

# Report on the Launching of ITU Guidelines and Materials on Child Online Safety in Bosnia and Herzegovina

Partners: Communications Regulatory Agency of Bosnia and Herzegovina and Prime Communications Campaign Period: from 30.11.2020. to 27.12.2020.

## Description

Communications Regulatory Agency of Bosnia and Herzegovina (CRA) and Prime Communications (PC) launched the ITU Guidelines and materials on Child Online Safety in Bosnia and Herzegovina. The campaign took place from 30.11. to 27.12.2020. and consisted of three main components.

## Social Media Campaign

The campaign lasted 4 weeks and took place on CRA's Media and Information Literacy Facebook page <https://www.facebook.com/mipismenostbih> and CRA's Facebook page. It targeted parents and educators in the first line, and then media and information literacy experts from institutions and NGOs, directly involved with child protection issues, children and media and online safety. During these four weeks of campaign, the reach of our page was 137.135 people.

All materials were promoted by 25 posts, especially focusing on the Workbook, Storybook and the Social Media Campaign materials. We also created various visual materials for the promotional purposes. Some posts were sponsored as well in order to reach as much parents and educators as possible. Posts were seen by 79.884 people, organic reach and paid reach were equally represented. Post engagement was 4.922. For the online presentation of COP Guidelines on 17.12. a special FB event has been created and sponsored, and it was seen by 42.200 people.

Here are some of the posts:

The image displays three screenshots of Facebook posts from the page "Medijska i informacijska pismenost u Bosni i Hercegovini".

- Post 1 (7. prosinca):** Features a character named Sango. Text: "Ovo je slikovnica 'Na internetu sa Sangom'. Sango je glavni junak novih smjernica u edukativnim sadržajima i razvijen je u verziji prilagođenoj djeci. On sam kaže: 'Zdravo, ja sam Sango, ninaža telefoni živim u Japanu sa svojom porodicom. Moj zadatak je da pomognem djeci da budu zaštićena i da se zabavljaju dok su na internetu.' Slikovnicu koju je izradio ITU možete pronaći i pročitati na <https://docs.rak.ba/.../0f182a20-6a67-4406-97a9-7b0e69e1df5b...>"  
Engagement: 5391 People Reached, 159 Reactions, Comments & Shares, 135 Post Clicks.
- Post 2 (9. prosinca):** Features a character named Amal. Text: "Sigurni smo da će vam priča 'Upoznajite Amal' pomoći da objasnite djeci zašto je važno ograničiti vrijeme koje provode ispred ekrana. U ovoj priči je cilj objasniti da vrijeme koje djeca provode ispred ekrana treba uravnotežiti sa aktivnostima van interneta poput igranja vani. Priču možete pronaći u slikovnici 'Na internetu sa Sangom' koju je izradio ITU i pročitati na web stranici Regulatorne agencije za komunikacije <https://docs.rak.ba/.../0f182a20-6a67-4406-97a9-7b0e69e1df5b...>"  
Engagement: 4075 People Reached, 201 Reactions, Comments & Shares, 176 Post Clicks.
- Post 3:** A screenshot of the "Negative Feedback" section showing 0 dislikes, 0 comments, and 0 shares.

**Medijska i informacijska pismenost u Bosni i Hercegovini**  
16. prosinca

Roditelji ste ili nastavnik i brine vas sigurnost djece u online okruženju? Preporučujemo vam da preuzmete "Smjernice za roditelje i edukatore u pogledu bezbjednosti djece na internetu". U doba kada djeca u Bosni i Hercegovini u prosjeku provode preko tri sata dnevno ispred različitih ekrana, nužno je znati kako za njih kreirati što sigurnije online okruženje. Smjernice je kreirao ITU, a vi ih možete preuzeti sa web stranice Regulatorne agencije za komunikacije <https://www.rak.ba/bs-Latin-BA/articles/3211>



