

CONTENT MARKETING

BEFORE SOCIAL MEDIA MARKETING

How to communicate to a wide audience
& and spark interest





JOURNALIST
EDITOR
BLOGGER
COMMUNITY MANAGER
CONTENT MARKETER
SEO EXPERT



Barbara Slade Jagodic | slade.hr |

[linkedin.com/in/barbaraslade/](https://www.linkedin.com/in/barbaraslade/)

CONTENTS:

Session 1: What comes first: **Website or social media?**

Why is web more important than social media

09:30 – 11:00

Session 2: Web content organization and accessibility

How to **make websites user-friendly** and **create right messages**

11:20 – 13:30

Session 3: Social media marketing: **tips and tricks**

Make the most out of channels used by your target audiences (**Facebook, LinkedIn, YouTube, Twitter, Instagram, TikTok**)

14:30 – 15:30

COMMUNICATION

Push



TO

Pull



PUSH

**INTERUPTIVE
PEOPLE NOT INTERESTED IN ACTION**



Tiesu administrācija ✓

16 June at 16:22 · 🌐

📍 Today representatives of the Office of the Law Ombudsman, the Judicial Administration, the Ministry of Justice and the Prisons Administration met to discuss e-c... [See more](#)

⚙️ [See original](#) · [Rate this translation](#)

👍 4

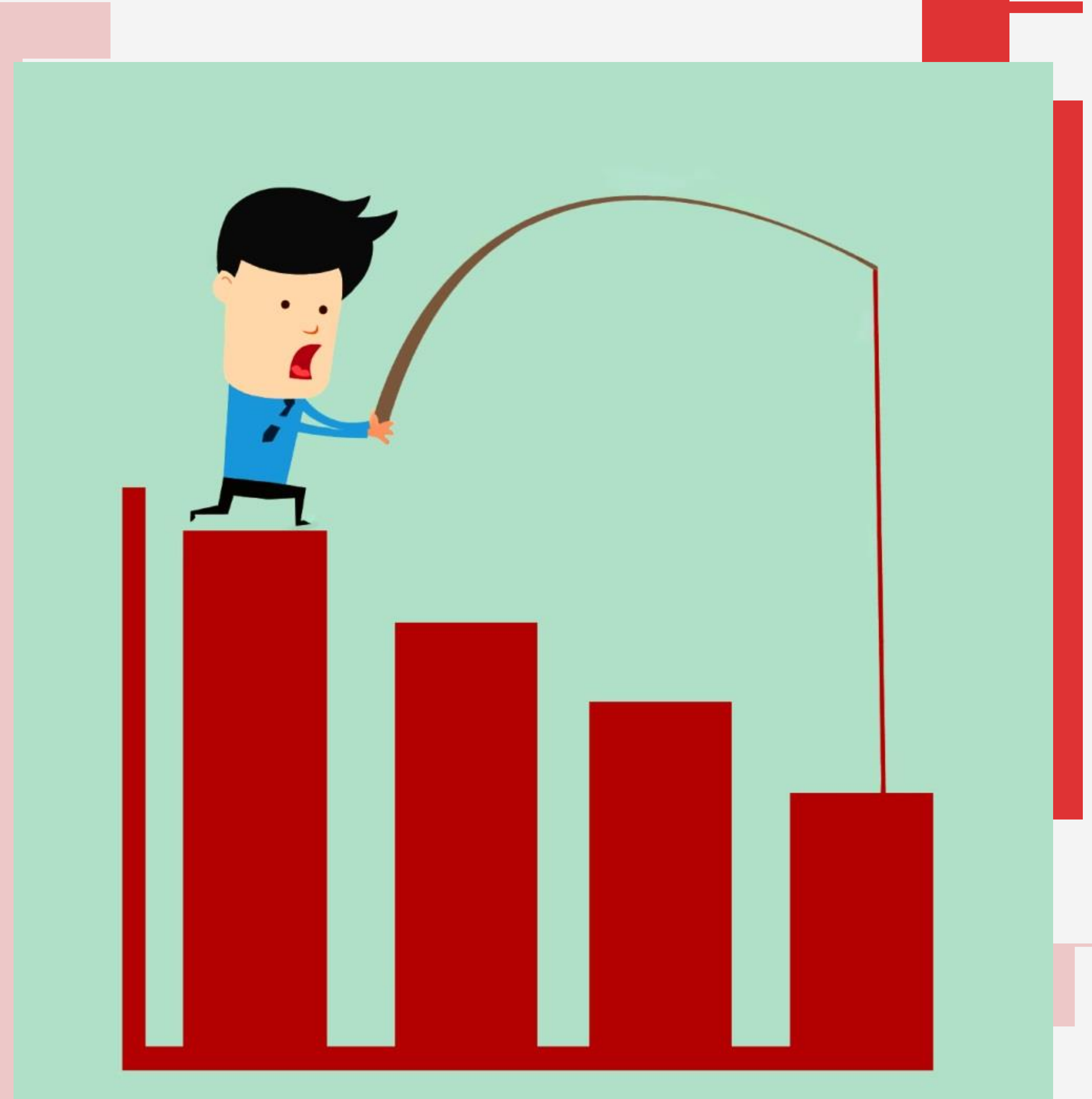
1 share

50% of all mobile ads are not clicked on purpose. (source: GoldSpot Media)



PULL

**PROVIDES HELP WHEN PEOPLE ARE IN SEARCH OF IT
IT
PEOPLE ARE MOTIVATED TO FIND ANSWERS**



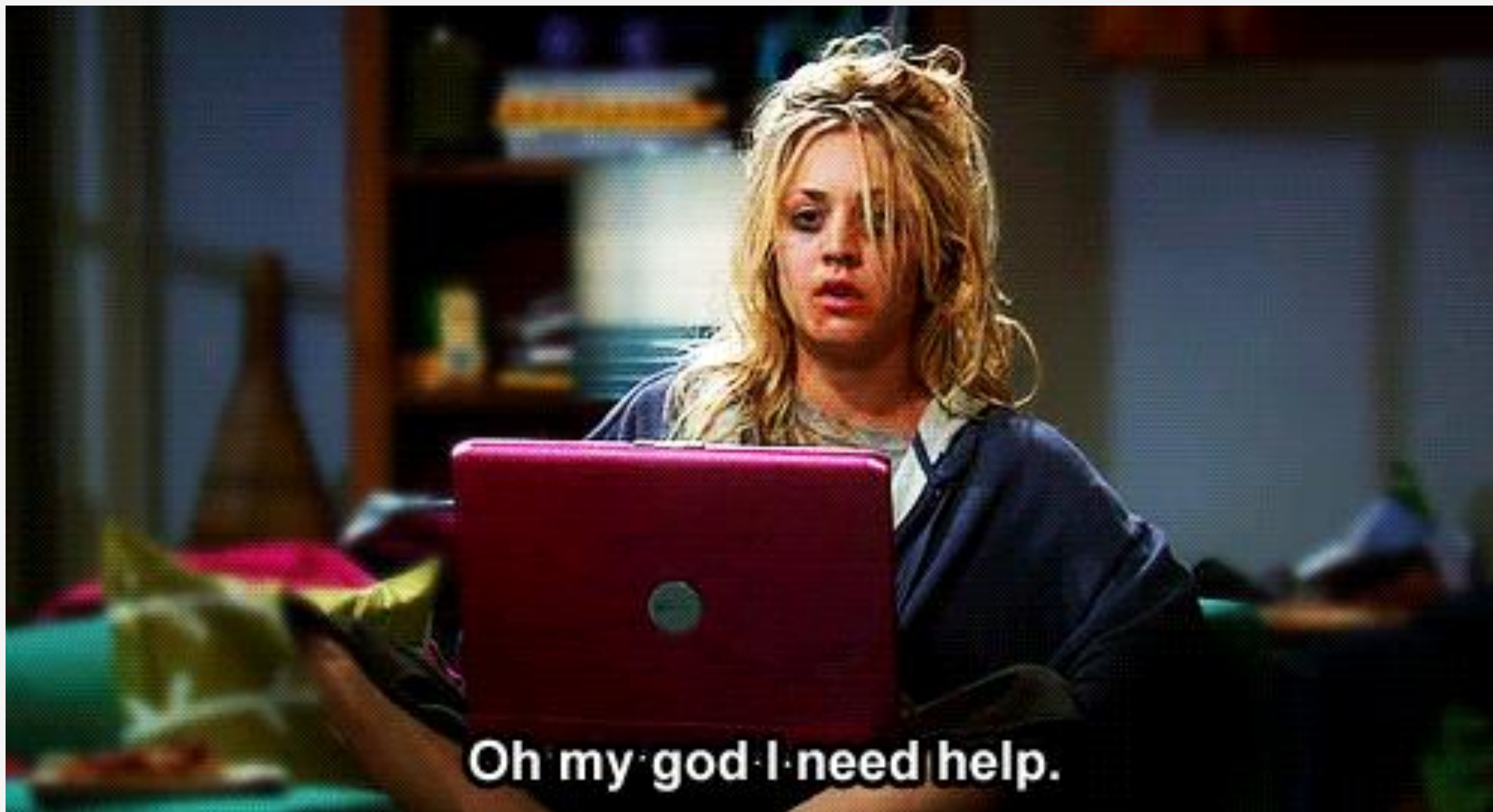


*“Nowadays, where do
you go to ask questions?”*

*The answer starts with
‘GO’, and it’s not God.”*

Steve Wozniak

slade



where can guide dogs go

Volume: 10/mo | ★



can guide dogs go anywhere

Volume: 20/mo | ★



guide dog refusal

guide dog refusal

service dog refused 10/mo -

guide dog **refused entry** 30/mo -

guide dog **refused taxi**

People also ask :

- Where are guide dogs usually allowed? ▾
- Where are guide dogs not allowed? ▾
- Can you fly with a guide dog? ▾
- Can you keep a guide dog? ▾

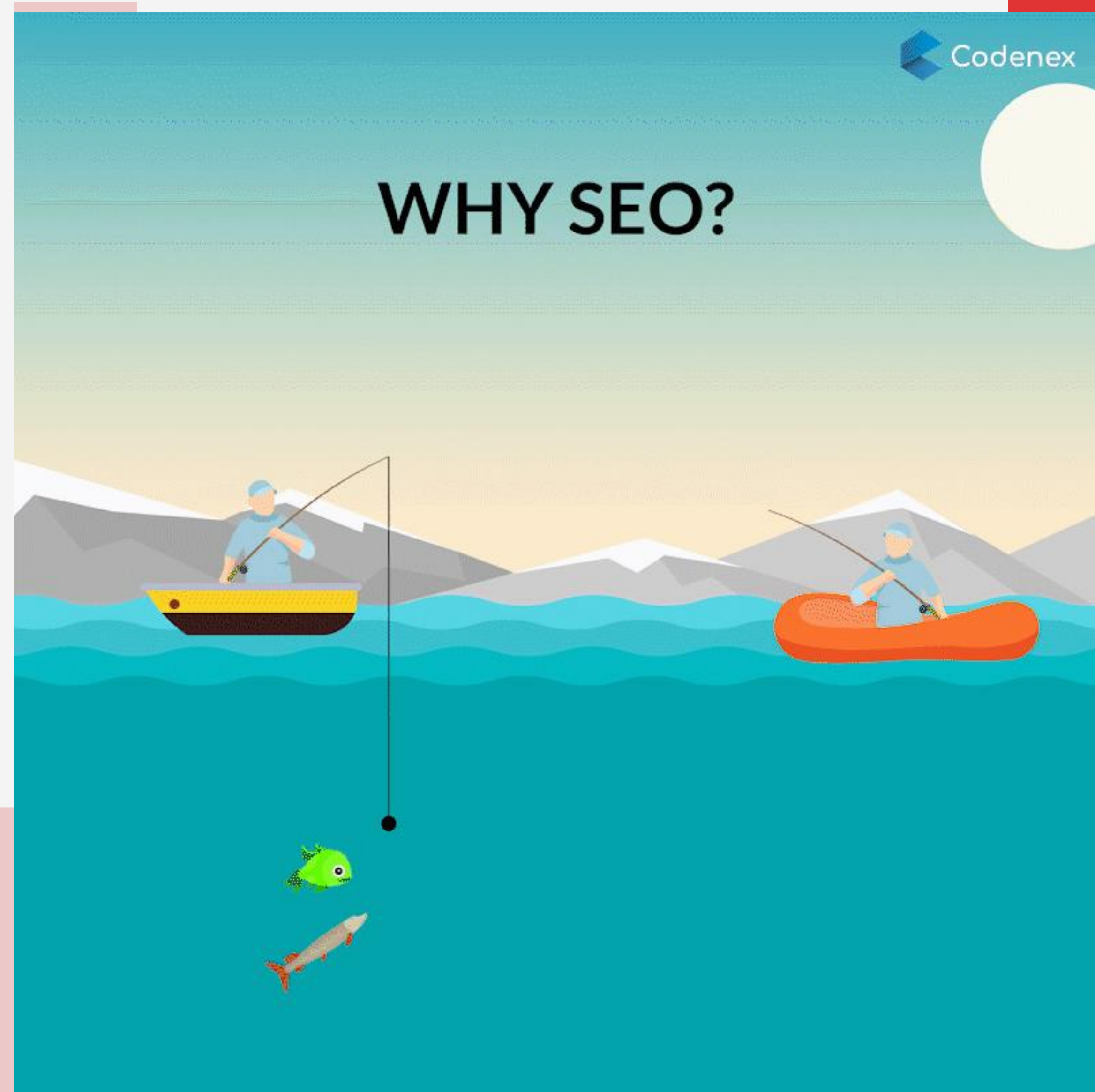
Feedback

DON'T PUSH

YOUR MESSAGES TO USERS

PULL THEM

WHEN THEY NEED YOU



USE SOCIAL MEDIA TO SPARK INTEREST

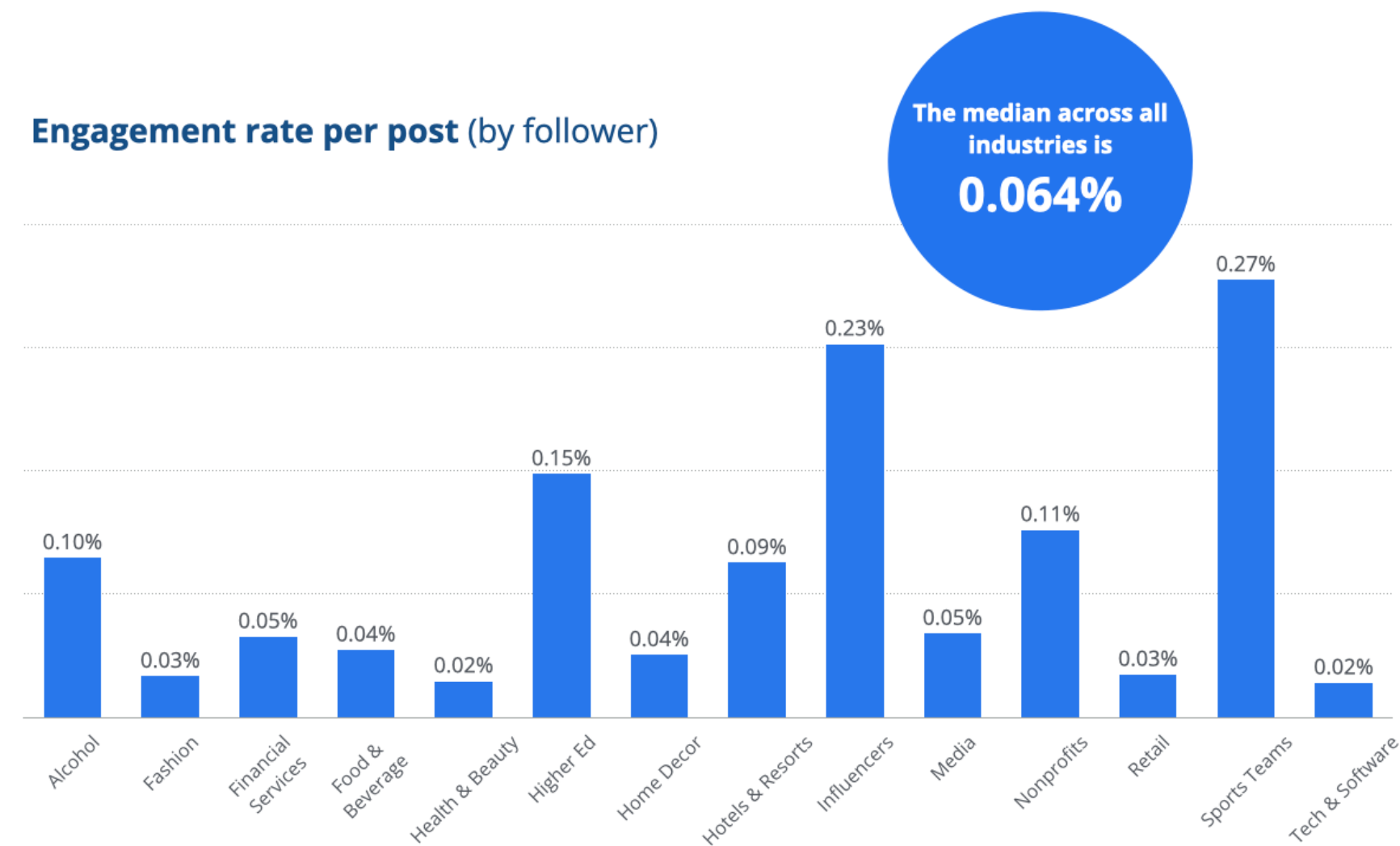


BUT SOCIAL PAGES ARE GETTING WEAKER AND WEAKER

**FOCUS ON BUILDING COMMUNITIES , SHARING
CONTENT THAT WILL IGNITE AUDIENCES**

f Facebook engagement

Engagement rate per post (by follower)



Rival
IQ

AND OUT ATTENTION

IS SHORTER AND SHORTER



**WE SCROLL ON
AVERAGE 80 METERS
A DAY ON OUR
PHONE**



„In News Feed on Facebook,
we’re seeing people spend,
on average, **1.7 seconds**
with a piece of content on
mobile compared to **2.5**
seconds on desktop.”

source: [facebook.com](https://www.facebook.com)

Let's count



Jobbe for
likestilling

Diskriminert

Ombudet og
samfunnet



AAA ENGLISH



SLOVENSKÉ NÁRODNÉ
STREDISKO
PRE ĽUDSKÉ PRÁVA

O NÁS NAŠA ČINNOSŤ VÝSLEDKY KALENDÁR KONTAKT

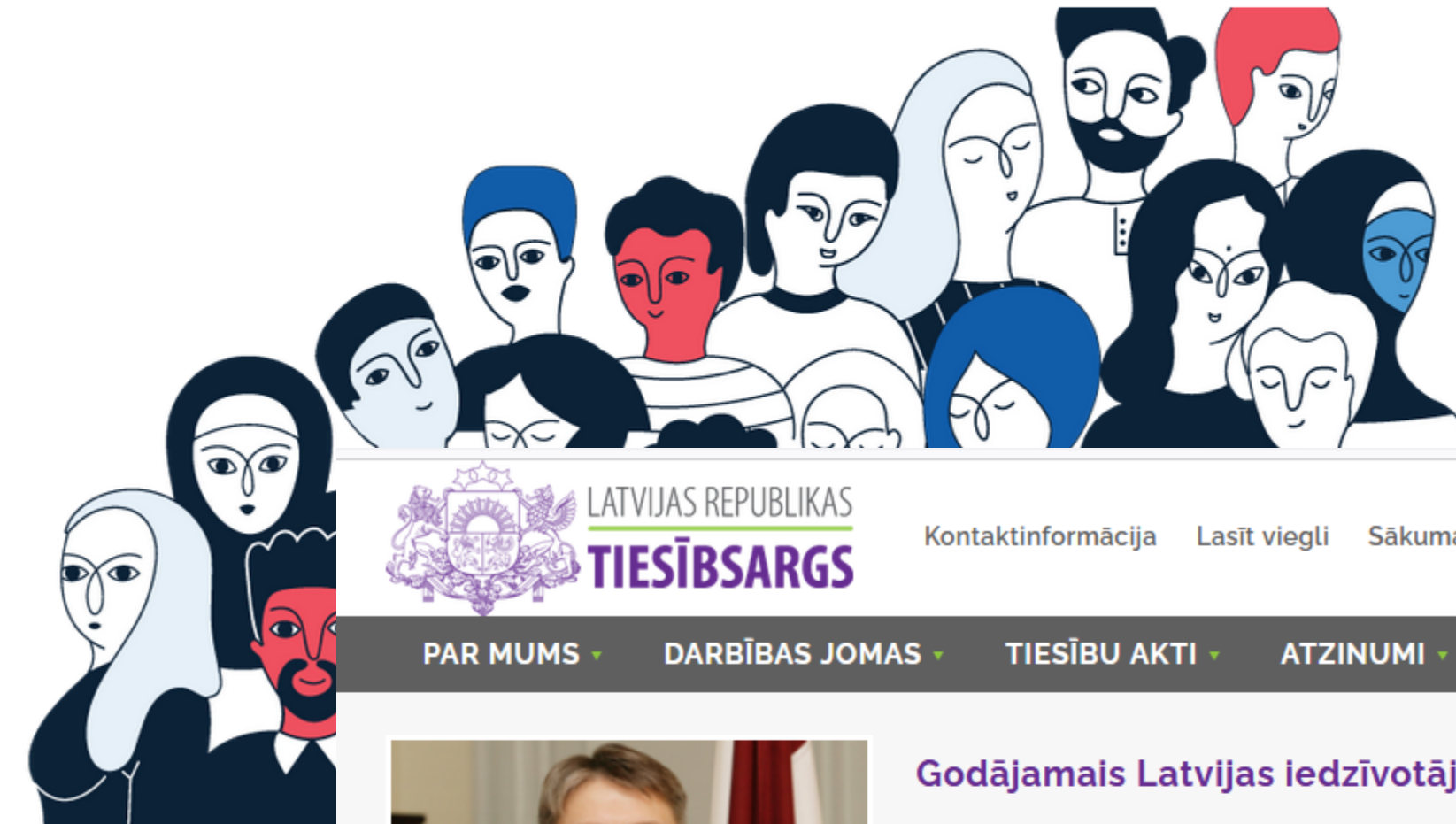
STALI STE SA OBEŤOU
DISKRIMINÁCIE?



Právna pomoc pre ľudí z Ukrajiny:
Kontaktujte nás na:
pravnapomocutecencom@snslp.sk

O NÁS

NAŠA ČINNOSŤ



LATVIJAS REPUBLIKAS
TIESĪSARGS

Kontaktinformācija Lasīt viegli Sākuma versija

AAA .be

PAR MUMS DARBĪBAS JOMAS TIESĪBU AKTI ATZINUMI PĒTĪJUMI UN PUBLIKĀCIJAS



Godājamais Latvijas iedzīvotāj!

