Spent of \$30.00	Boost again View results

Ads	Views	Reach	Results	Amount spent		
<b>Boosted Facebook post</b> Nov 18, 2024 • Created by ... <b>Link clicks</b> Tune in to Amorado! 🎵 Discover a world of music wi...	Completed	20,879 Views	100.5K Reach	2,621 Link clicks	€99.99 Spent of €100.00	Boost again View results
<b>Boosted Facebook post</b> May 17, 2024 • Created by ... <b>Link clicks</b> Do you like music? 🎵 Get ready to tune in and turn up...	Completed	-- Views	62,270 Reach	1,185 Link clicks	€50.00 Spent of €50.00	Boost again View results
<b>Boosted Facebook post</b> Jul 11, 2024 • Created by M... <b>Link clicks</b> AmoroRadio Now Live on RadioGarden! Explore our...	Completed	-- Views	57,070 Reach	553 Link clicks	€50.00 Spent of €50.00	Boost again View results
<b>Boosted Facebook post</b> Oct 15, 2024 • Created by M... <b>Link clicks</b> Tune in to Amorado! 🎵 Discover a world of music wi...	Completed	98,235 Views	48,953 Reach	935 Link clicks	€49.99 Spent of €50.00	Boost again View results
<b>Boosted Instagram post</b> May 21, 2024 • Created by ... <b>Boosted Instagram post</b> Do you like music? 🎵 Get ready to tune in and turn up...	Completed	-- Views	20,728 Reach	641 Link clicks	€35.00 Spent of €35.00	View results
<b>Ad</b> May 21, 2024 • Created by ... <b>Page likes</b> Do you like music? 🎵 Get ready to tune in and turn up...	Completed	-- Views	20,264 Reach	123 Follows or likes	€34.94 Spent at €5.00 per day	Boost again View results

Ads	Views	Reach	Results	Amount spent
<b>Ad</b> Jul 11, 2024 • Created by M... <b>Page likes</b> Do you like music? Get ready to tune in and turn up...	Completed	10,043	125	€34.98
<b>Ad</b> Aug 29, 2024 • Created by ... <b>Page likes</b> Calling all young european artists! Share your music...	Completed	6,765	265	€59.98
<b>Boosted Facebook post</b> Jul 24, 2024 • Created by M... <b>Messages</b> Calling all young and emerging artists! Share your music wit...	Completed	6,743	--	€49.97
<b>Ad</b> Nov 25, 2024 • Created by ... <b>Page likes</b> Tune in to Amoradiol! Discover a world of music wit...	Completed	34,038	47	€49.89
<b>Boosted Instagram post</b> May 17, 2024 • Created by a... <b>Boosted Instagram media</b>	Completed	6,322	82	\$29.60
<b>Boosted Facebook post</b> Sep 20, 2024 • Created by ... <b>Messages</b> Calling all young european artists! Share your music...	Completed	3,698	--	€29.99
<b>Boosted Facebook post</b> Jul 17, 2024 • Created by M... <b>Messages</b> Want your playlist to become famous? Amoradi...	Completed	4,717	--	€10.00
<b>Boosted Facebook post</b> Aug 2, 2024 • Created by M... <b>Messages</b> From Kosovo to Montenegro, Portugal to Ukraine, Croatia L...	Completed	4,138	--	€25.00
<b>Boosted Facebook post</b> Jul 17, 2024 • Created by M... <b>Messages</b> Do you have a playlist you love? Share it with us! You...	Completed	3,573	--	€10.00
<b>Boosted Facebook post</b> Aug 2, 2024 • Created by M... <b>Messages</b> Are you ready to listen to over an hour of original, unreleas...	Completed	3,538	--	€25.00
<b>Boosted Facebook post</b> Jul 17, 2024 • Created by M... <b>Messages</b> Are you a young emerging artist? Share your music with...	Completed	2,944	--	€10.00

Advertising campaigns carried out on the Gear pages.

Ads	Views	Reach	Results	Amount spent
<b>Boosted Facebook post</b> May 10, 2024 • Created b... <b>Link clicks</b> And you, what music would you like to hear on...	Completed	80,830	1,099	€49.98
<b>Boosted Instagram post</b> Nov 28, 2023 • Created b... <b>Boosted Instagram media</b>	Completed	12,761	373	\$70.00
<b>Boosted Instagram post</b> Nov 27, 2023 • Created b... <b>Boosted Instagram media</b>	Completed	12,171	210	\$70.00
<b>Boosted Instagram post</b> Nov 23, 2023 • Created b... <b>Boosted Instagram media</b>	Completed	10,866	144	€69.99
<b>Boosted Facebook post</b> Nov 24, 2023 • Created b... <b>Post engagements</b> Pronti per una nuova avventura? E in arrivo una...	Completed	4,175	299	€70.00