**7726** Broj korisnika koji su vidjeli  
**639** Angažirani

Marina Bogdanović, Daniela Božnović i 384 drugih  
22 dijeljenja

Svidi mi se    Komentiraj    Podijeli

**7726** People Reached

**406** Reactions, Comments & Shares

371 Svidi mi se    0 Wow    4 Love

0 Haha    0 Sad    0 Angry

0 Comments    31 Shares

**233** Post Clicks

26 Photo Views    36 Link Clicks    171 Other Clicks

**Negative Feedback**

0 Hide Post    0 Hide All Posts    0 Report as Spam

0 Unlike Page

**Medijska i informacijska pismenost u Bosni i Hercegovini**  
16. prosinca

Preporučujemo vam ovu kratku knjižicu na temu Provjera istinitosti informacija na internetu. Ona je podsjetnik zašto je važno da se napravi provjera onoga što vidite ili pročitate na internetu u pogledu istinitosti. Knjižicu je kreirao ITU a vi je možete preuzeti sa <https://www.rak.ba/bs-Latin-BA/articles/3211>



**12703** People Reached

**268** Reactions, Comments & Shares

250 Svidi mi se    0 Wow    3 Love

0 Haha    0 Sad    1 Angry

1 Comments    13 Shares

**369** Post Clicks

67 Photo Views    65 Link Clicks    237 Other Clicks

**Negative Feedback**

0 Hide Post    0 Hide All Posts    0 Report as Spam

0 Unlike Page

**Medijska i informacijska pismenost u Bosni i Hercegovini**  
15. prosinca

Učiteljice i nastavnice - ova interaktivna knjiga je za vas! U njoj ćete pronaći korisne i zanimljive vježbe za vaše učenike koje će vam pomoći da ih naučite osnovne stvari o online sigurnosti i svemu što trebaju znati kako bi bili bezbjedni tokom korištenja interneta. Knjigu koju je pripremio ITU možete preuzeti sa web stranice Regulatorne agencije za komunikacije <https://www.rak.ba/bs-Latin-BA/articles/3211>



**21.536** Broj korisnika koji su vidjeli  
**1304** Angažirani

Alma Kadrić, Adi Pejđah i 180 drugih  
2 komentara    32 dijeljenja

Svidi mi se    Komentiraj    Podijeli

**21536** People Reached

**274** Reactions, Comments & Shares

229 Svidi mi se    0 Wow    2 Love

0 Haha    0 Sad    0 Angry

5 Comments    38 Shares

**1030** Post Clicks

81 Photo Views    298 Link Clicks    651 Other Clicks

**Negative Feedback**

0 Hide Post    0 Hide All Posts    0 Report as Spam

0 Unlike Page

**Medijska i informacijska pismenost u Bosni i Hercegovini**  
14. prosinca

Znate li koja su vaša prava na internetu? Ako ne, ova slikovnica će vam pomoći da se upoznate s njima, uključujući pravo na sigurnost i dijeljenje svojih stavova na internetu. Slikovnicu, čiji je autor ITU možete preuzeti na <https://docs.rak.ba/.../80970832-44be-4f10-a3a3-cabbab0d69c1...>



**10.349** Broj korisnika koji su vidjeli  
**942** Angažirani

Marina Bogdanović, Ajdin Sefer i 201 drugih  
2 komentara    20 dijeljenja

Svidi mi se    Komentiraj    Podijeli

**10349** People Reached

**233** Reactions, Comments & Shares

205 Svidi mi se    1 Wow    2 Love

2 Haha    0 Sad    0 Angry

2 Comments    21 Shares

**709** Post Clicks

85 Photo Views    183 Link Clicks    441 Other Clicks

**Negative Feedback**

1 Hide Post    0 Hide All Posts    0 Report as Spam

0 Unlike Page

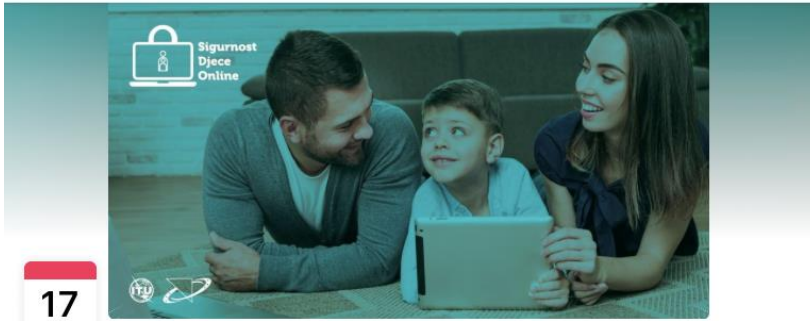


**Lea Tajic Cengic**

Head of Content and Media Literacy at Communications Regulatory Agen...  
now • 🌐