Tiesības nav nekas abstrakts vai atrauts no indivīda ikdienas dzīves. Ikviens no mums vienlaikus saskaras ar tiesībām un arī pienākumiem. Vienas no tiesībām, kas garantētas ikvienam indivīdam, ir cilvēktiesības. Latvijā pastāv un darbojas neatkarīga cilvēktiesību aizsardzības institūcija - tiesībsargs, kur vērsties cilvēktiesību aizskārums gadījumā.

Latvijas Republikas tiesībsargs
Juris Jansons

27.06.2022 Tipiska diskriminācija darba sludinājumos: "Pārāk jauns, lai būtu..."

Tiesībsargs ir novērojis, ka sociālo tīklu vidē cilvēki nereti dalās informācijā par darba sludinājumos izteiktajām prasībām potenciālajiem darbiniekiem. Dažkārt cilvēki ar sūdzībām vērsas arī Tiesībsarga birojā. Nemot vērā regulārās diskusijas publiskajā telpā, tiesībsargs atzina, ka ir aspekti, kurus darba

Kaip prisidēti prie pagalbos del karo Ukrainoje?

arvoa

Valtuutettu antaa ohjeita ja neuvoja tasa-arvolakiin liittyvistä kysymyksistä, sukupuoleen, sukupuoli-identiteettiin ja sukupuolen ilmaisuun perustuvasta syrjinnästä sekä sukupuolten tasa-arvon edistämisestä.

TUTUSTU TOIMINTAAMME



loskus.as

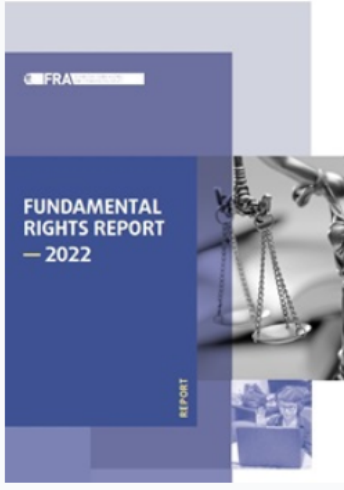
CENTRES DE PRISE EN
SEXUELLES

En savoir plus

“Creating **compelling and useful content** will likely influence your website more than any of the other factors.”


Google, 2017

Latest News



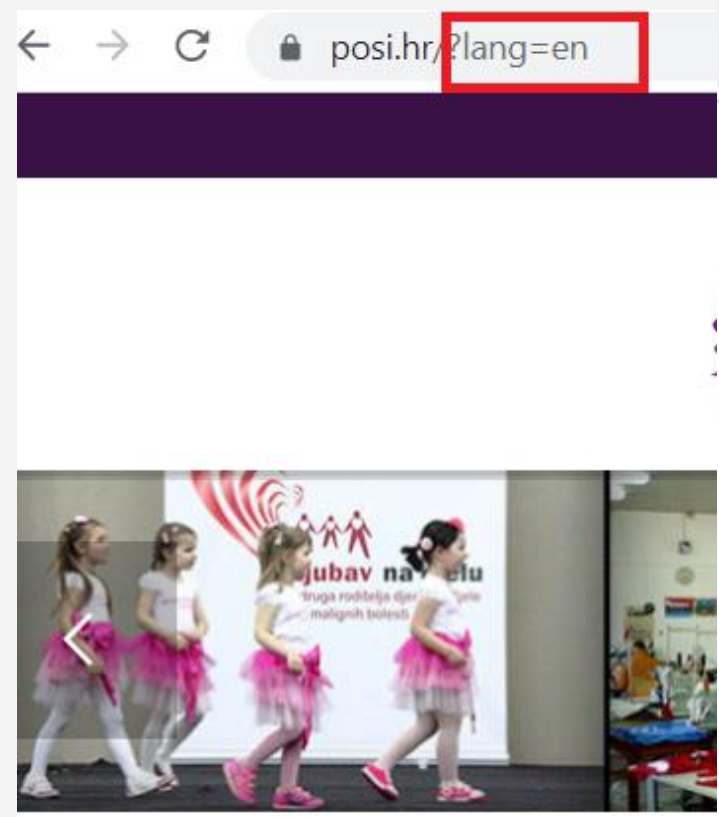
FUNDAMENTAL RIGHTS REPORT — 2022

16/06/2022
References to References to Commissioner's actions in Fundamental Rights Report 2022




ANNUAL REPORT 2020
Equality Body

20/01/2022
Annual Report of the Office of the Commissioner for Administration and the Protection of Human Rights acting as Equality Body



ACM celebra o Dia Nacional das Pessoas Ciganas

https://www.ldo.no/en/ldo-english-page/



The Equality and Anti-Discrimination Ombud

Startside > LDO-English page

[AAA](#) [High contrast](#) [Language](#) [Search](#)

Menu

Equality and Anti-Discrimination Ombud May Schwartz

The Equality and Anti-Discrimination Ombud

The Equality and Anti-Discrimination Ombud represents the interests of those who are discriminated against. We also work to prevent discrimination and promote equality.

Our work

Each year, people contact us to report bullying, harassment, discrimination, exclusion, abuse and violence. The common theme is that their lives are severely constrained. They are denied the opportunity of participating in society, controlling their own lives and their day-to-day existence.

Employers and union representatives contact us with questions on how to prevent discrimination in the work place.

Our main task is to promote equality and fight against discrimination on the basis of gender, ethnicity, religion, disability, sexual orientation, gender identity, gender expression and age.

Who we are

The office of the Ombud is a government agency, administratively subordinate to the Ministry of Culture. The Ministry provides our funding, but we operate independently from the government and can not be instructed by other authorities.

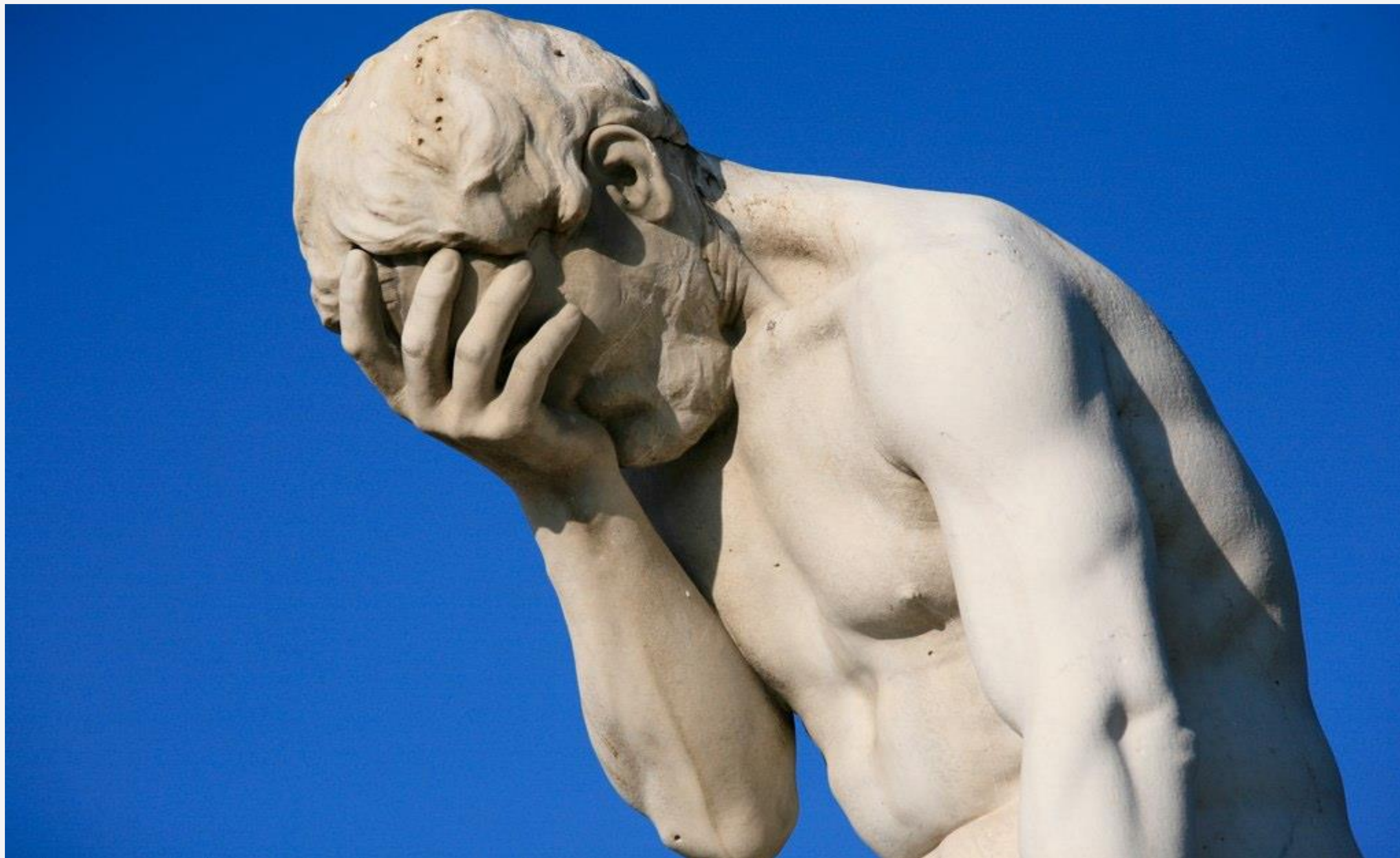
What we do

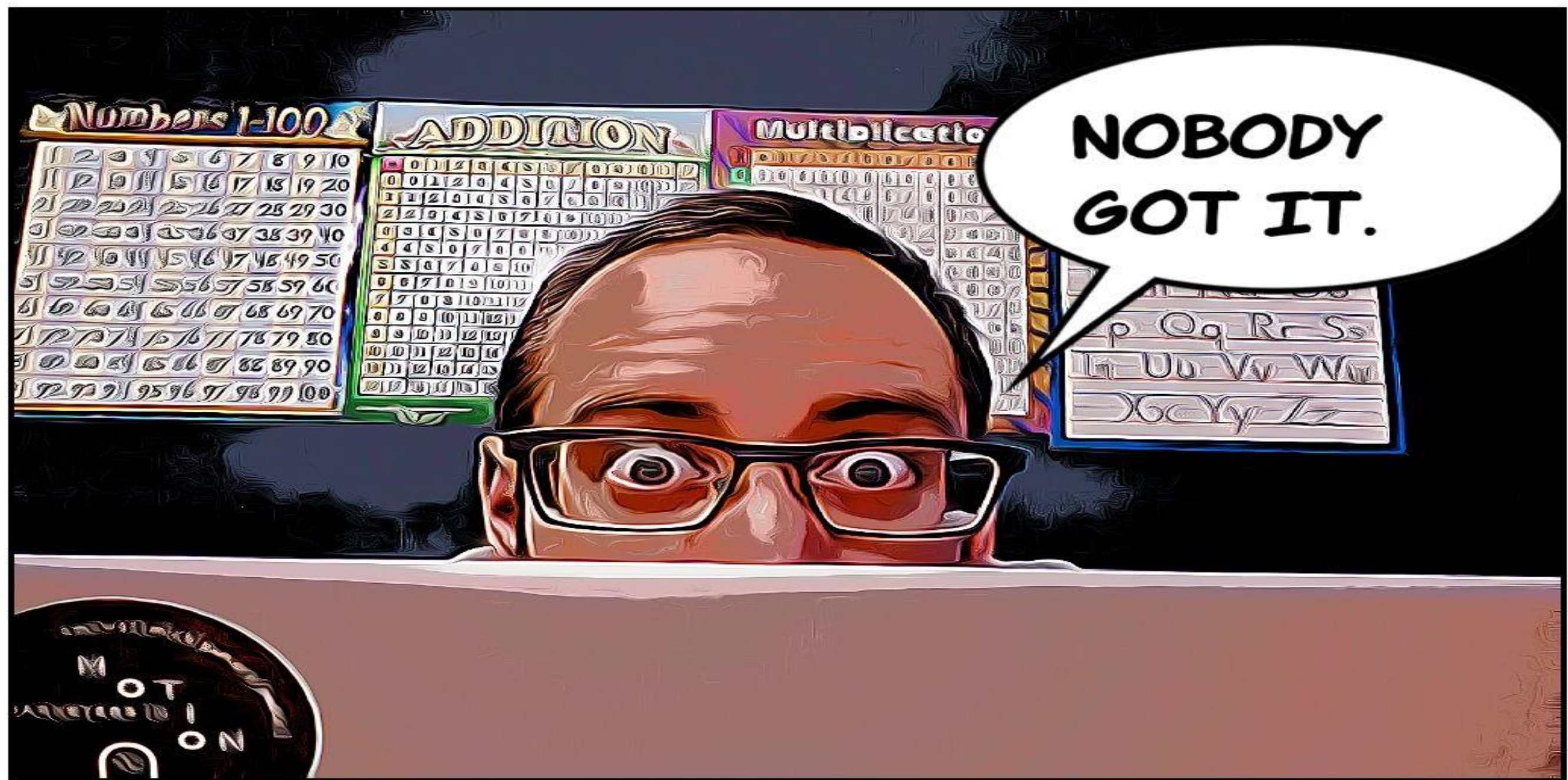
Our mandate and role are stipulated under the Norwegian Anti-Discrimination Ombud Act. We fulfill our mandate in different ways:

- We are actively involved in public engagements. We participate in public hearings; provide comments to draft laws and public actions plans; hold lectures, meetings and conferences on specific topics and we provide reports and analysis to the public on a range of issues. We also engage in public debates and provide information through the media.
- We monitor whether Norway fulfills its human rights obligations. The Ombud has an official role to ensure that Norway upholds its human rights obligations in line with three UN conventions: Convention on the Elimination of All Forms of Discrimination against Women (CEDAW); Convention on Racial Discrimination (CERD); and Convention on Rights of Persons with Disabilities (CRPD). We report directly to the UN on to what extent the Norwegian government upholds these three conventions.
- We offer guidance, free of charge, to individuals, employers and organisations. If you believe you have been discriminated against, you can receive advice and guidance from us. Organisations and employers may also contact us for guidance on how to prevent harassment or discrimination.

In addition the Ombud can provide guidance on how to bring a case to the [Equality and Anti-Discrimination Tribunal](#), which was established in 2018. The Tribunal is a complaints body and makes final, legally binding decisions on harassment and discrimination cases. It can also award compensation.

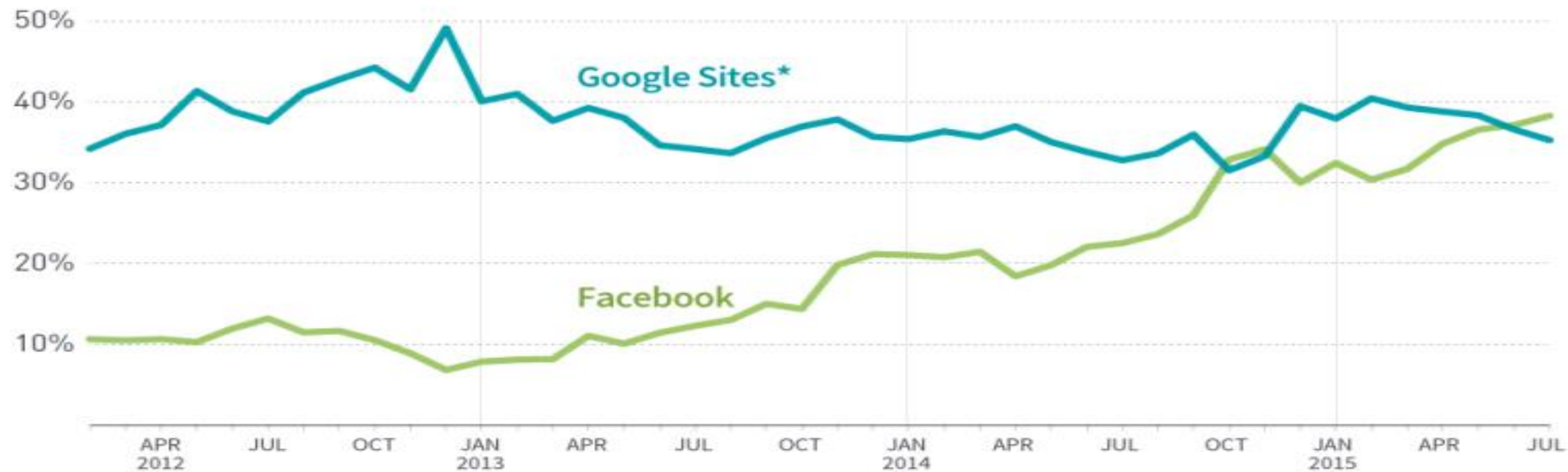
„But we already have a Facebook page”





GOOGLE VERSUS FACEBOOK REFERRAL TRAFFIC IN PARSE.LY'S NETWORK

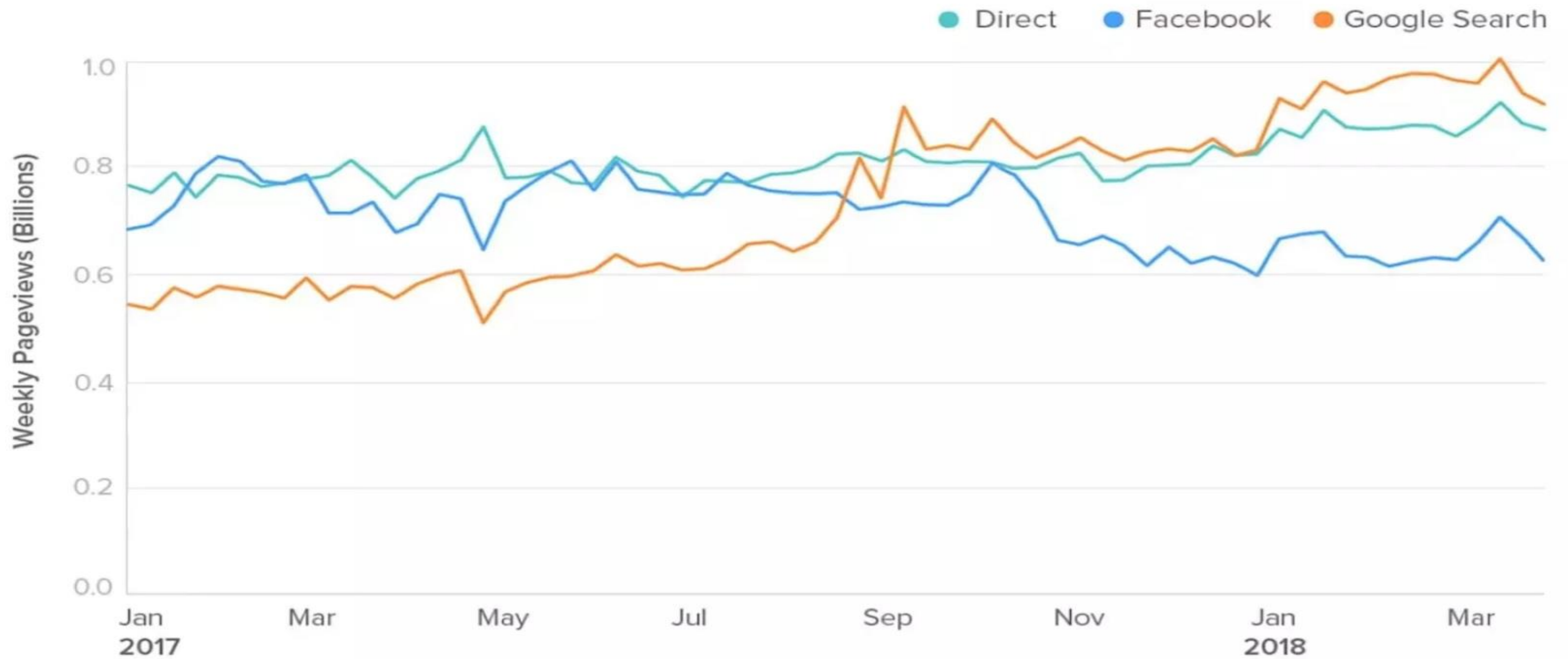
Of note: As of June 2015, Facebook has surpassed Google as a top referring site to the publishers in Parse.ly's network.



*Google Sites represents the aggregate all of Google-owned properties, e.g. Google.com, Google.ca, and Google News.



Google Search and Facebook Referral Traffic



Put at least 3x amount of time to produce SEO content than you spend producing social media posts



**LET'S
CREATE
CONTENT
THAT LIVES**

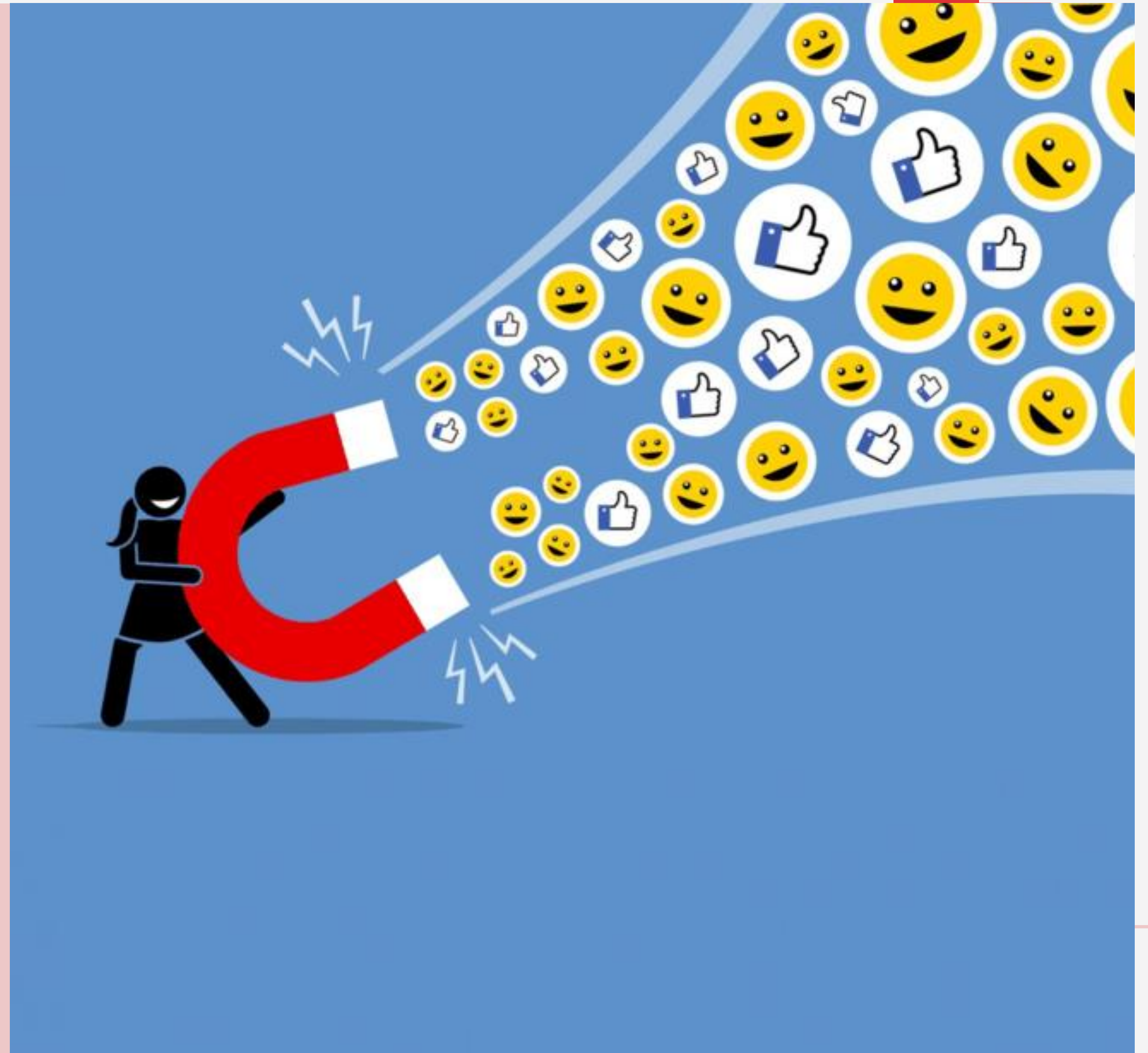
LONGER THAN 2 SECONDS

**68% of online
experiences
begin with
a search
engine**

(source: briggedge.com)

slade

**AND GETS
SHARED**





HOW DO I DO THAT?

#CHICAGOPD



WEB COMMUNICATION CHECK LIST

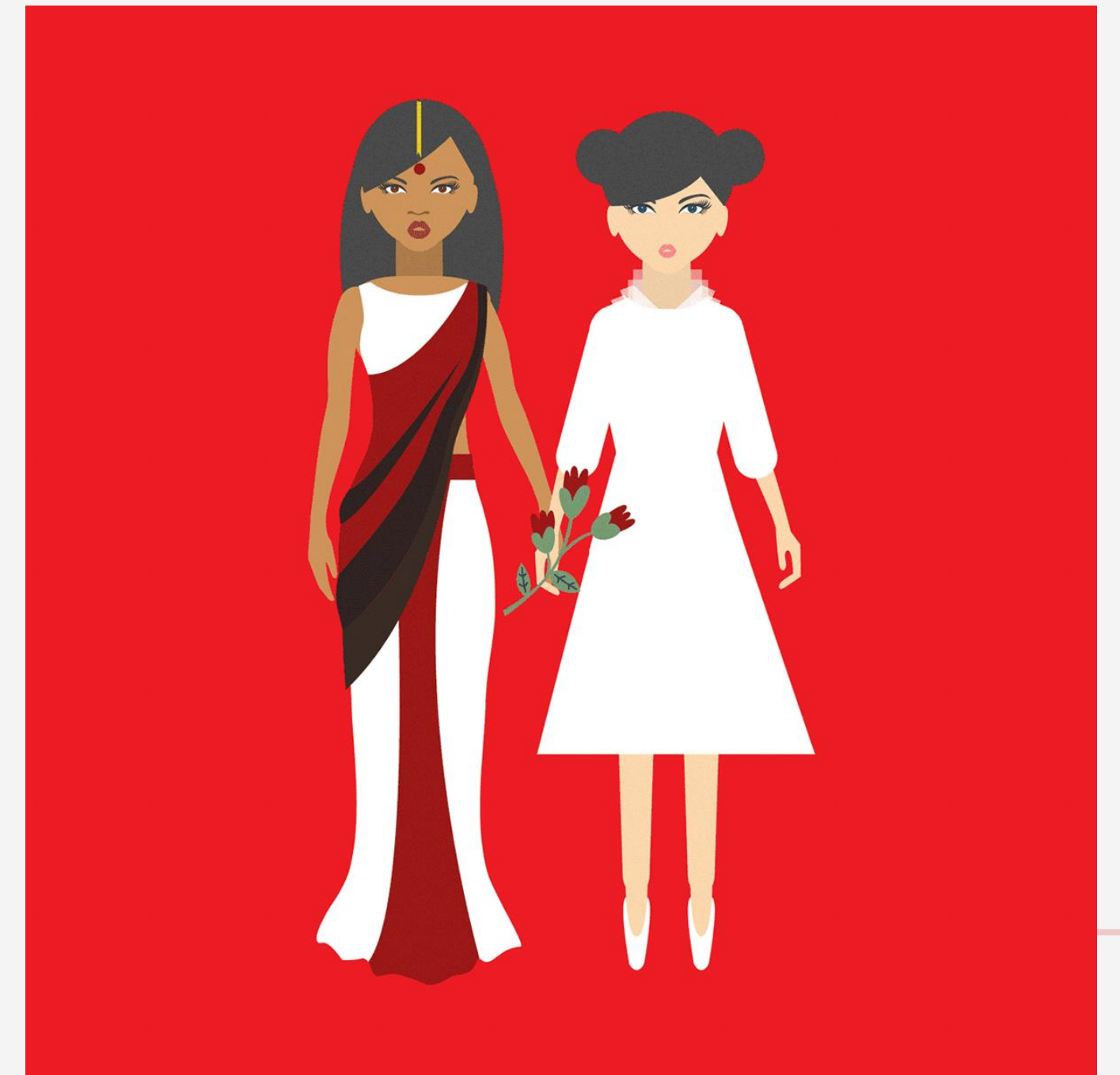
1. Identity & current situation (where do you start at?)
2. Goals (what exactly you want to achieve?)
3. Mission (how to help people? Choosing a problem to address)
4. Profiles (who is your audience?)
5. Creating content (how? Which?)
6. Community and distribution (how? Where??)
7. Metrics (what have we achieved?)



1. WHERE ARE WE KNOW



1. Define current situation in every single country



2. Create an issue-focused webpage

The screenshot shows the top section of a website with a teal header. On the left is the logo for 'INSTITUT POUR L'ÉGALITÉ DES FEMMES ET DES HOMMES'. On the right, there is a navigation menu with links for 'ACTUALITÉ', 'CALENDRIER', 'CONTACT', 'FAQ', 'LIENS', and 'PLAN DU SITE', along with a search icon and a button for 'INFOS ET AIDE'. Below the header, a secondary navigation bar contains a home icon and links for 'INSTITUT', 'ACTIVITÉS', 'RECHERCHES', 'AVIS', and 'PUBLICATIONS'. The main content area features a large white heading 'CENTRES DE PRISE EN CHARGE DES VIOLENCES SEXUELLES' and a button labeled 'En savoir plus'. To the right of the heading is a vertical poster titled 'Centres de Prise en charge des Violences Sexuelles' with an illustration of houses. At the bottom of the teal section are navigation arrows.

This block shows a partial view of a sidebar menu. It features a pink button labeled 'BLOG' and a white hamburger menu icon on a dark background. Below this, there is a grey vertical bar with the word 'wide' in pink text at the bottom.

This section is titled 'QUE FAIT L'INSTITUT ?' and contains the text: 'En tant qu'institution publique fédérale, il protège et promeut l'égalité des femmes et des hommes.' Below the text is a row of seven icons representing different activity areas: Discrimination (gender symbol), Violence (hand), Emploi (briefcase), Politique (circular floral pattern), Gender mainstreaming (two people), Transgenre (person silhouette), and International (globe). The word 'ACTIVITÉS' is written in large letters on the left side of this section.

slade

**DO PEOPLE
REALLY
KNOW
WHAT WE
DO**





Kaj je
diskriminacija?



Ste žrtev ali priča diskriminacije?

Pokličite nas na brezplačno številko
080 81 80

vsak dan od 10:00 do 12:00
ob sredah tudi od 15:00 do 18:00
ali nam pišite na gp@zagovornik-rs.si

Preberite, zakaj je tako pomembno, da oddate prijavo.

Oddajte predlog
za obravnavo
diskriminacije



AND HOW TO REACH US?



SLOVENSKÉ NÁRODNÉ
STREDISKO
PRE ĽUDSKÉ PRÁVA

O NÁS ▾ NAŠA ČINNOSŤ ▾

Právna pomoc pre ľudí z Ukrajiny:
Kontaktujte nás na:
pravnapomocutecencom@snslp.sk

Legal aid for people from Ukraine.
Contact us:
pravnapomocutecencom@snslp.sk

NEWS



NEWS

New Legislation in Whistleblower Protection: Clear Information is a Prerequisite for Protection

01/06/2022 | ⌚ 4 min read



NEWS

War in Ukraine: Activities Aimed at Human Rights Protection of the Persons Fleeing to Croatia

01/06/2022 | ⌚ 4 min read



NEWS

Special Report of the Ombudswoman – Impact of the COVID-19 Epidemic on Human Rights and Equality

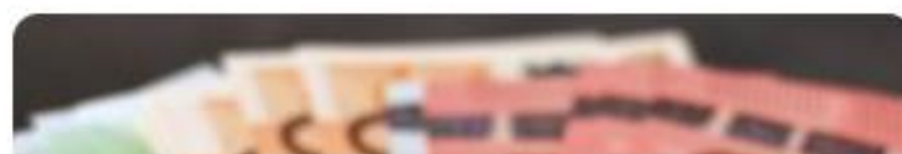
12/05/2022 | ⌚ 3 min read



NEWS

From Starting a Case to Changing the Law: Public Notaries Will Soon Be More Accessible to Citizens Living in Small Towns and on Islands

06/05/2022 | ⌚ 3 min read



OSTALE NOVOSTI



Discrimination ▾

Complaints ▾

Organisations & community groups ▾

Tools & resources ▾

About us ▾

Need help?

How much do you know about discrimination?

START THE QUIZ
„Is it discrimination?“



You can sit with us

We might not be the same, but we are equal. Let's fight together..

Making a complaint

If you've experienced discrimination in Croatia you can lodge a complaint with us. Our services are free.

Lodge a complaint

Learn more



2. **GOAL-** **CHANGE** **ONE THING** **AT THE** **TIME**

DO *one*
THING
AT A TIME

*Don't dissipate your powers;
strive to concentrate them.*

**YOU CAN
ANYTHING,
BUT NOT
EVERYTHING**

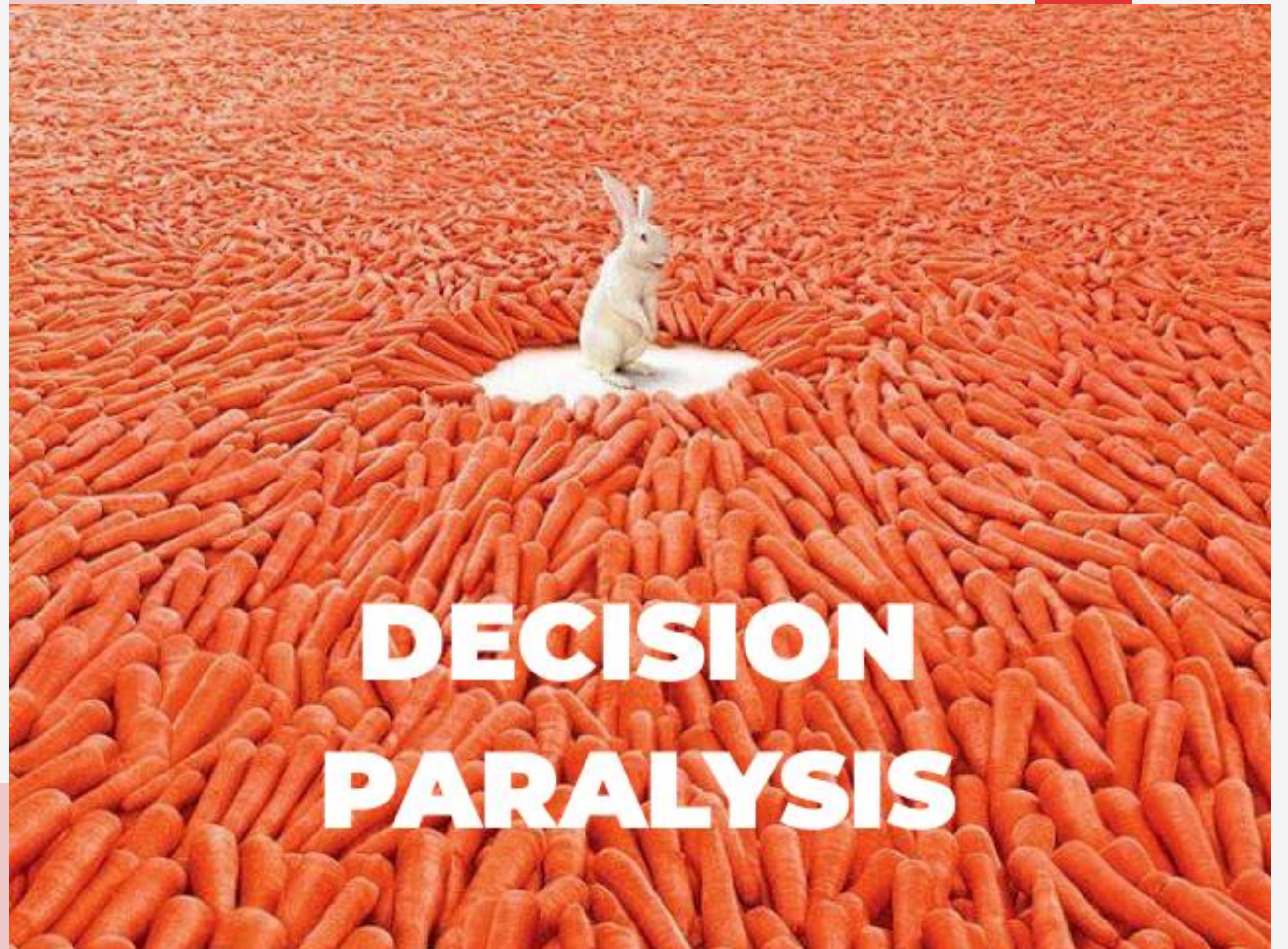
FOCUS ON ONE THING

slade

CHOOSE ONE ISSUE TO ADDRESS

The more options we have in front of us, the harder it becomes to choose one. In many cases, even if a decision is made, decision paralysis exhausts the decision-maker so much that they don't have any energy left to carry out the action itself.

when we're supposed to do two important things, but we don't know which to start first, we often don't do either.



slade

3. HOW CAN WE HELP





REFUGEES AND MIGRANTS

The warm welcome given to Ukrainian refugees fleeing the war has been very positive, but is a far cry from the cold reception given to refugees from other countries. How do we address this double standard.



EXPLAIN– BUILD AN EMOTIONAL CONNECTION– DETERMINE THE “WHY”

People are afraid
of the **unknown**.