Our [#ChildOnlineSafety](#) campaign with the [International Telecommunication Union](#) is on! Please follow our Media and Information Literacy Facebook Page <https://lnkd.in/eP5F3MF> for more information and valuable ITU's child online safety guidelines and educational materials in Bosnian/Croatian/Serbian language! [#ITU](#) [#COP](#)



17

THURSDAY, DECEMBER 17, 2020 AT 10 AM UTC+01 - 11:30 AM UTC+01

### Sigurnost djece online - prezentacija materijala ITU.

Online Event

Insights

About Discussion

Invite

Edit

...



#### Details

- 223 people responded
- Event by **Medijska i informacijska pismenost u Bosni i Hercegovini**
- Online Event
- Thursday, December 17, 2020 at 10 AM UTC+01 - 11:30 AM UTC+01
- Price: Free · Duration: 1 hr 30 min
- Public · Anyone on or off Facebook

#### Insights

Last 7 Days: Dec 21 - Dec 28

**Track ticket sa...**

Track ticket sales on your next event by adding a ticket link

**Audience**

**Women 35-44**  
38% of total respo...

See More

## Online Presentation of ITU Materials

The presentation took place online on 17.12.2020. from 10-11.30 on the Microsoft Teams platform.

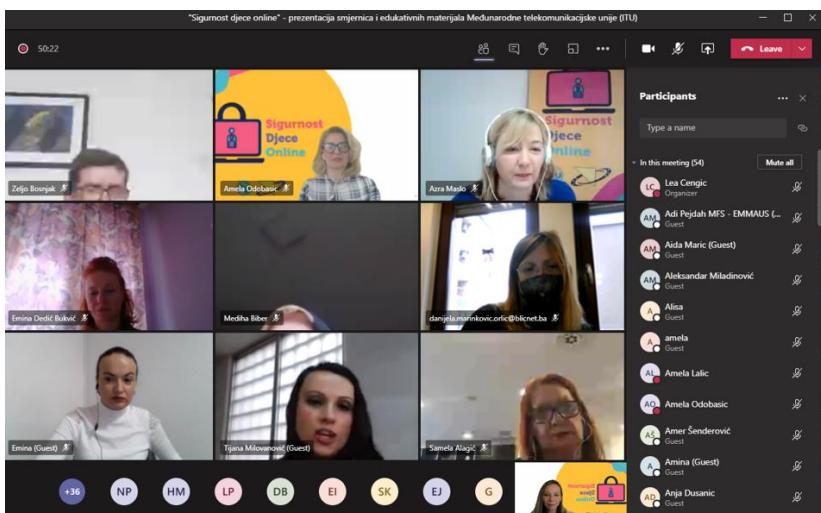
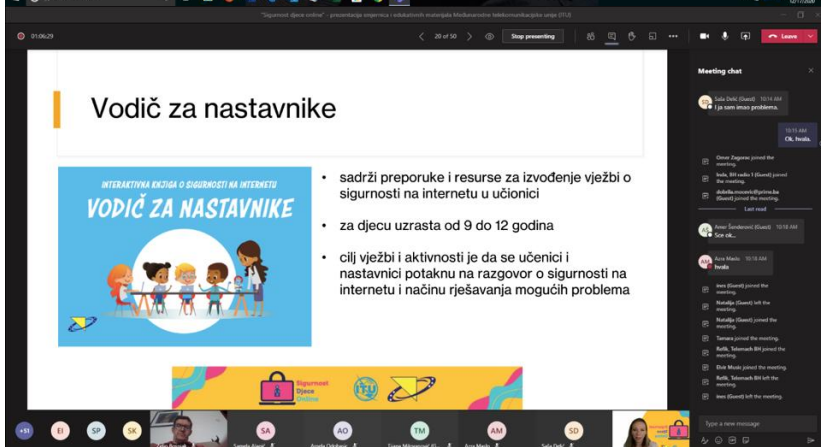
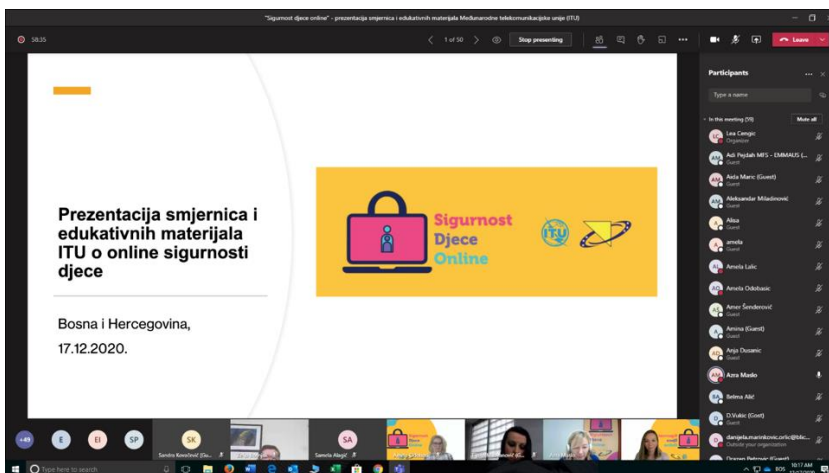
About 70 experts in media and information literacy from CRA's MIL network such as online safety experts (Safer Internet Centre, Save the Children, UNICEF, etc.), media educators (Mediana, Društvo za medijsku kulturu) and relevant institutions (Data Privacy Agency, Ministries of Education, Ministries of Transport, Ombudsmen for children), Internet Service Providers in Bosnia and Herzegovina, journalists, librarians and teachers participated in this online presentation.