They need and
explanation to help them
cope with the new
situation

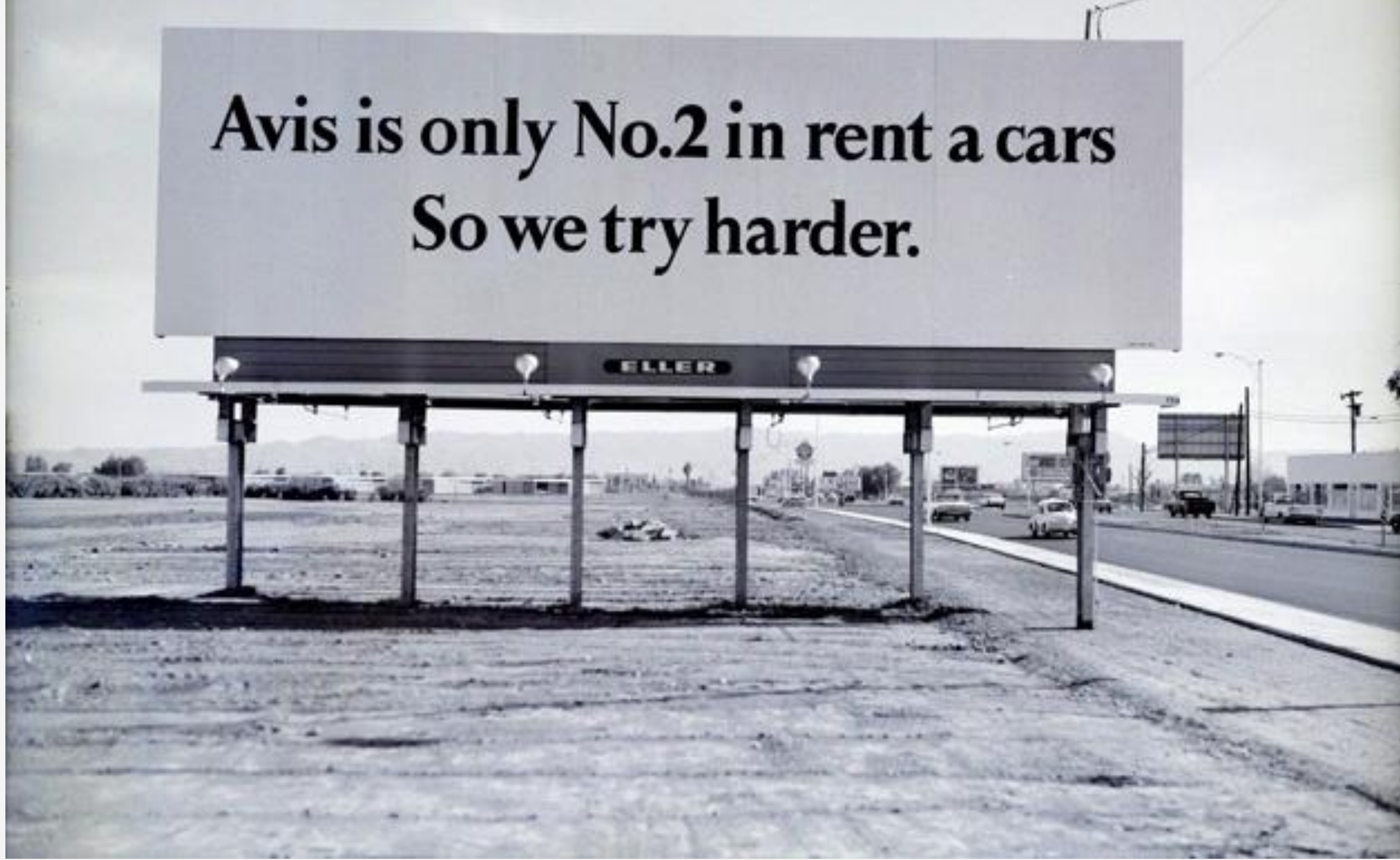
MAKE STORIES

Relatable to your audience



**Avis is only No.2 in rent a cars
So we try harder.**

ELLER



MAKE IT ABOUT THEM





ACM

ALTO COMISSARIADO
PARA AS MIGRAÇÕES

/ WELCOME



REPÚBLICA
PORTUGUESA



FUNDO
ASÍLO, MIGRAÇÃO
E INTEGRAÇÃO

Select your profile

I am **Cape-Verdean** and I want to live in Portugal

living

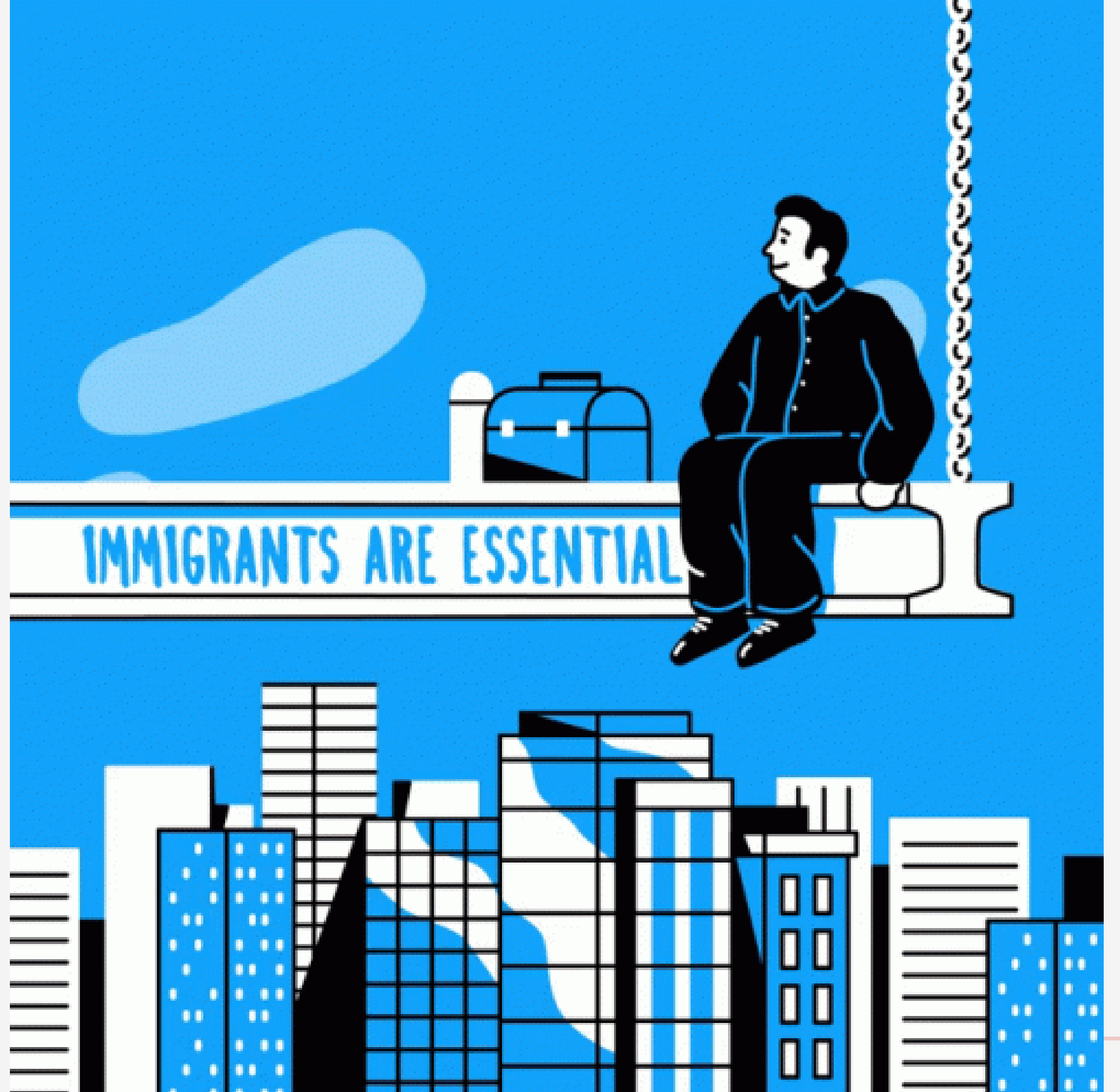
studying

working

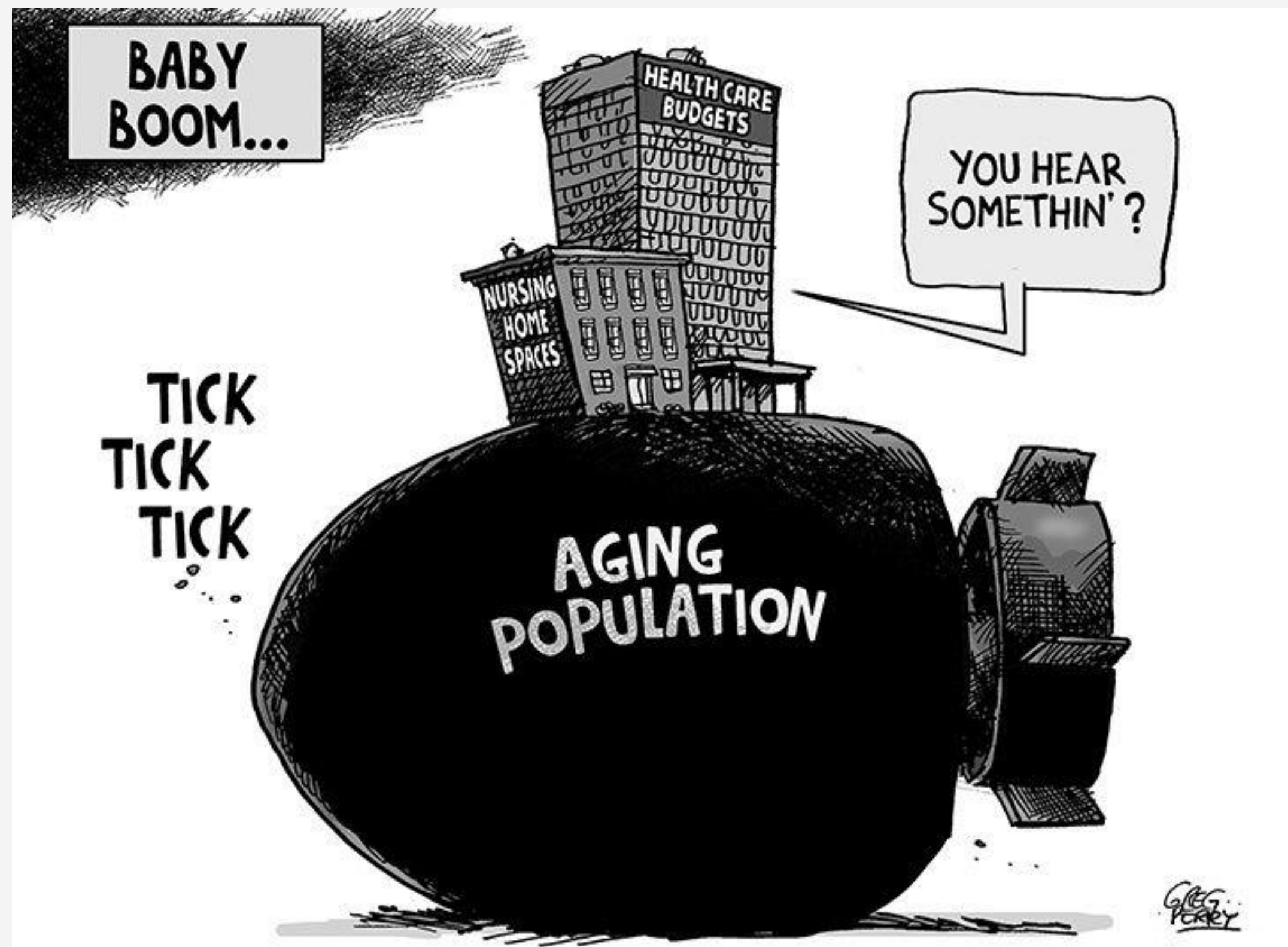
investing

portuguese

We are currently living the times of Migrations. Thus, the High Commission for Migration (ACM, I.P.), has invested in an increasingly wider range of supports and hosting services for the migrant citizens.

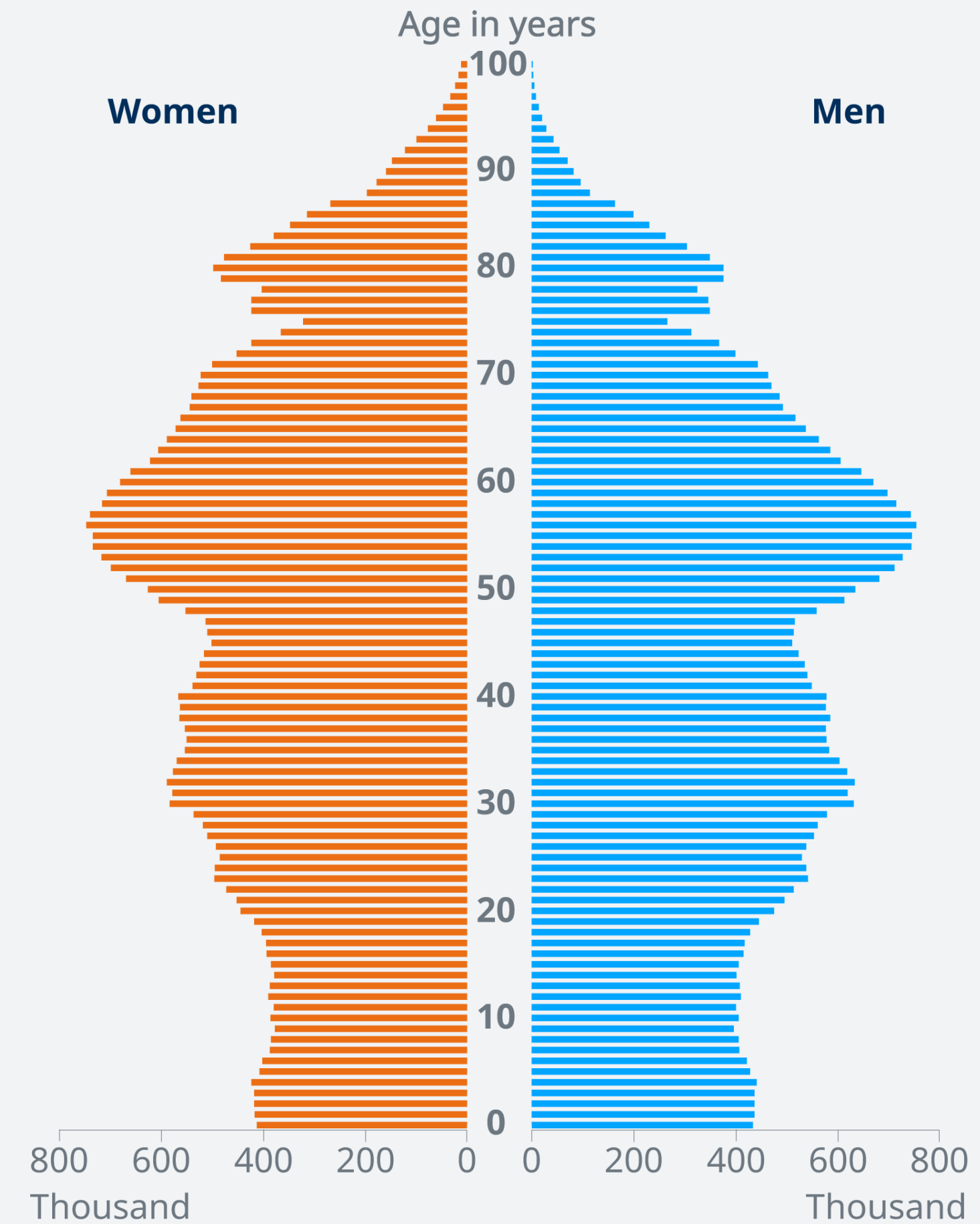


Help your citizens see migrants as a solution, not a problem



Germany's population pyramid 2020

Distribution of age groups



Source: German Federal Statistics Office (DESTATIS)

WHAT'S THE INFO HERE?

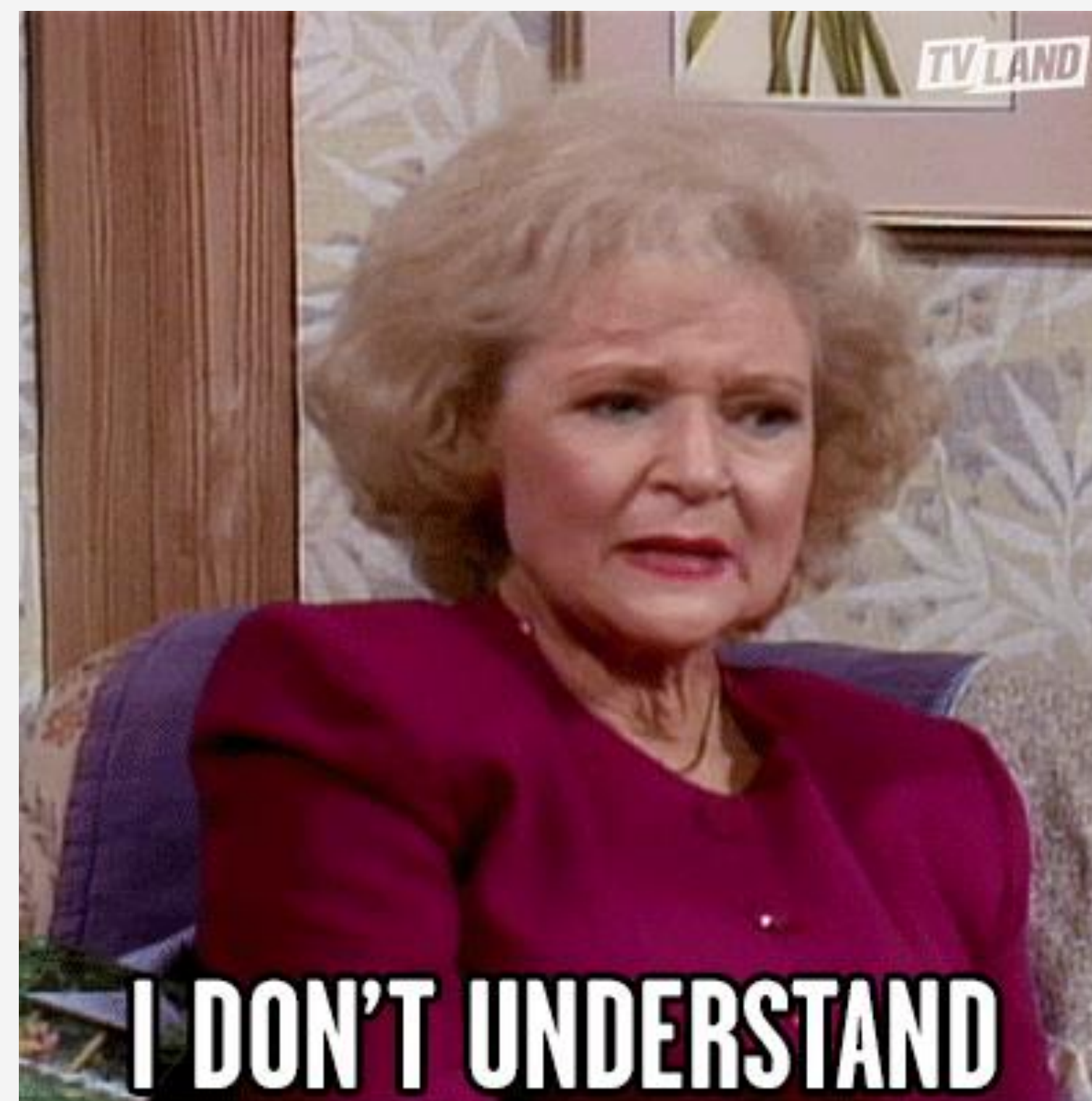
BEING TRANSGENDER IN BELGIUM - TEN YEARS LATER



This report is the result of the second major study conducted by the Institute into the experiences of transgender people, the concrete situations they encounter and the discriminations they face.

Publication date: 2018

[GRATIS DOWNLOADEN](#)



BUT DON'T FORGET THE REAL WORLD

We tend to create more understanding towards a whole new group of people if we manage to **connect with just one person** from that group



PEOPLE LEARN BY DOING

Show, don't tell



Daniel Holland 🏳️‍🌈 🇩🇪 🙏
@DannyDutch



The speed camera lottery in Stockholm. Drive at or under the speed limit and you'll be entered into a lottery where the prize fund comes from the fines that speeders pay.
Average speed reduced from 32 km/h to 25 km/h (a reduction of 22%).



2:50 PM · Mar 16, 2022 · Buffer

197 Retweets 46 Quote Tweets 883 Likes

4. DEFINE YOUR TARGET AUDIENCE

"EVERYONE
IS NOT
YOUR
CUSTOMER."

SETH GODIN



Prince Charles

Male
Born in 1948
Raised in the UK
Married Twice
Lives in a castle
Wealthy and Famous

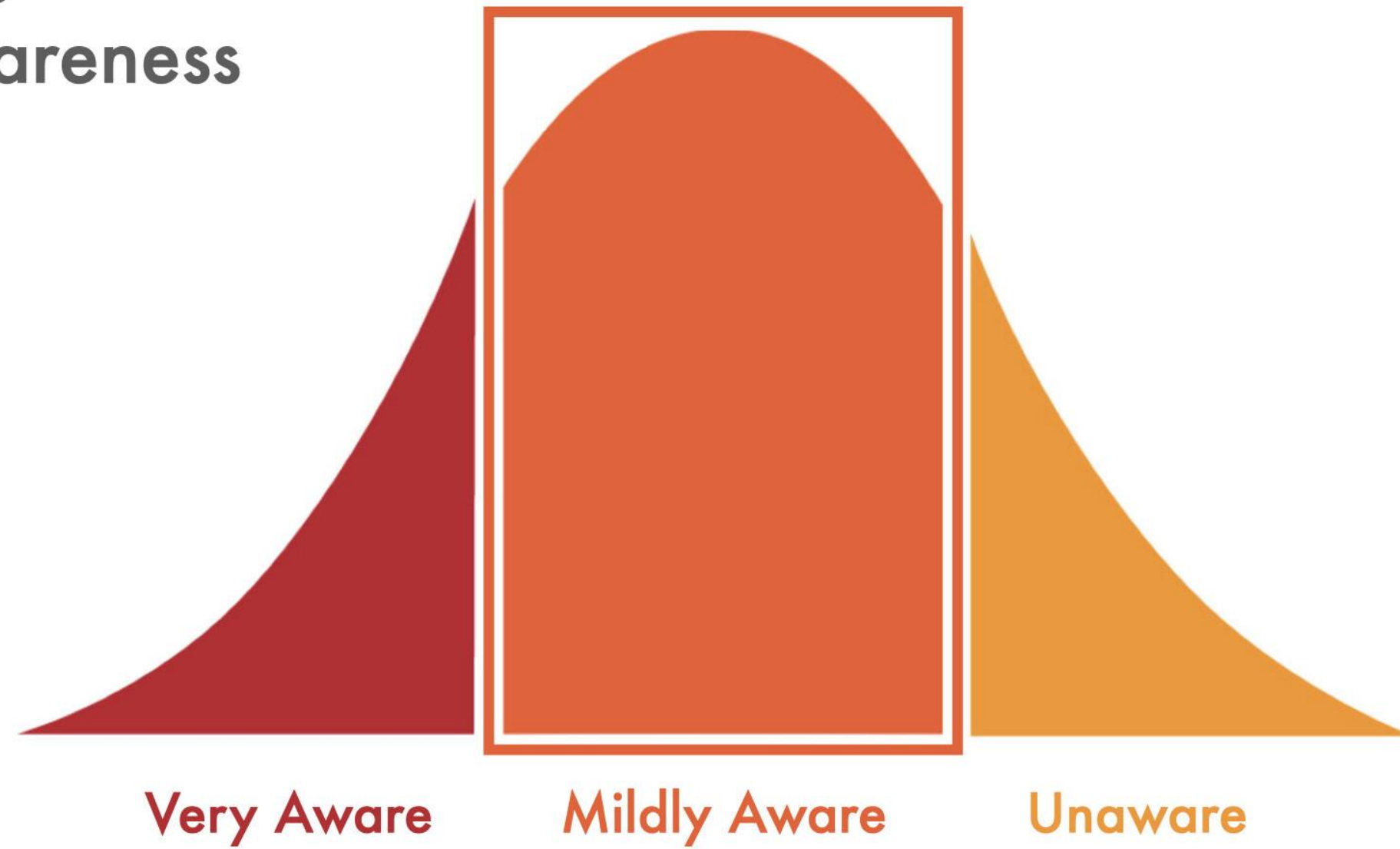


Ozzy Osbourne

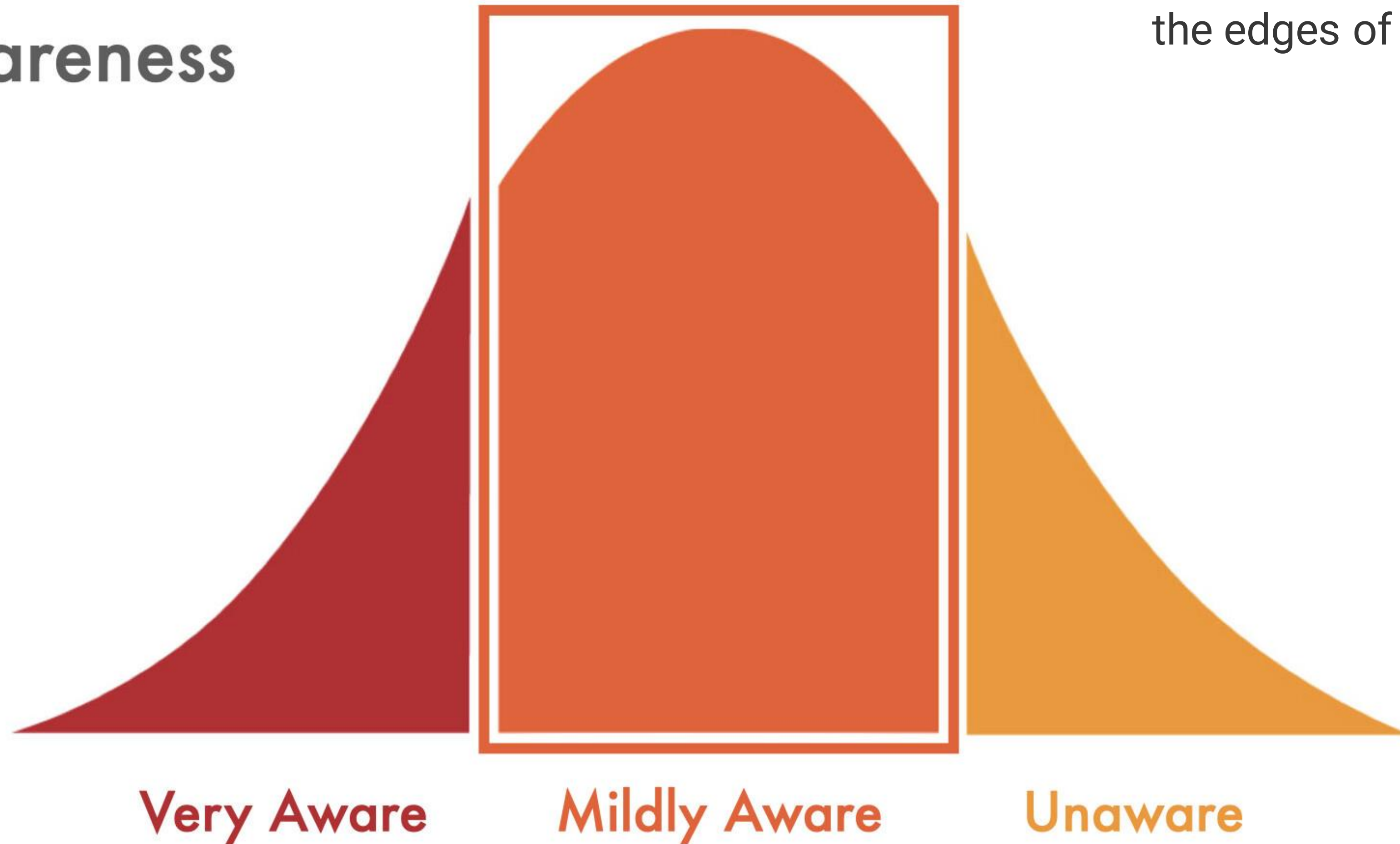
Male
Born in 1948
Raised in the UK
Married Twice
Lives in a castle
Wealthy and Famous

CRAFT YOUR COMMUNICATION TO THOSE IN THE MIDDLE

Organizational
Awareness



Organizational Awareness



1. this is where the majority of your current and potential audience is.
2. this type of communication will also be accessible to people on the edges of the bell curve.

Organizational Awareness

Under Communicate



Very Aware



Mildly Aware

Over Communicate



Unaware

If you craft your communication for the very aware you will **under communicate**.

You will falsely assume that your audience knows what you know. "No reason to tell them about XYZ cause they already know about it".

if you craft your communication for the unaware you will **over communicate**.

You will waste valuable resources on the disinterested and unengaged. You'll spend more time communicating and less time taking action.

YOUNG VS. OLDER PEOPLE

Compared with younger adults older adults are more likely to delegate, defer, or **avoid making decisions**. They are less likely to exhaustively search for information



slade

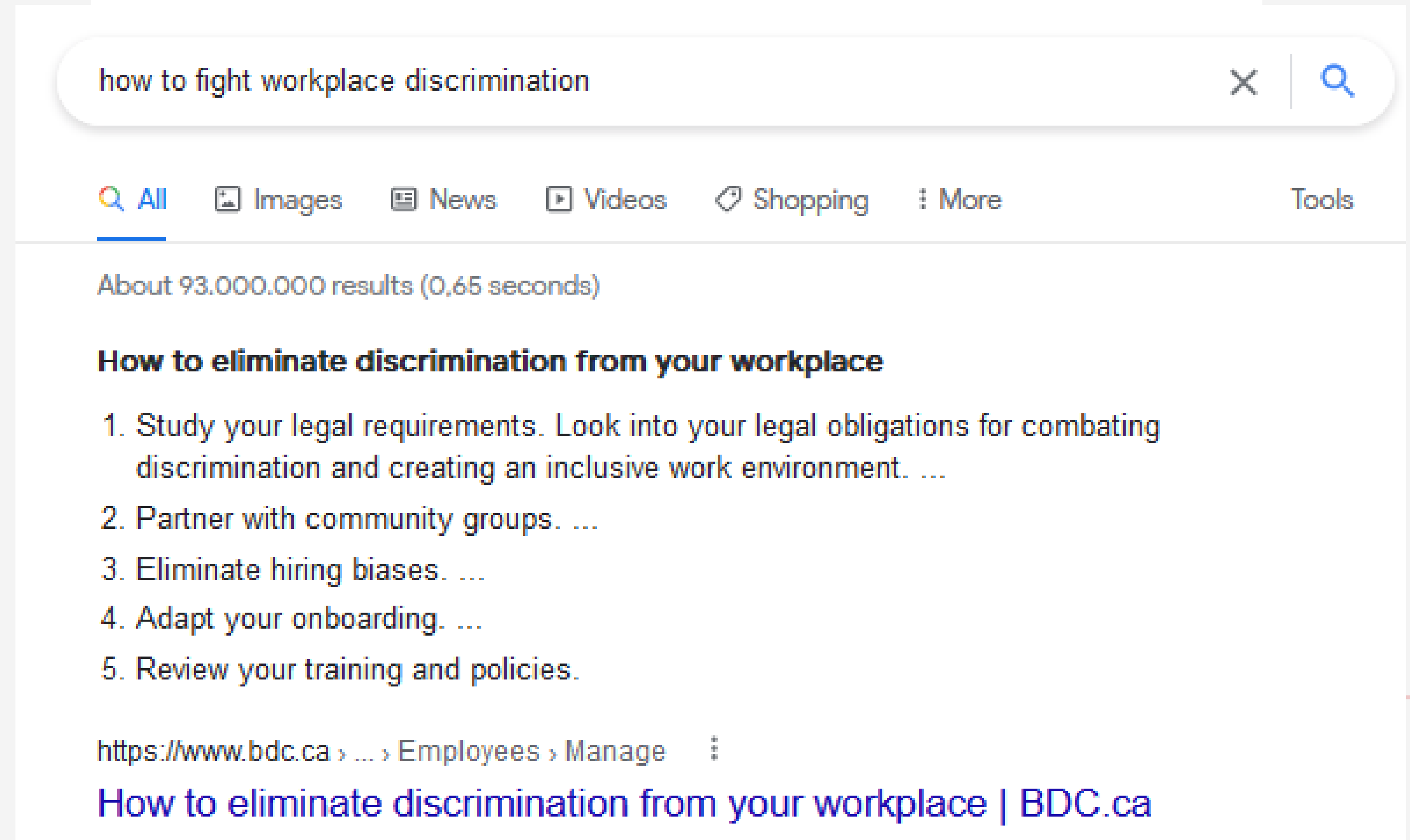
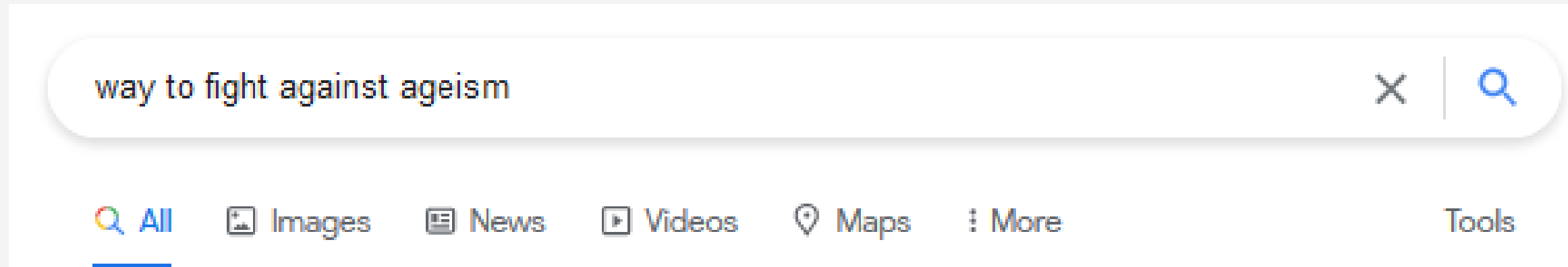
5. CREATE RIGHT MESSAGES IN THE RIGHT FORM FOR THE RIGHT PEOPLE

The way to win at
content marketing
is for the reader to say
"This was written for me"

slade

TYPES OF CONTENT

1. Listicles
2. How- to articles
3. Other questions
4. FAQ
5. Predictions
6. Case studies
7. Testimonials
8. News
9. Infographics
10. Video



MAKE THINGS EASY TO UNDERSTAND AND DO

Which of the following are protected characteristics? (Tick all that apply)

Sex (male or female)

Sexual preferences

Gender reassignment

Age if over 40

Physical disability


Mental health problems



SPECIFY A LOCATION WHEN WRITING IN ENGLISH

- AWARENESS CAMPAIGN for Human Rights
- AWARENESS CAMPAIGN: Break the Silence
- AWARENESS CAMPAIGN: COVID-19 & Human Rights
- Actions of National Mechanism for the Prevention of Torture & Forced Returns

Portugal Documents Citizenship Family Health Housing Social Security



Home > Living > Citizenship > Racial Discrimination > FAQs > What to do if you are a victim or have know

What to do if you are a victim or have knowledge of discriminatory practices?

imprimir adicionar aos favoritos

Any person or institution that becomes aware of any situation which might be considered administrative offense shall circulate it to one of the following:

- a) Member of government that has the charge of the area of equality;
- b) High Commission for Migrations (ACM);
- c) Commission for Equality and Against Racial Discrimination (CICDR);
- d) General-Inspection competent in the matter.

The entities referred to in the first three paragraphs, upon learning of an administrative offense, send the case to the competent General Inspection, which will conduct its statement.

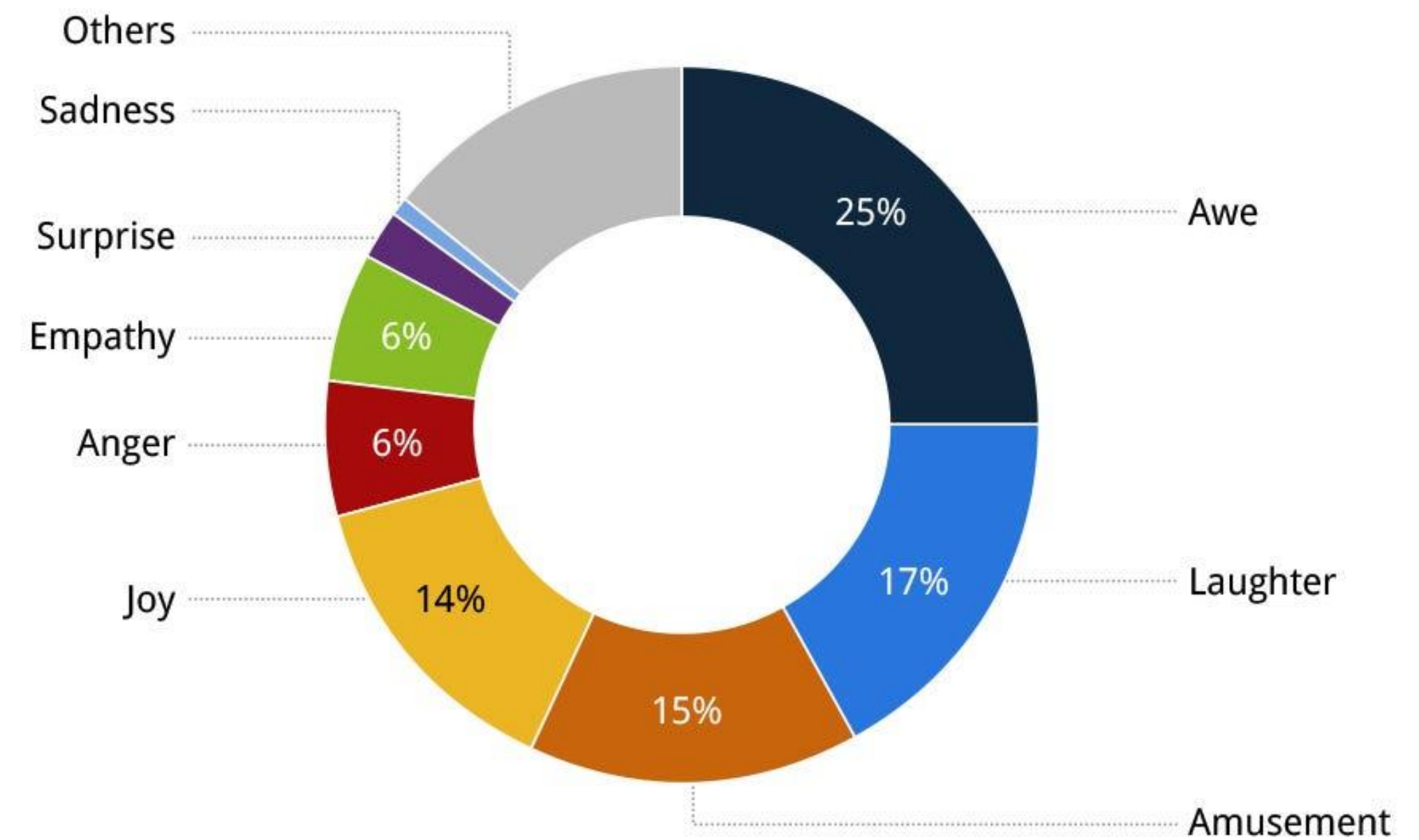
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GET EMOTIONAL

Tech  Chart of the Day

These Emotions Make Online Content Go Viral

Emotions evoked by the 10,000 most shared articles across the web



BUSINESS INSIDER

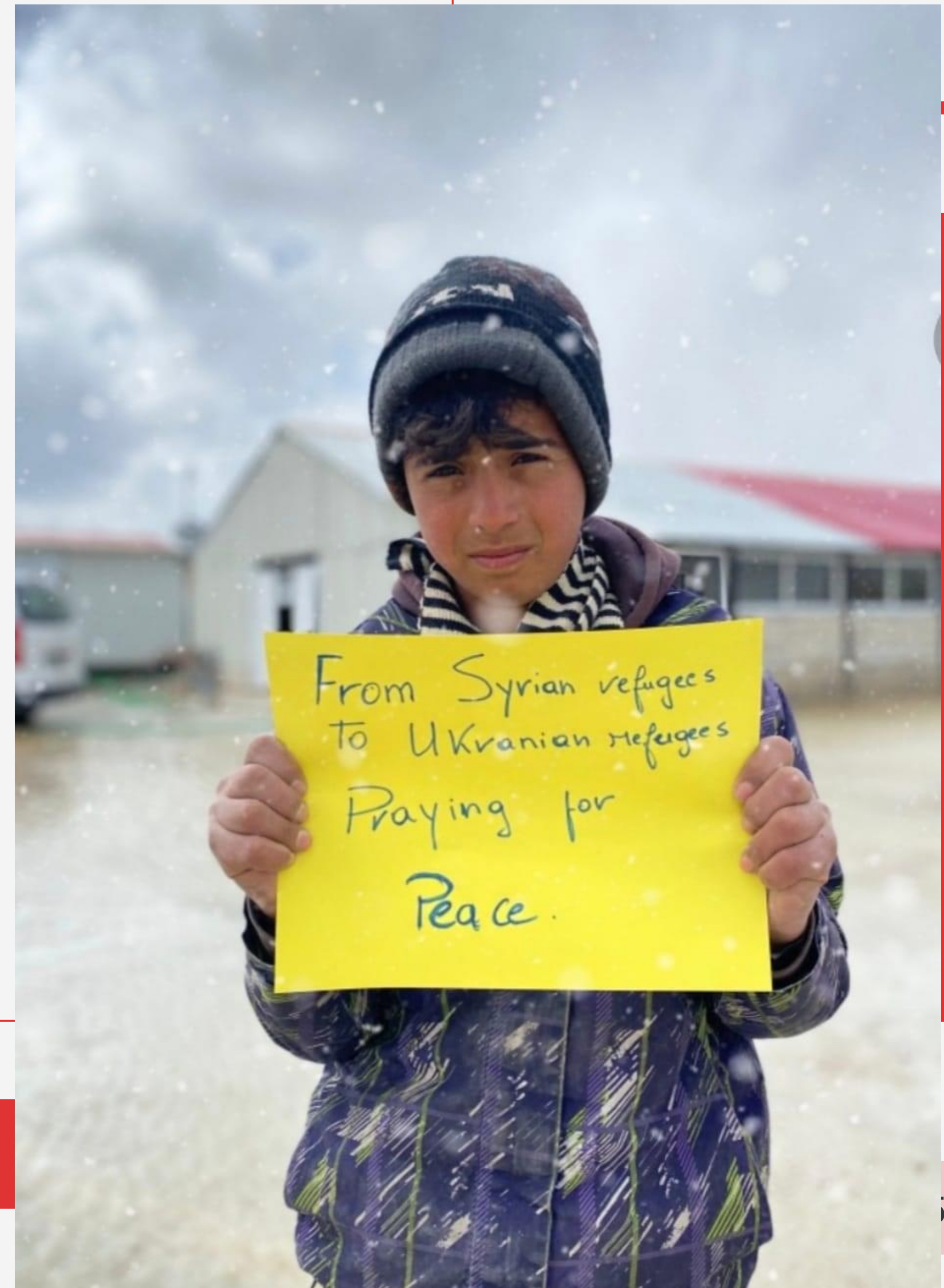
Source: Buzzsumo  

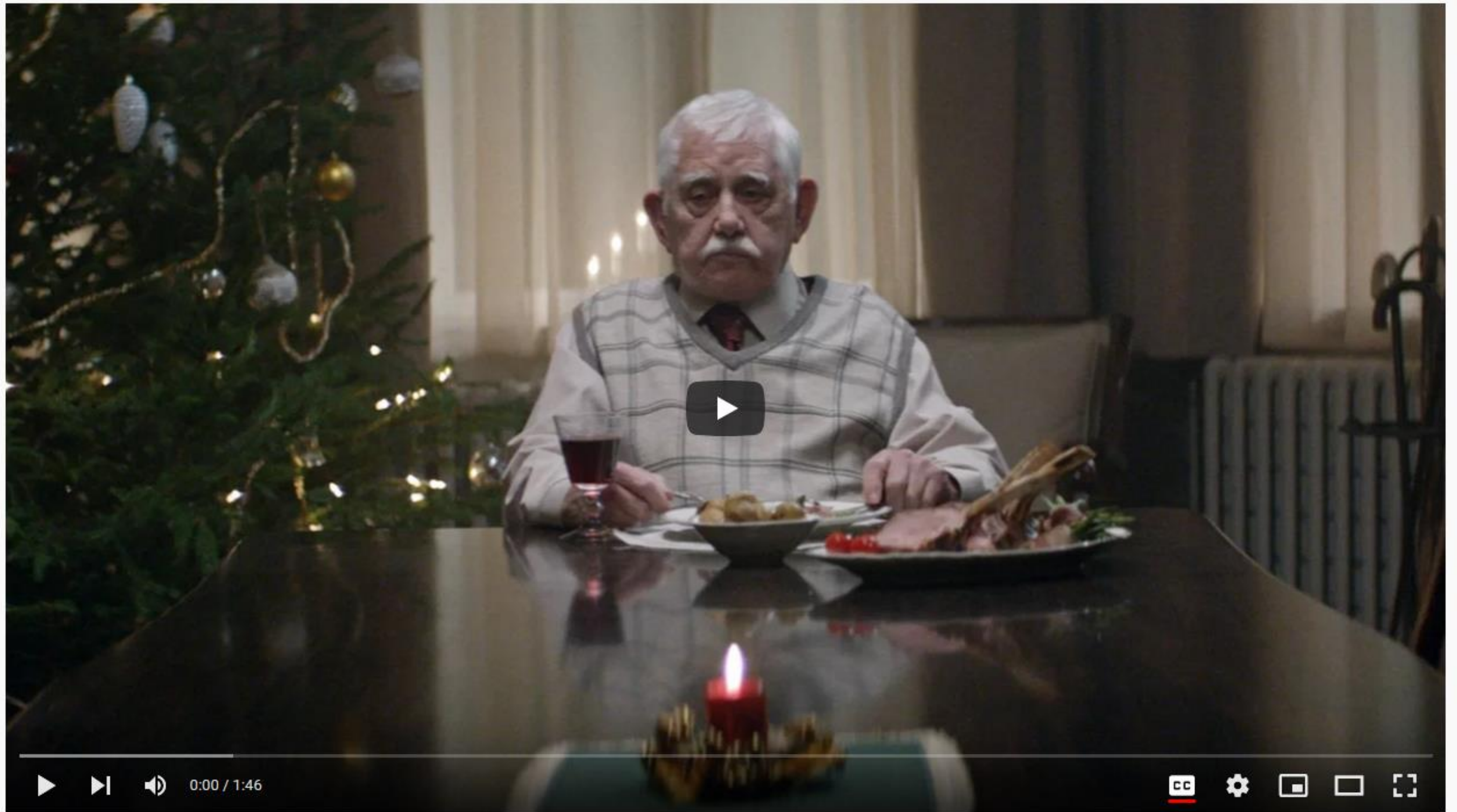
slade

SHOW PEOPLE

People connect with people.

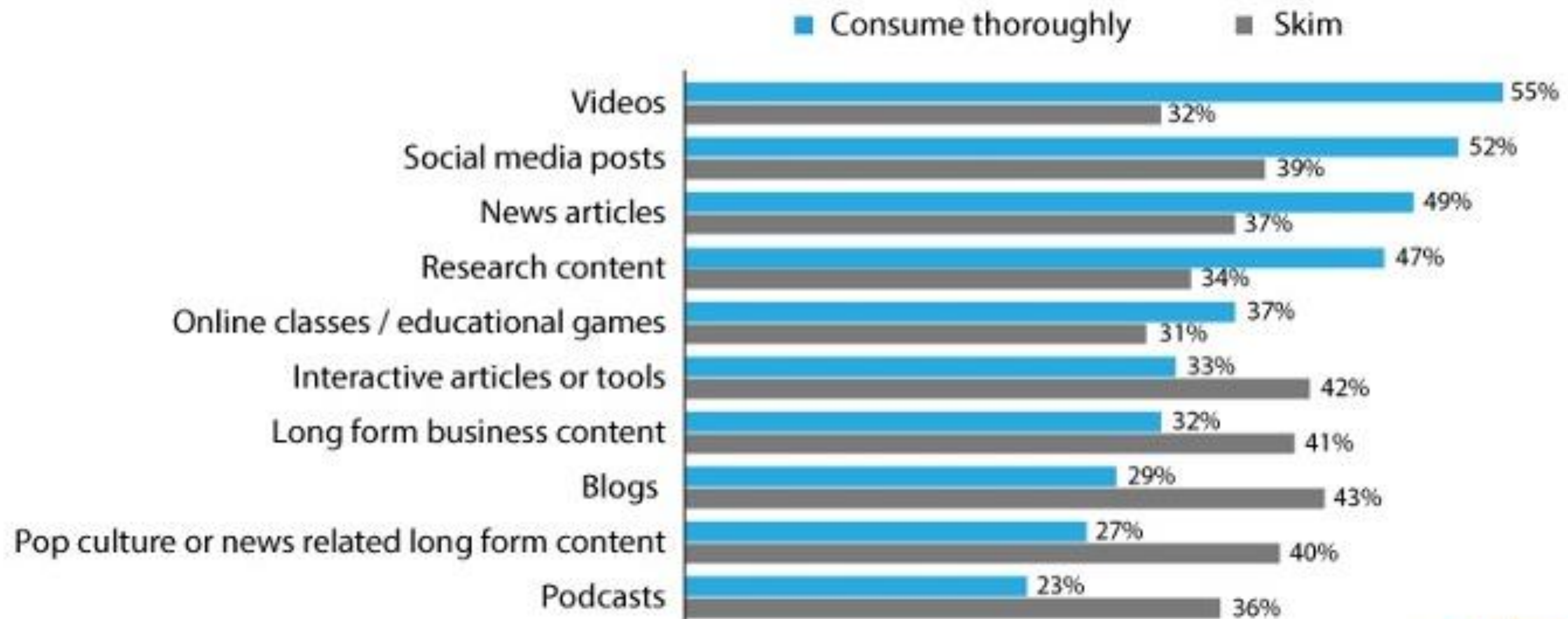
Studies repeatedly confirm that posts with pictures of people in them tend to receive more engagement.





<https://www.youtube.com/watch?v=V6-0kYhqoRo>

When it comes to content, what do you closely pay attention to and what are you less attentive to (e.g., skim)?



Base: 1091 Global Consumers
Source: HubSpot Consumer Behavior Survey, Q1 2016



slade

GET PERSONAL

NOT EVERYONE, BUT YOURS



The opinion poll brought surprising results: society strongly supports men's involvement in family life

 2020-11-10



Society strongly supports the active involvement of men in family life. The results of a recent public opinion poll initiated by the Office of the Equal Opportunities Ombudsperson were surprising: the public welcomes paternity, family-related characteristics of men, a more active father's role in the family and supports all men who do not want to be just "the weekend dads". The Office presented these results by launching a public service announcement called "Being a father is the greatest gift".



NOT WE, BUT YOU

What do we do to combat discrimination?

[Read more](#)

DROP THE „WE“

Our Approach



Support

We provide capacity-building activities with and for equality body staff, as well as offer support to equality bodies in need of solidarity, including because of undue challenges to their independence or effectiveness.



Networking

We encourage and facilitate knowledge exchange, sharing of good practices and peer-to-peer support among equality bodies, as well as with equality stakeholders at European and international level.



Research & Knowledge Hub

We carry out legal and policy research to inform European policy and legislative developments, and provide relevant knowledge to those interested in equality and non-discrimination in Europe.



Expert Advice

We contribute to the European equality agenda by offering expert advice on equality and non-discrimination policy and legislation, based on the experience of equality bodies.



Promotion

We promote equality as a European value and seek to advance diversity and solidarity in Europe.

> Have you been treated unfairly?

GET YOUR WEBSITE ABOUT THEM

About discrimination

We offer advice to you

What we do

About us



Our work

Each year, people contact us to report bullying. Their lives are severely constrained. They are denied their existence.

Employers and union representatives contact us.

Our main task is to promote equality and fight discrimination based on gender identity, gender expression and age.

Who we are

The office of the Ombud is a government agency but we operate independently from the government.

What we do



OUR WORK ▾ DO YOU SUSPECT?