Ms. Amela Odobašić, CRA Director of Broadcasting and Ms. Tijana Milovanović, CRA Director of Telecommunications welcomed the participants. In their introduction they explained the importance of the new ITU Guidelines due to the need to keep up with rapid development of the digital environment. It will be used for a review of our regulatory framework regarding child online protection. Also the special focus of the COP Guidelines on vulnerable children such as children with disabilities was highlighted as important for ensuring adequate protection and chances for all children. They also welcomed the cooperation with all MIL stakeholders and internet service providers. ITU representative Mr. Jaroslaw Ponder, Head of the ITU Office for Europe, also welcomed the participants via a pre-recorded video message. He explained that the data obtained through research with various stakeholders, especially because of the pandemic, led to the preparation of ITU Guidelines. The Guidelines and materials should help everyone in the digital environment, but especially children, because they are the most vulnerable one.

Ms. Lea Čengić, Head of the Department for Content and Media Literacy extended a detailed presentation of all ITU materials which can be found here: <https://rak.ba/bs-Latn-BA/articles/3211> . For each material the target group, main characteristics, content and goals of materials were explained.

Considerable number of representatives of the Ministry of Education, Family Counseling, child online safety experts, the Office of the Ombudsman for Children, Organizations for the Prevention of Violence Against Children, Data Safety Agency, media educators etc. participated in rather fruitful discussion after the presentation. They all expressed the need for this kind of guidance and expressed their interest to use the materials in their future work. Every kind of cooperation of all MIL stakeholders in the future was welcomed by participants. The CRA expressed its determination to continue working in different thematic areas of media and information literacy and to strengthen its activities in the field of child online protection and invited all participants to join the CRA's MIL network.

For adequate visibility during the presentation and the whole campaign, online visuals as well as a roll-up banner were produced. The presentation was promoted online on social media (FB, LinkedIn), and in CRA's closed Facebook group for media and information literacy experts. Also, media advisory and press release were sent to media. Mrs. Čengić also presented the materials in the morning show of TV Sarajevo. The recording of the presentation is available on CRA's webpage together with localized ITU Guidelines and materials, at <https://rak.ba/bs-Latn-BA/articles/3211>.