Ombudsman for Equality

The Ombudsman for Equality monitors the Equality Act and provides guidance and information on discrimination due to gender, gender identity and gender expression, and promotion of equality.

OUR WORK

USE ACTIVE VOICE





23
LIP

Održana Nacionalna konferencija posvećena ženama u migraciji

Povodom Svjetskog dana izbjeglica 23. lipnja 2022. godine u Zagrebu je održana nacionalna konferencija Žene u migracijama.

USE DETAILS FROM THE NEWS

only a third (38%) of respondents agreed with the statement that fathers should take the parental leave of equal duration with mothers.

Men (32%) more than women (23%) fear that taking parental leave would negatively affect their careers.

MENTION TARGET GROUPS IN YOUR HEADLINES

Do men and women need to stop working and care for the baby equally? 38% of people don't think so.

only a third (38%) of respondents agreed with the statement that fathers should take the parental leave of equal duration with mothers.

Having a child and a successful career? 32% of men are afraid it's not possible.

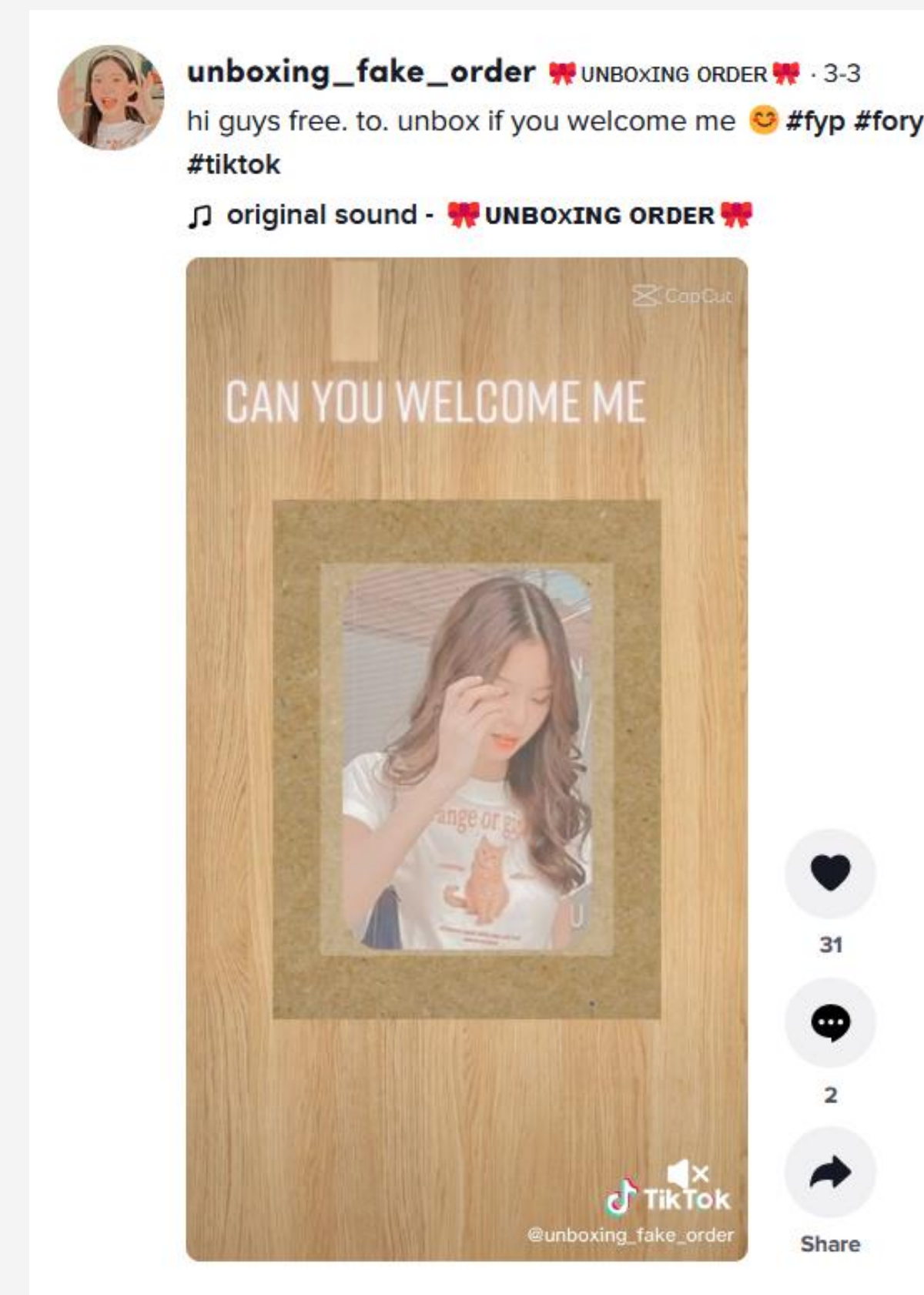
Men (32%) more than women (23%) fear that taking parental leave would negatively affect their careers.

use neutral words related to gender, sexual orientation, and other distinguishing qualities.

replace “hi guys” with “hi folks,” “hi everyone,” “hi y’all”.

(pay attention: HI GUYS is super popular with young people on tiktok)

avoid gender-biased expressions or expressions that reinforce gender stereotypes.
For example, “a woman’s touch.”



BE SPECIFIC

What do you expect from reader to do after reading this piece?

EQUALITY HAS NO AGE LIMIT: YOUNG PEOPLE DESERVE BETTER!



🕒 April 29, 2021

Tags ▾ Categories ▾

Ageism is finally starting to take centre stage in many discussions at European and international level. Be it in the context of the impact of the COVID-19 pandemic on different generations, or within the discussions around demographic changes, attitudes towards age and ageing are being looked at more closely in policy discussions.

Ageism is based on negative perceptions of, attitudes and stereotypes towards people based on their age. While it affects the individual that is being discriminated against, and it also perpetuates the very stereotypes and attitudes it is based on.

But who exactly is impacted by ageism? The demographic that often



Julia Konowrocka,
Policy Officer
Equinet



Flavia Colonesse,
Policy & Advocacy
Manager,

RELATED POSTS

[Entertaining Equality: Why Not?](#)

Emotions for the general public I like series. No, wait. I love series. I love how they snuggled into our day-to-day lives silently through the years. [...]

[... The one with the reasonable accommodation measures](#)

TEACH OTHERS

<https://www.dhs.state.il.us> > page **Traf/mo** (us): 271.10K/290.50K - **Kw** (us): 46.37K/51.77K

[A Guide to Interacting with People with Disabilities - DHS 4151](#)

General Etiquette Tips · Practice the Golden Rule · Always Ask Before Giving **Assistance** · Think Before You Speak · Avoid Showing Pity or Being Patronizing.

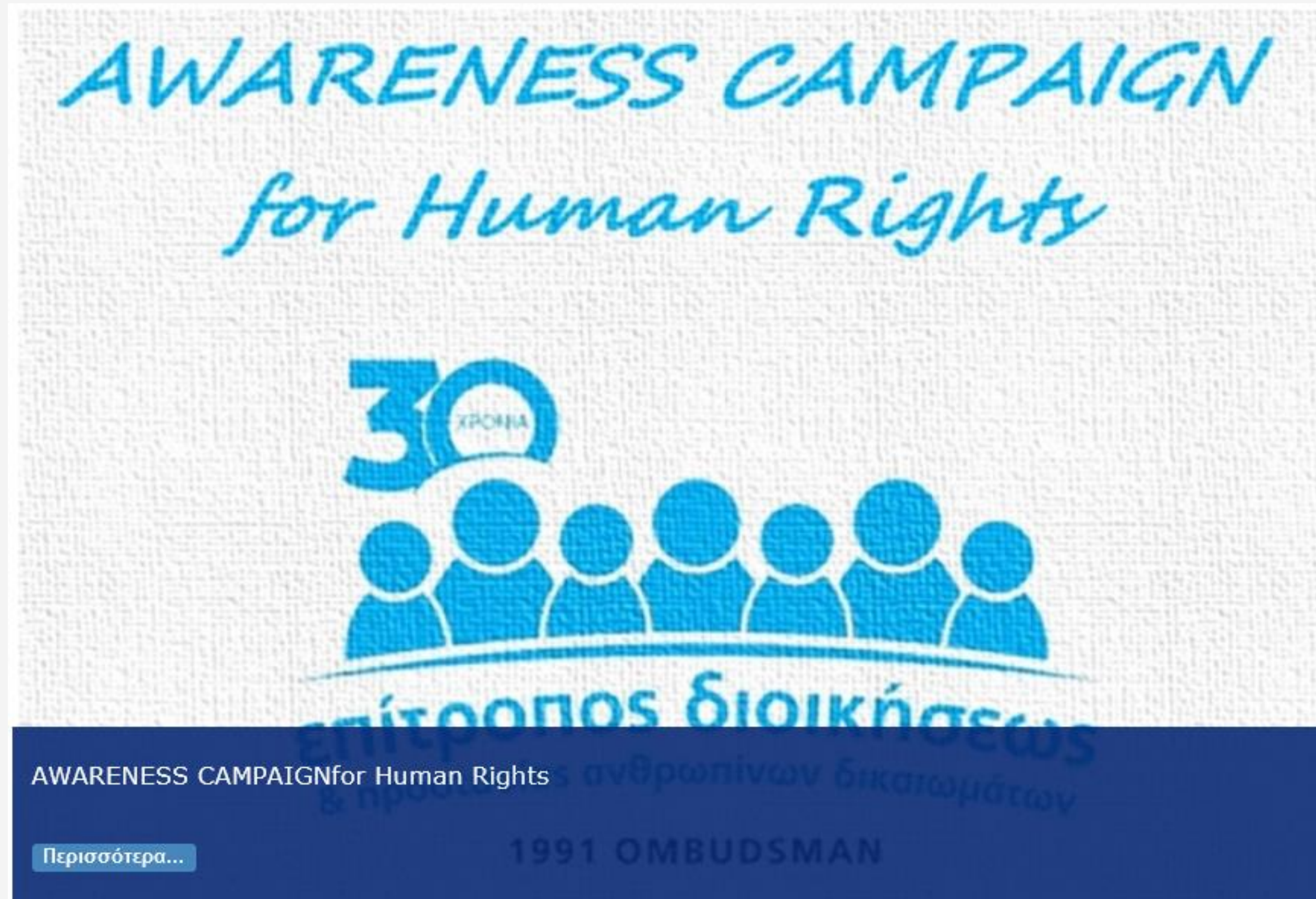
<https://www.oneyoungworld.com> > blog > 10-ways-ma... **Traf/mo** (us): 53/7300 - **Kw** (us): 54/209

[10 ways to make society more inclusive for people with ...](#)

1. View the Disability Community as a Valuable Consumer · 2. Employ **People with Disabilities**- They are Ambitious and Want to Work · 3. Increase Disability ...

MOZ DA: 62/100 (-2%) Ref Dom: 6.37K Ref Links: 96.78K Spam Score: 1%

PHOTOS › ILLUSTRATION



slade

GET CONTROVERSIAL

Controversy ignites conversations.

For a reason, user attention
is still directed to new headlines.
They're attractive and debatable.



Muškarac prebojao klupu duginih boja Zrinjevcu u crno, brzo je vraćena nova

Index Vijesti

17.5.2022.



NA

5
min

13
min

26
min

50
min

50
min

**MAKE
MESSAGES
SOCIAL
MEDIA
FRIENDLY**

**GUERRILLA GIRLS'
POP QUIZ.**

Q. If February is Black History Month and March is Women's History Month, what happens the rest of the year?

A. Discrimination.

BOX 1056 Cooper Sta. NY, NY 10276 **GUERRILLA GIRLS** CONSCIENCE OF THE ART WORLD



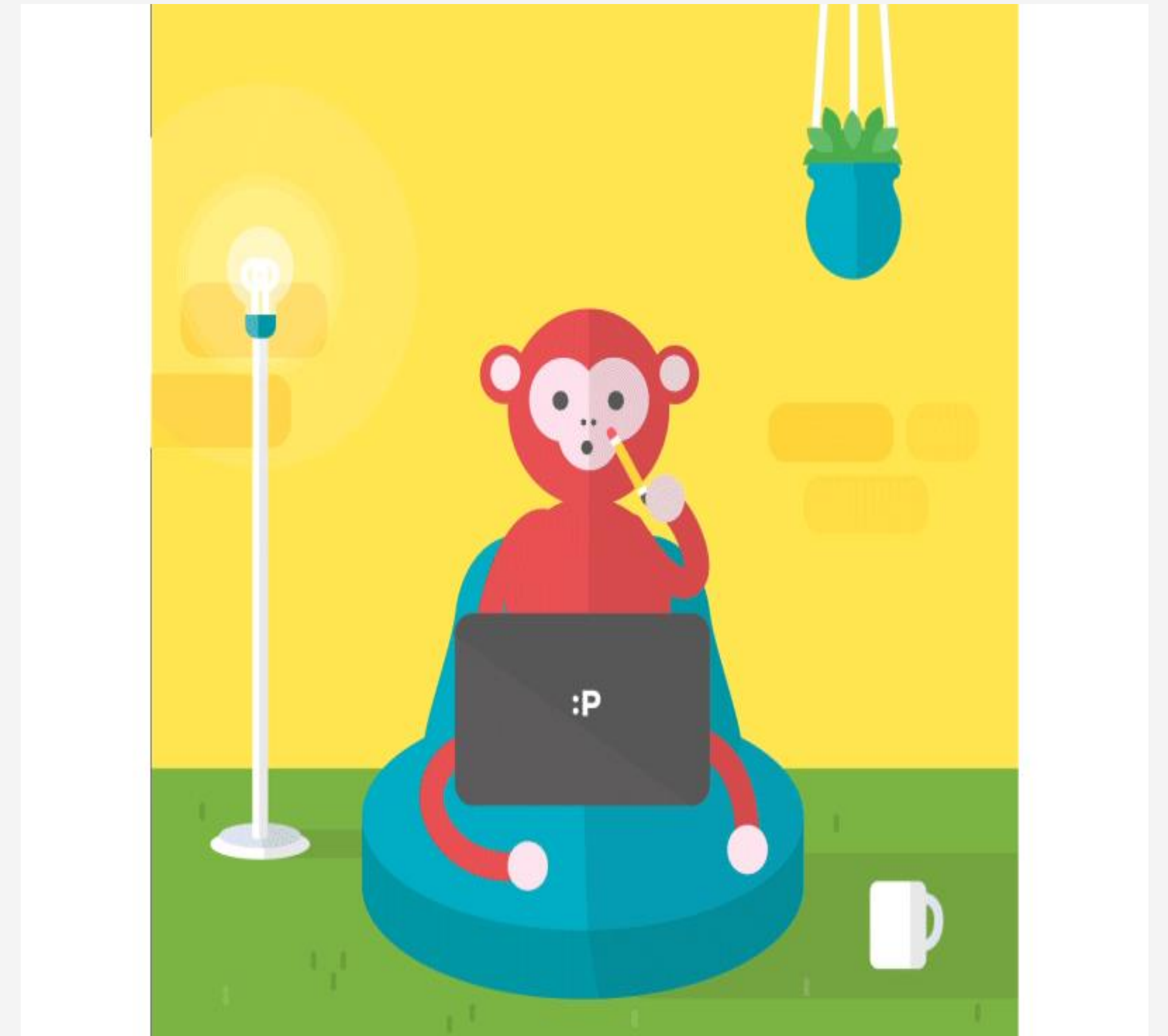
OK, LET'S WRITE



slade

DON'T JUST WRITE.

**What to do if you are a victim or
have knowledge of
discriminatory practices?**





*91% of online content receives no organic traffic from Google search (source:Ahrefs)

SEO!

Make something edible



slade

FIND OUT WHAT PEOPLE WANT



Google

prava umirovljenika

Volume: 140/mo | ★

Google

lgbt friendly doctors near me

Volume: 1,300/mo | ★

People also ask :

Where is the best place for LGBT to live?

How do I know if a company is Lgbtq friendly?

How do I make my Lgbtq clinic friendly?

What jobs are related to LGBT?

Google

droit a la retraite

Volume: 880/mo | ★

Google

lgbt in french

Volume: 90/mo | ★

HELP PEOPLE, ANSWER THEIR QUESTIONS



Find an LGBTQ+ Competent Healthcare Provider

If you are lesbian, gay, bisexual, transgender, queer, and/or identify as a sexual and/or gender minority and are looking for an LGBTQ+ competent doctor or healthcare provider, you have come to the right place. Search for a provider below by simply entering your location and choosing a specialty.

LGBTQ+ healthcare is our top priority! The OutList recognizes LGBTQ+ competent doctors and healthcare providers who identify as culturally competent in the provision of care, treatment, and services of the LGBTQ+ population. The OutList is open to all healthcare providers of any distinction or specialty. OutCare reviews and vets each OutList profile. Get peace of mind and find an LGBTQ+ competent doctor near you today!



HELP PEOPLE LIVE WITHOUT HELP

germany shortage occupation list 2021





Volume: 390/mo |  



jobs in finland for english speakers

Volume: 1,900/mo |  

People also ask 

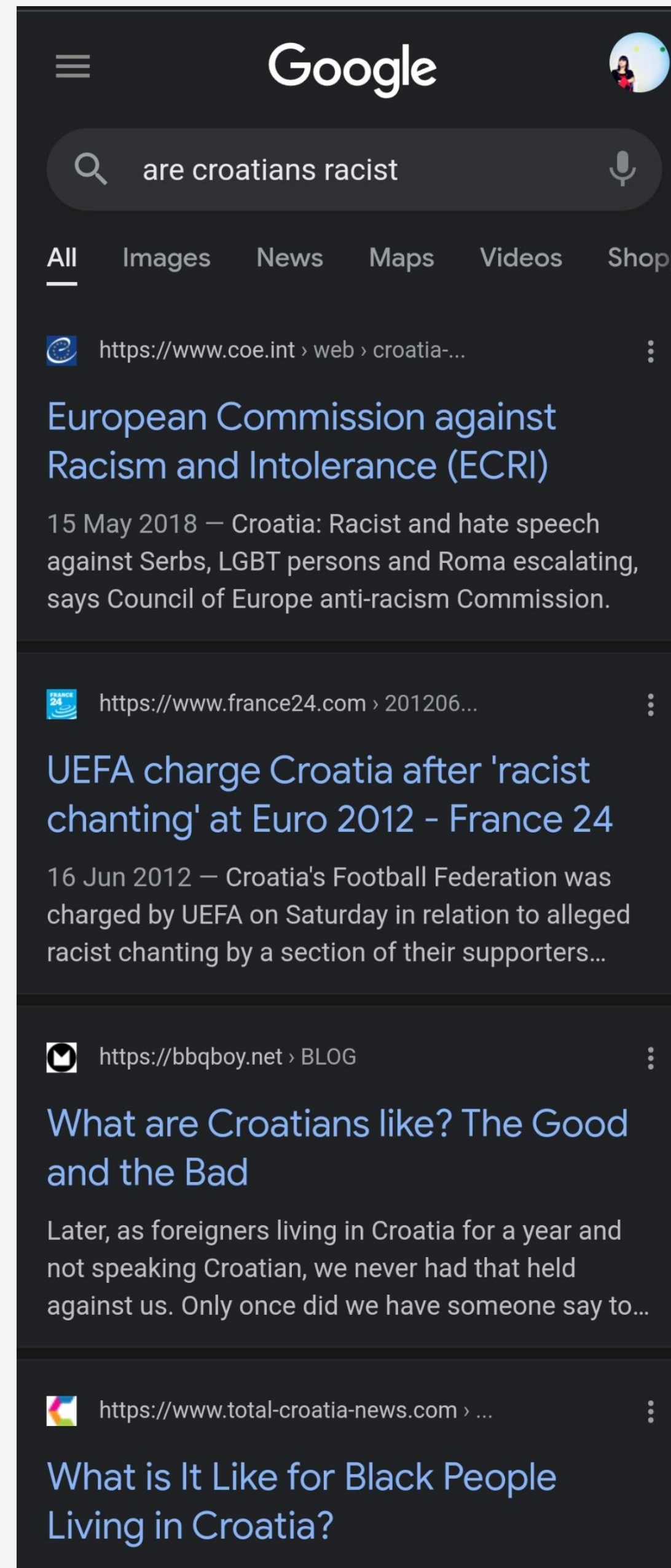
- How can a foreigner get a job in Finland? 
- What jobs are demand in Finland? 
- Is it easy for foreigners to get jobs in Finland? 
- Is Finland good for immigrants? 

Feedback



WRITE SEO OPTIMISED CONTENT TO BE FOUND

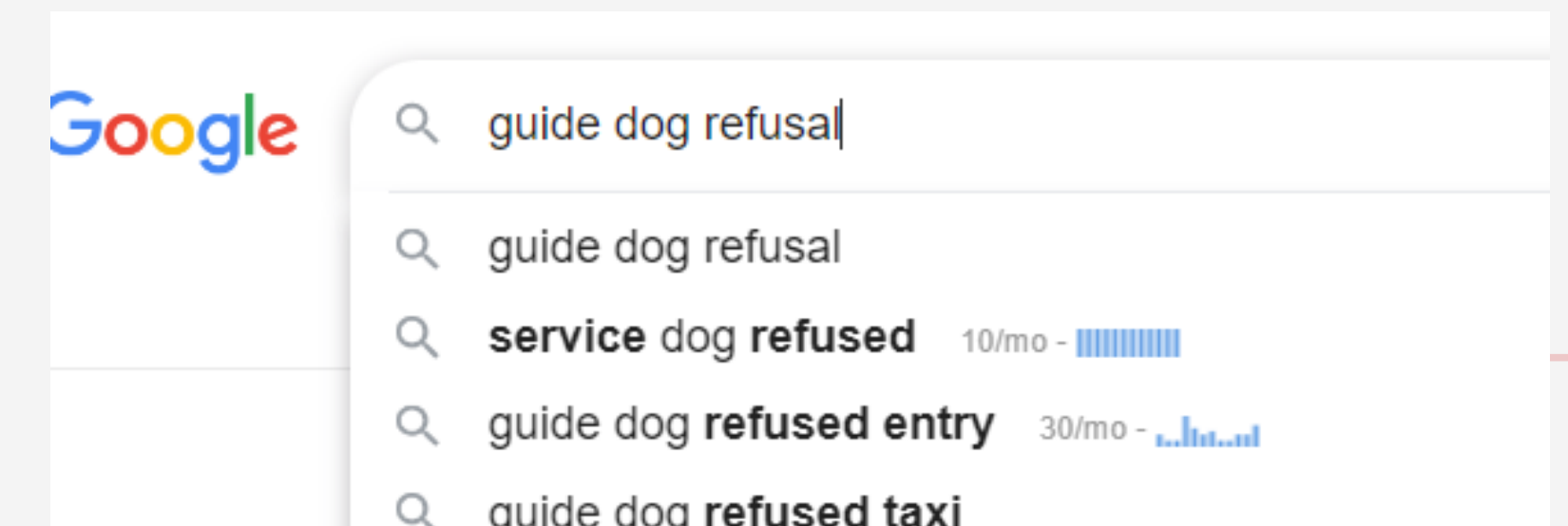
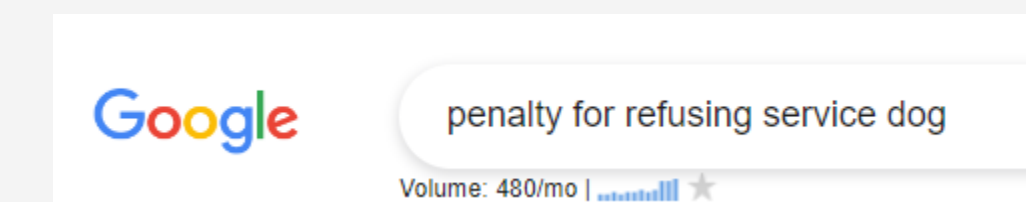
Be there when people are motivated to solve their issues



Guide dog refusals and your rights



When you are denied access to shops, restaurants, public building or modes of transport because you have a guide dog, it is important you know your rights, which can include remedy via disability mediation





YOU WANT TO BE HERE

**AMONG TOP 3 NON PAID
ORGANIC RESULTS**

latest news on migrants in croatia

Volume: 30/mo | ★

All News Images Videos Maps More Tools

About 3,400,000 results (0.61 seconds)

<https://www.ndtv.com> > topic > migrants-in-croatia **Traf/mo** (us): -/1.15M - **Kw** (us): -/287.17K
Latest News, Photos, Videos on Migrants In Croatia - NDTV.com
Thousands of **migrants** clamoured to enter European Union member **Croatia** from Serbia today after a night spent in the cold and mud of no-man's land, their passage ...
MOZ DA: 92/100 (+0%) Ref Dom: 121.01K Ref Links: 25.38M Spam Score: 1%

<https://www.infomigrants.net> > country > Croatia **Traf/mo** (us): 1/3200 - **Kw** (us): 6/2927
Croatia - InfoMigrants
InfoMigrants is a **news** and information site for **migrants** at every point of their journey: in their country of origin, along the route, or in the places ...
MOZ DA: 61/100 (+2%) Ref Dom: 8.38K Ref Links: 2.22M Spam Score: 2%

<https://croatia.iom.int> > search **Traf/mo** (us): -/2 - **Kw** (us): -/5
Search - IOM Croatia - International Organization for Migration
Subscribe to IOM newsletter to receive the **latest news** and stories about **migration**. Subscribe - Home ...
MOZ DA: 77/100 (+3%) Ref Dom: 20 Ref Links: 39 Spam Score: 1%


FIND OUT HOW THEY

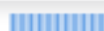
SEARCH And optimise your content accordingly

**What to do if you are a victim or
have knowledge of
discriminatory practices?**

TOO VAGUE

USE SEO TOOLS

Google
Volume: 720/mo |  ★

Google
Volume: 10/mo |  ★

★ KEYWORD	VOL	TREND
★ types of discrimination	14,800	
★ examples of discrimination in the workplace	2,900	
★ discrimination in the workplace cases	880	
★ discrimination in the workplace articles	590	
★ grounds for discrimination in the workplace	260	
★ unlawful discrimination in the workplace	140	
★ how to deal with discrimination and harassment in the workplace	70	



CREATE GREAT USEFUL CONTENT



7 ways to battle
Pay discrimination
for immigrants in Finland

6. SOCIAL MEDIA

How to create posts
that spark interest
amid millions of
other posts





WHAT IF I TOLD YOU

**NOBODY CARES ABOUT YOUR
FACEBOOK PAGE**



Slovenské národné stredisko pre ľudské práva

10h · 🌐

WHAT IS THE AVAILABILITY OF KINDERGARTEN SCHOOLS IN INDIVIDUAL REGIONS OF SLOVAKIA?

Compulsory preschool attendance for 5-year-olds has opened the question of enough places in kindergartens. At the nationwide level, capacity is sufficiently provided, however, there are big differences between individual regions. In only 26 districts, capacity does not cover potential demand (measured by the number of children aged 3-5) and in 7 districts, this demand is not covered even at 8... See more

⚙️ · See original · Rate this translation



SLOVENSKÉ NÁRODNÉ STREDISKO PRE ĽUDSKÉ PRÁVA

PRÁVO NA VZDELANIE



👍 4



Antidiskriminierungsstelle des Bundes (ADS) 21 June at 14:00 · 🌐

The Tagesspiegel reports on the winners of our fair@school competition. [See original](#) · [Rate this translation](#)



TAGESSPIEGEL.DE

Berliner Schule siegt im Bundeswettbewerb gegen Diskriminierung

An der Kurt-Schumacher-Schule herrscht seit Ende 2012 Ausnahmezustand. Dennoch ist h...

👍❤️ Ruz.Hoff and 15 others

1 share



Biuro Rzecznika Praw Obywatelskich 1h · 🌐

Polska szkoła podstawowa w Starych Trokach oraz gimnazjum w Połukniu maja być przyłączone do innych szkół. Rodzice uczniów i uczennic oraz dyrekcje szkół obawiają się, że zmiany statusu placówek spowodują stopniowy zanik polskości w całej gminie. #RPO zwraca się w tej sprawie do Eriki Leonaitė, kontroler sejmowej Republiki Litewskiej. Powołuje się m.in. na traktat polsko-litewski z 1994 r. oraz międzynarodowe standardy prawa do nauki mniejszości narodowych. [Kurier Wileński](#)

See translation



BIP.BRPO.GOV.PL

Plany połączenia dwóch polskich szkół z innymi placówkami. RPO do szefowej litewskiej kontroli państwowej

👍 Like

💬 Comment

➦ Share



Zagovornik načela enakosti 17 June at 15:42 · 🌐

Z julijem se ukinja trajna odklonitev darovanja krvi zaradi spolne usmerjenosti in spolnega vedenja. Nadomešča jo začasna odklonitev, odvisna od tveganosti posameznikovega spolnega vedenja.

Več na povezavi <https://www.zagovornik.si/odprava-diskriminacije-pri.../>.

See translation



ZAGOVORNIK.SI

Odprava diskriminacije pri krvodajalstvu

S 1. julijem letos bo vnaprejšnje in trajno odklanjanje krvodajalcev zqolj na podlaqi njihov...

👍❤️ 18

1 share



Tasa-arvovaltuutettu 5h · 🌐

Have a great and safe Pride week everyone! The Equality Ombudsman is back at the @helsinki pride parade with other authorities. We will be handing out Pride tickets at the parade, come grab yours at the parade! 🏳️‍🌈 You recognize us from the banner in the picture.

⚙️ · See original · Rate this translation



👍 5

Organic reach is almost 0
without little help of ads
Or controversy



Is it discriminatory to only allow the term "Mister" or "Mrs" when booking tickets? The OLG Frankfurt am Main clearly says yes.

A non-binary person had sued the largest German railway company. OLG agreed to a compensation of 1,000 euros and made a waiver offer, so the railway must change its offer accordingly. The verdict was justified by the prohibition of discrimination of the General Equal Treatment Act.

We welcome the verdict as an important clarification for great... See more

See original · Rate this translation



LTO.DE

OLG: Deutsche Bahn diskriminierte nicht-binäre Person

Die Bahn verlangt beim Kauf eines Tickets im Internet die Anrede Herr oder Frau. Dies dis...

121

74 comments 12 shares

Especially with „boring” political topics

 Comissão para a Igualdade no Trabalho e no Emprego - CITE
2h · 🌐

On the sidelines of the Oceans Conference, which began yesterday in Lisbon, CITE met earlier this afternoon with the President of the United Nations General Assembly, Mr. Abdulla Shahid.

The CITE delegation, led by President Carla Tavares, also had the presence of Vice President, Sérgio Pipa. On the side of the Patron Confederations was Helena Leal, Senior Technician for International Affairs of the CCP, and on the side of the Trade Union Confederations, Soraia Duarte, Deput... See more


[See original](#) · [Rate this translation](#)



 7  2 shares

Photos

[See All Photos](#)



Information about Page Insights data · [Privacy](#) · [Terms](#) · [Advertising](#) · [Ad choices](#)



CREATE A COMMUNITY, NOT A HERD



With over **1.8 billion** people
in Facebook Groups.



GROUPS GET ORGANIC VISIBILITY IN NEWS FEED

Žene i novac grupa
Kristina Ercegović · 12h · 🌐

Koji je najbolji finansijski savjet koji ste dobile/čule/pročitale?

👍 22 77 comments

👍 Like 💬 Comment

Top comments ▼

Write a comment...

Tatjana Akik
Ingvar Kamprad - u biznisu 1/3 profita trosi na sebe (kuca, odmor edukacije itd) 1/3 reinvestiraj natrag u biznis, a 1/3 cuvaj za crne dane. Njega je to spasilo kad mu je cijela tvornica izgorila do temelja. Imao je uštedjenog novca da zapocne ponovo...

👍❤️ 12

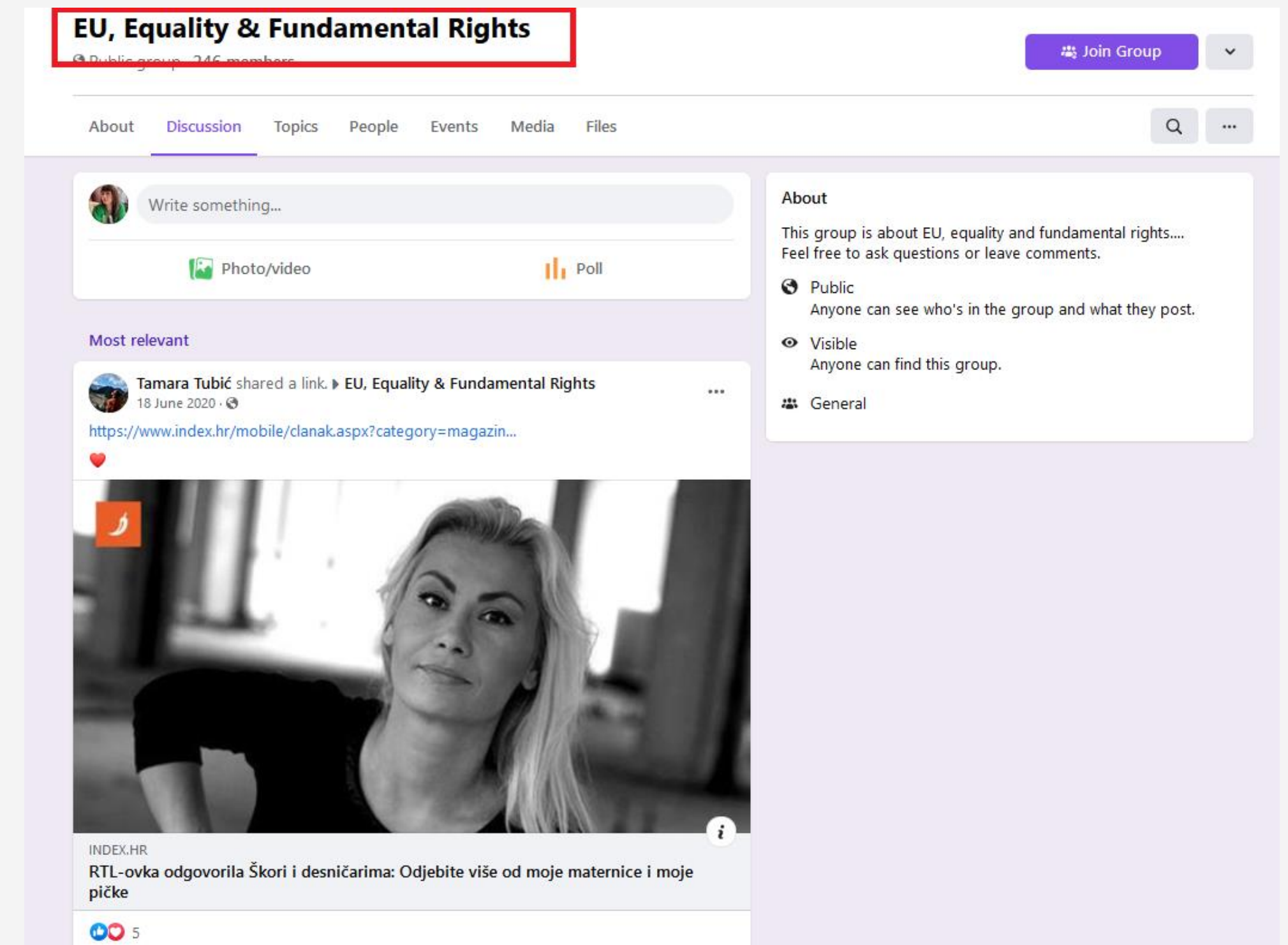
Kristina Ercegović
Tatjana Akik hvala ti odlicno

Like Reply 8 h Like Reply 7 h

[View more comments](#) 1 of 43

FACEBOOK GROUPS ARE GREAT

When you make them for specific target audiences



FACEBOOK

Here are platform-specific links for nonprofits:

Facebook

See if you're eligible for [Facebook fundraising](#)

Sign up for Facebook's [Charitable Giving Tools](#)

Enroll as a charitable organization [Facebook Payments](#)

Sign up to [accept donations from personal fundraisers](#)

Tools for charities to collect donations

Eligible charities can collect donations on Facebook using these tools. Donations are processed and distributed to the charity through [Facebook Payments](#) or [Network for Good](#).

Page fundraiser

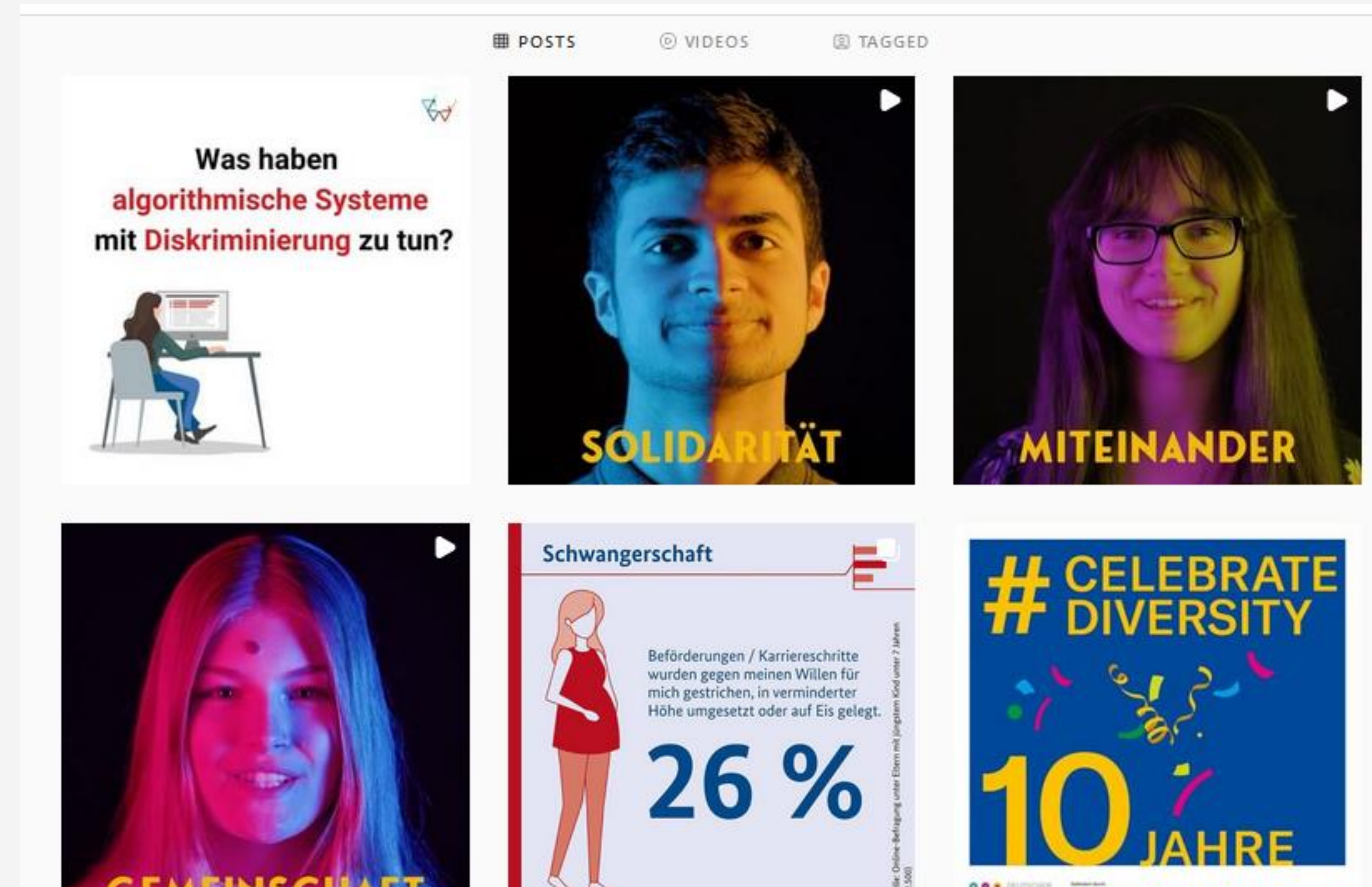
Fundraisers are a dedicated Page where you can tell people about your mission and rally around a fundraising goal with a deadline.



INSTAGRAM

Talk to 20-30 years old population

Create a movement



INSTAGRAM

Don't use politicians in photos



Tasa-arvovaltuutettu
hakee ylitarkastajaa
vakitukseen virkaan!
Hakuaika päättyy 20.4.2022.
Lue lisää ja hae paikkaa
bion linkistä.

#töissävaltiolla



Kansainvälisenä
naistenpäivänä
juhlimme naisten oikeuksia!
Naisten oikeudet ovat
ihmisoikeuksia,
sodassa ja rauhassa.



Kiitos
luottamuksesta!

JUKKA
MAARIANVAARA

Tasa-arvovaltuutettu
hakee tietohallintosihteeriä
vakitukseen virkaan!
Hakuaika päättyy 25.1.2022.
Lisätietoa tehtävistä ja
hakuohjeista bion linkissä!

#töissävaltiolla



Tasa-arvovaltuutettu
hakee kahta ylitarkastajaa
vakitukseen virkaan!
Hakuaika päättyy 18.1.2022.
Lisätietoa tehtävistä ja
hakuohjeista bion linkissä!