## Media Campaign

In order to reach as many parents, educators and experts, we also launched a media campaign. Cooperation with three popular web portals in our country was established and media content for the presentation of the ITU materials created and published. Also a banner with link to the materials were designed and placed on these portals.

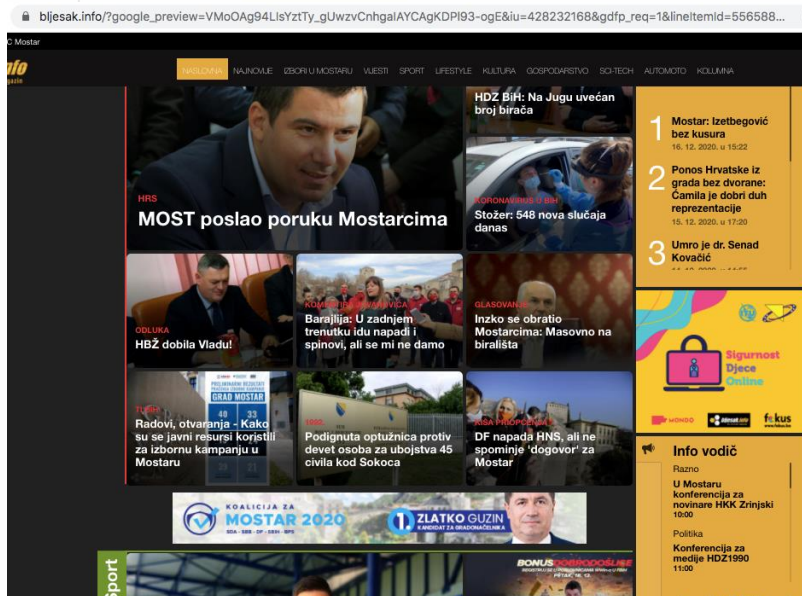
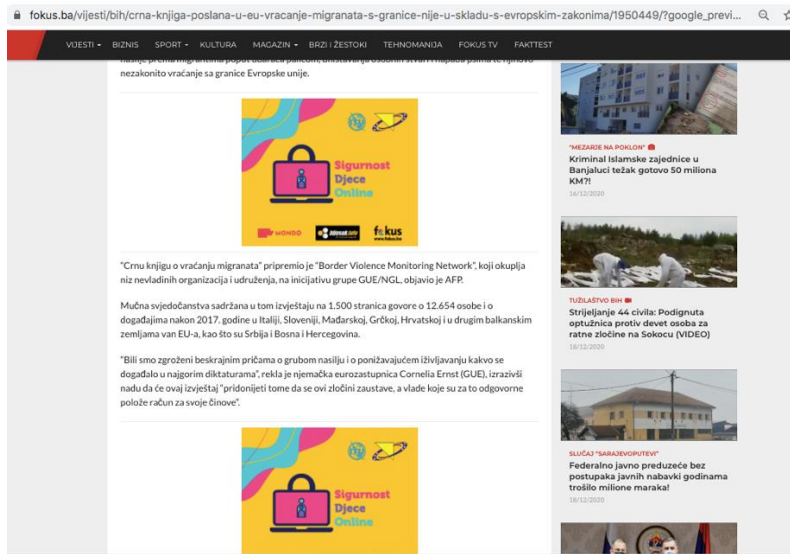
Here are the links to the texts on these three portals:

Mondo.ba: <https://mondo.ba/Info/Drustvo/a1010255/Sigurnost-djece-online-smjernice-i-edukativni-materijali-Medjunarodne-telekomunikacijske-unije-ITU.html>

Bljesak.info: <https://www.bljesak.info/sci-tech/internet/sigurnost-djece-online-smjernice-i-edukativni-materijali-medunarodne-telekomunikacijske-unije/333174>

Fokus.ba: <https://www.fokus.ba/vijesti/bih/kako-mozete-zastiti-djecu-kada-su-na-internetu/1950188/>

Here are the screenshots of the banners with the link to the materials on the portals:





**Sigurnost Djece Online**

MONDO, nezavisno, f.kus



**KORONA**



Info/Drustvo/a1010847/Stigla-zima-a-uskoro-ce-i-snijeg.h...