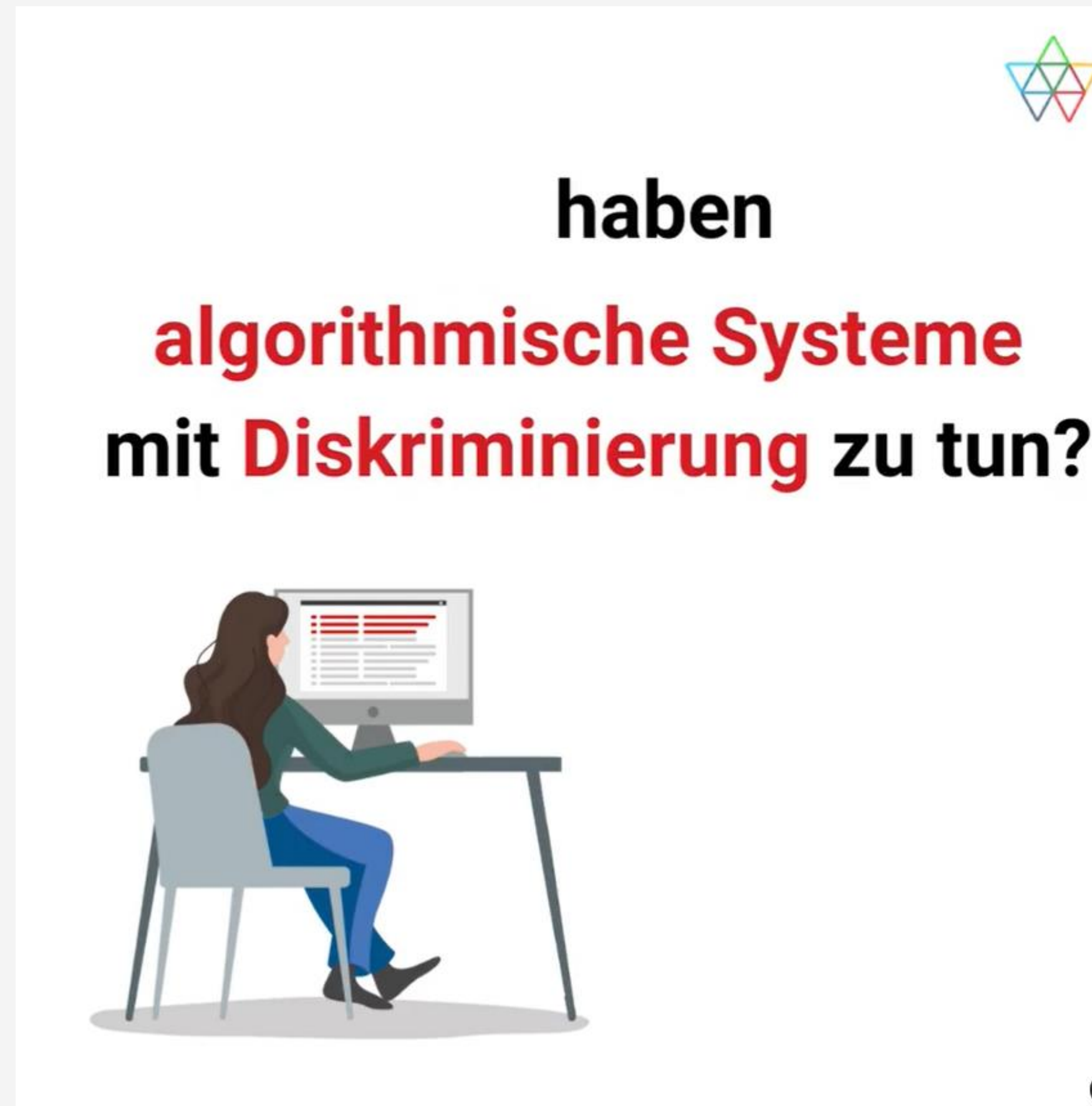
#töissävaltiolla



INSTAGRAM

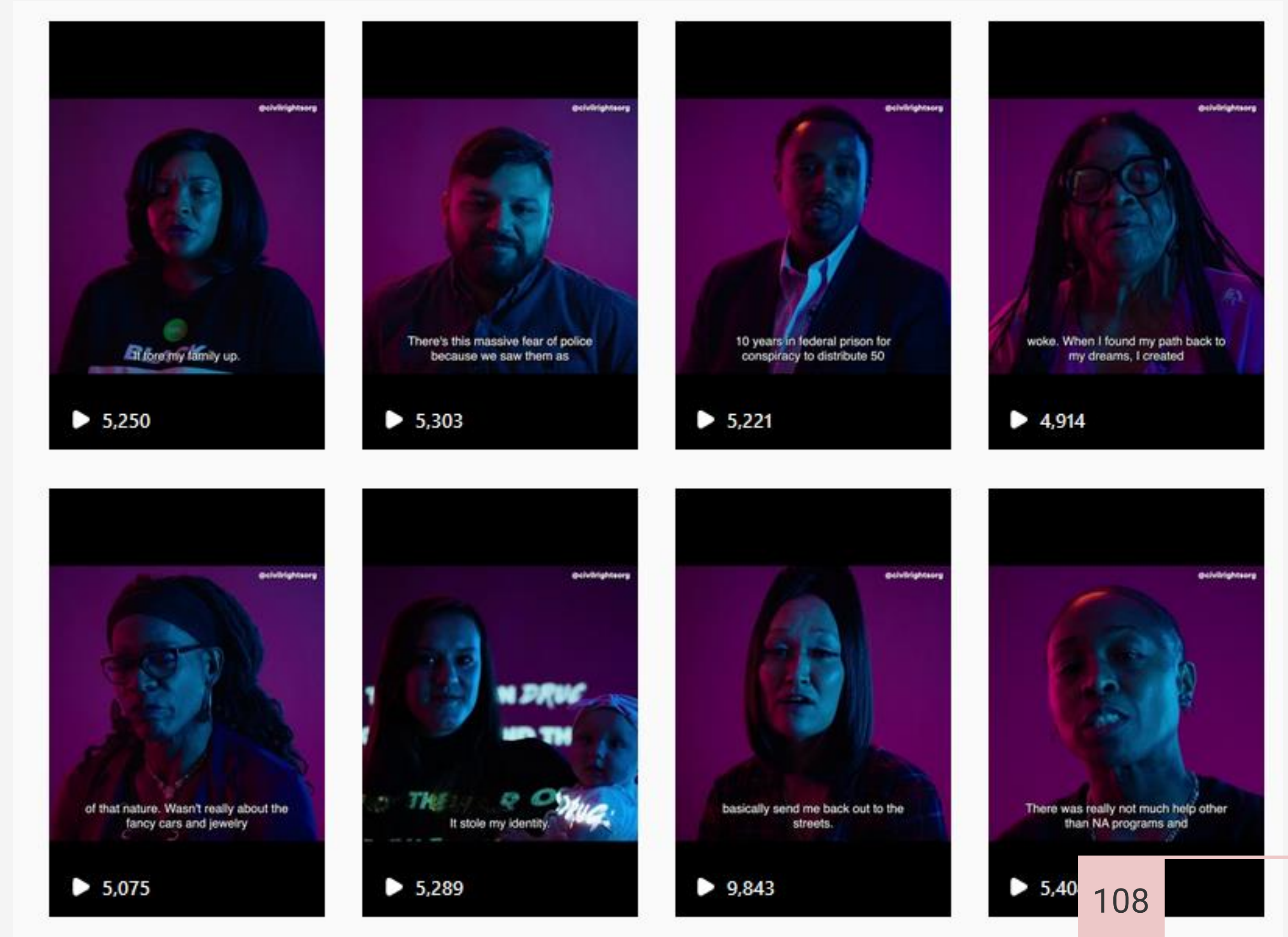
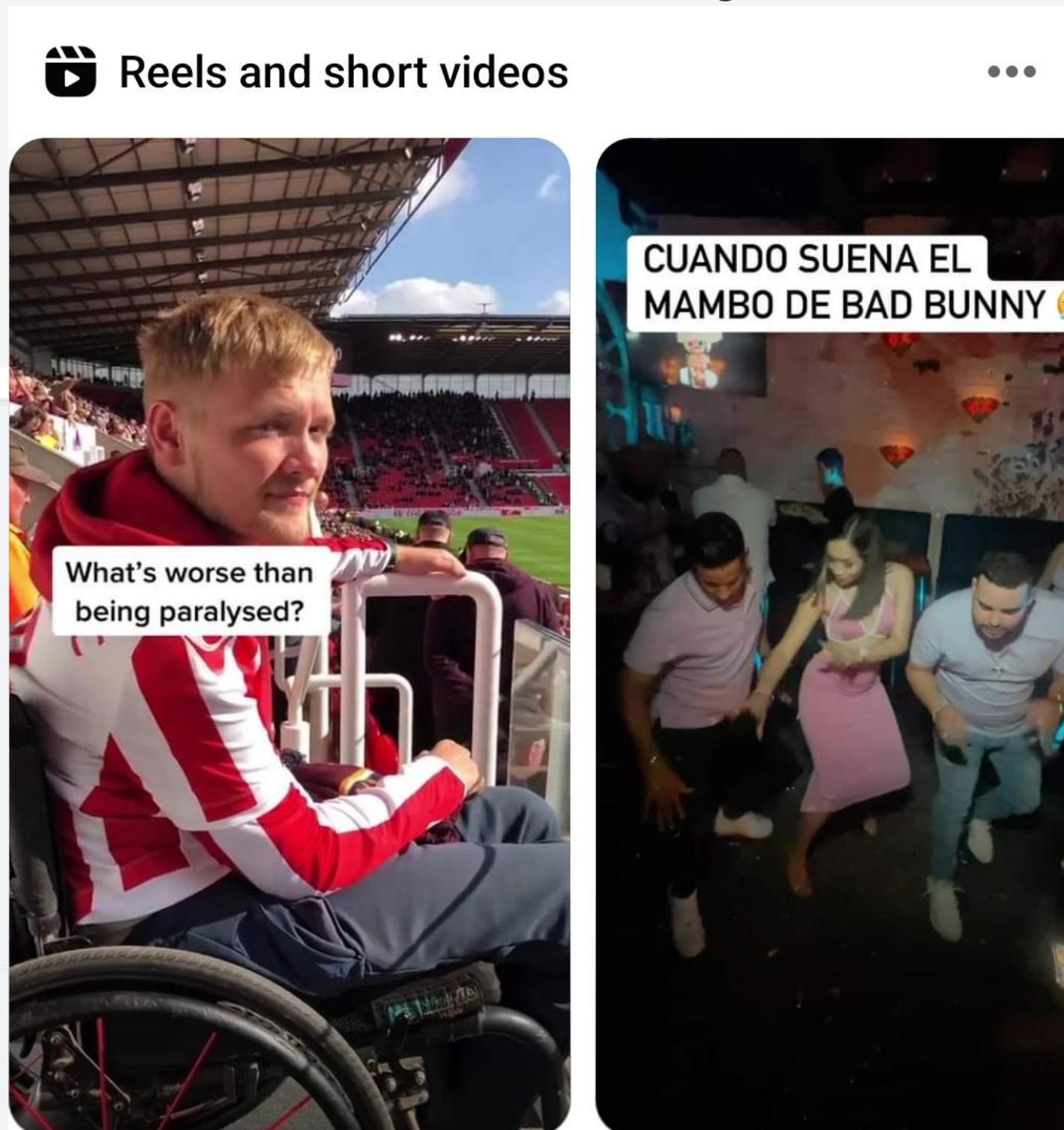
Don't use stock material

A person can tell this in a reel



INSTAGRAM

Create reels for visibility



- Barbara Slade Jagodic
- Friends
- Messenger
- Groups
- Marketplace
- Watch
- See more
- Your shortcuts
- 16. FESTIVAL TOLERANCIJE
- Puturama

Create My Reels

INSTAGRAM

Present examples

ASIAN 6TH GRADER ASSAULTED BY 4 MALE BULLIES AT NYC JUNIOR HIGH SCHOOL



Bold and concise copy



SHOW FACES

Photos that contain faces are **38% more likely to receive likes** and **32% more comments**

Source: Georgia Institute of Technology and Yahoo Labs



INSTAGRAM

Create something offline that will be noticed



TWITTER

When you want news to spread fast

← **Tweet**

 **Ukraine / Україна** ✓
@Ukraine

thanx, appreciate it

 **Elon Musk** ✓ @elonmusk · 40m
Replying to [@FedorovMykhailo](#)

Starlink service is now active in Ukraine. More terminals en route.

5:41 PM · 2/26/22 · [Twitter for iPhone](#)

3,558 Retweets **224** Quote Tweets **34.4K** Likes

NON FORMAL LANGUAGE

Use language constructions people actually use

The image shows a screenshot of two tweets from the Croatian Ombudsman (@OmbudsmanHR). The top tweet, dated June 17, discusses the new whistleblower protection law and includes a video thumbnail with the text: "Prijavitelj nepravilnosti je fizička osoba koja prijavljuje ili javno razotkriva nepravilnosti o kojima je saznala u svom radnom okruženju". The bottom tweet, dated June 15, is about World Elder Abuse Awareness Day and includes a thumbnail image of hands with the text: "Svjetski dan svjesnosti o zlostavljanju starijih - Puč... Svaka šesta osoba starija od 60 godina doživjela je zlostavljanje barem jednom u posljednjih godinu ...".

Pravobraniteljica
2,220 Tweets

Pravobraniteljica @OmbudsmanHR · Jun 17

Za zaštitu prijavitelja nepravilnosti #zviždači ključno je ispravno primjenjivati novi Zakon o zaštiti prijavitelja nepravilnosti. Zato smo pripremili odgovore na najvažnija pitanja - prvi je u video, ostale nađite na linku 📌📌
bit.ly/3MN1SYL

Prijavitelj nepravilnosti je
fizička osoba
koja prijavljuje ili javno
razotkriva nepravilnosti
o kojima je saznala u
svom radnom okruženju

0:45 63 views

Pravobraniteljica @OmbudsmanHR · Jun 15

Na Svjetski dan svjesnosti o zlostavljanju starijih osoba, u fokus (još jednom) stavljamo zlouporabe ugovora o dosmrtnom uzdržavanju #WorldElderAbuseAwarenessDay2022

ombudsman.hr
Svjetski dan svjesnosti o zlostavljanju starijih - Puč...
Svaka šesta osoba starija od 60 godina doživjela je zlostavljanje barem jednom u posljednjih godinu ...

I, NOT WE

Get personal

The image shows a screenshot of a Twitter profile for Reem Alabali-Radovan. The profile header includes her name, a verified account, and a bio: "MdB für Schwerin & Westmecklenburg - @spdde Staatsministerin für Migration, Flüchtlinge und Integration @integrationbund". It also lists her location as Schwerin - Berlin, her website, and that she joined in January 2020. She has 483 following and 12.4K followers. The main content is a tweet from 9 hours ago with the text: "#Rassismus ist Alltag für viele Muslim*innen in unserem Land. Viel zu lange wurde antimuslimischer Rassismus verharmlost! Wir handeln jetzt, indem wir die Demokratieförderung & den Kampf gegen Rassismus in den Strukturen stärken #keinPlatzfürHass #germanyisformany". The tweet includes a video thumbnail of Reem Alabali-Radovan speaking, with a subtitle that reads "ES GEHT AUCH UM STRUKTURELLEN RASSISMUS,". The video has 5,697 views. Below the tweet, there is a retweet from "Integrationsbeauftragte" (@IntegrationBund) dated 11 hours ago, mentioning the murder of Süleyman Tagköprü in Hamburg.

BE ACTIVE

, engage with others

Antidiskriminierung Retweeted

Reem Alabali-Radovan @ReemAlabali · 9h

#Rassismus ist Alltag für viele Muslim*innen in unserem Land. Viel zu lange wurde antimuslimischer Rassismus verharmlost! Wir handeln jetzt, indem wir die Demokratieförderung & den Kampf gegen Rassismus in den Strukturen stärken #keinPlatzfürHass #germanyisformany



0:53 | 5,689 views

38 46 206

Antidiskriminierung Retweeted

← Tweet

Translate Tweet



DAS ZEIGT ALLEINE DIE STATISTIK:

0:49 | 5,689 views

12:25 PM · Jun 27, 2022 · Twitter for iPhone

44 Retweets 2 Quote Tweets 206 Likes

Tweet your reply Reply

TanerAksoy @taksoy01 · 9h

Replying to @ReemAlabali

Liebe @ReemAlabali wir können #Rassismus nur dann entgegentreten, wenn wir antirassistische Mechanismen in allen Lebensbereichen ausbauen/einsetzen. Dies geht mit energischer Förderung von Projekten bezüglich Sensibilisierung in allen gesellschaftlichen Strukturen einher.

2 1

RETWEETING IS NOT GIVING VALUE

← **Tasa-arvovaltuutettu** 2021 joulukuun 15. päivä Follow
3,351 Tweets
keskustelun teemana oli mm. seksuaalinen [#nairinta](#) ja [#urneiu](#). [#tasaarvo](#)



7 22

↳ Tasa-arvovaltuutettu Retweeted

 **Kuntaliitto | Kommunförbundet** @Kuntaliitto · Jun 20 ...
Kunta-alan suurin tapahtuma [@Kuntamarkkinat](#) tulee taas: tervetuloa liveinä Kuntatalolle Helsinkiin 14.–15. syyskuuta! Ilmoittautuminen on jo auki ja ohjelma julki. Ota myös tapahtuman oma tili seurantaan.
registration.contio.fi/ki-kustannus/R...



ALT

12 20

IGNITE DISCUSSION

REFUGEE- go to the neighboring country, need physical safety and temporary material support, stay for shorter amount of time

MIGRANT- travel thousands of miles from home, the average length of a refugee's stay abroad is 10 years



DISCUSS HOT TOPICS

shooting at gay bar in Oslo



 Reuters

Horror on Oslo Pride day as gunman goes on deadly rampage at gay bar

https://twitter.com/explore



Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

Search Twitter



Trends for you

Trending in Technology
#instagramdown
25.5K Tweets

Trending
#Serbia

Careers - Trending
#socialmediamarketing
2,228 Tweets

Trending in Technology
Metaverse
198K Tweets

Trending
Bosnian
1,008 Tweets

Show more

What's happening

 San Francisco Chronicle · 2 hours ago
9 things we still need to do to coexist with COVID, according to one infectious diseases expert



notanotherbarb...  ...

SHOW OTHERS

Let your profile be controlled by a different person each week/or month.



Lovette 🇳🇬 @lovettejallow

Laughing at twitter finding out that Swedish people will not feed strangers 😂😂 as a kid growing up here we knew to just go home around dinner time. On the flipside my mom would feed Swedish kids though.

3:53 PM · May 29, 2022 · Twitter for iPhone

5,077 Retweets 2,522 Quote Tweets 58.8K Likes

Lovette 🇳🇬 @lovettejallow · 21h
Replying to @lovettejallow
Swedes are an antisocial and weird lot. Alot of foul things are just accepted as "normal". Not feeding your kids friends is one of those things.

37 710 10.9K

Lovette 🇳🇬 @lovettejallow · 21h
I found out the hard way when I came to sweden at age 11. Went to a friends house for the first time playing and their mom calls them for dinner. Mind you when this friend was at my house my mom would dish out some Gambian food for them as well. Which they ate gladly.

23 510 9,510

Lovette 🇳🇬 @lovettejallow · 21h
As I trailed behind my friend heading for the dinner table, the mom sternly told me I was allowed to wait and play with the toys in my friends room until dinner was done
✅😂 let me just say The swedes are not well at all.

TWITTER

CREATE VIDEOS WITH PEOPLE
video that includes people in the first
few frames leads to [2X higher](#)
[retention](#).

Gleyber With No Brim (Corey) @Saquon_Gleyber · 22h
This girl had the whole section rooting for her bottle flip

0:13 18.3M views

2,228 160.6K 1M

Show this thread

LINKEDIN

Communicate as a
personal profile,
not a page

The screenshot shows the LinkedIn profile of the Ombudsman for Equality. The header features a teal banner with a white logo of two stylized figures. Below the banner is the profile picture, a circular logo with the same two figures. The page title is 'Tasa-arvovaltuutettu - Jämställdhetsombudsmannen - The Ombudsman for Equality'. The description in Finnish and Swedish explains the organization's role in promoting equality and handling complaints. It includes a 'Legal Services - Helsinki' location and 474 followers. Navigation buttons for 'Follow', 'Visit website', and 'More' are visible. The 'About' section provides more details about the organization's mission. The 'Page posts' section shows two recent posts, each with a video thumbnail and a brief description.

Tasa-arvovaltuutettu - Jämställdhetsombudsmannen - The Ombudsman for Equality
Tasa-arvovaltuutettu valvoo tasa-arvolain noudattamista. Jämställdhetsombudsmannen övervakar lagen om jämställdhet.
Legal Services - Helsinki · 474 followers
See all 7 employees on LinkedIn

+ Follow Visit website More

Home About Posts Jobs People Videos

About
Tasa-arvovaltuutettu valvoo tasa-arvolakia ja käsittelee vain sukupuolten tasa-arvoa koskevia asioita. Valtuutettu on itsenäinen ja riippumaton viranomainen. Tasa-arvovaltuutetulta saat ohjeita ja neuvoja, jos epäilet tulleesi syrjityksi sukupuolen, sukupuoli-identiteetin tai sukupuolen ilmaisun perusteella. Syrjintää on myös seksuaalinen häiri... see more

See all details

Page posts

Tasa-arvovaltuutettu - Jämställdhets... · 474 followers · 1yr ·

Tasa-arvovaltuutetulta saat neuvoja ja ohjeita, jos epäilet, että sinua on syrjitty sukupuolen, ...see more

Tasa-arvovaltuutettu apunasi
youtube.com

Tasa-arvovaltuutettu - Jämställdhets... · 474 followers · 1mo ·

Tasa-arvovaltuutetun eduskuntakertomuksen 2022 julkaisutilaisuuden tallenne on nyt katsot...see more

Tasa-arvovaltuutetun eduskuntakertomuksen julkaisutilaisuus 28.4.2022
youtube.com

The screenshot shows a LinkedIn post by Lauren Long, Ombudsman Leader at Financial Ombudsman Service. The post is dated 5 days ago and is public. The text of the post describes her experience representing the Financial Ombudsman Service at the Ombudsman Association Conference. The theme of the conference was 'Delivering in a new world', and she found it inspiring to hear from other professionals. The post includes a video thumbnail showing two people standing next to a blue banner for the Ombudsman Association. The banner features the organization's logo and the tagline 'Promoting independent complaint resolution'. The video has 115 likes and 2 comments and 2 shares.

Lauren Long · 3rd+
Ombudsman Leader at Financial Ombudsman Service
5d ·

Over the last few days I've had the pleasure of representing the Financial Ombudsman Service at the Ombudsman Association Conference. The theme was 'Delivering in a new world' and it was so inspiring to hear from other professionals...see more

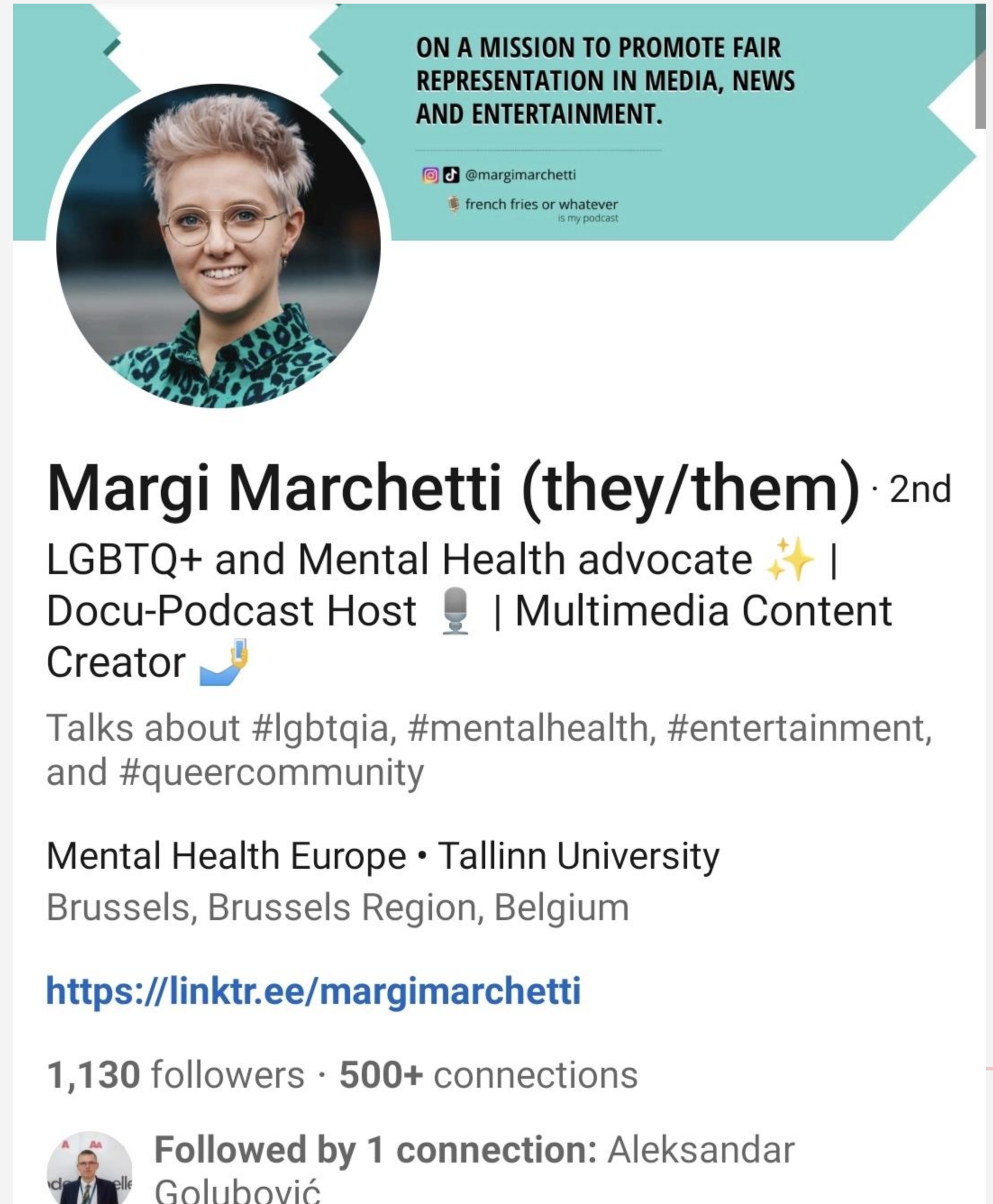
OMBUDSMAN ASSOCIATION
Promoting independent complaint resolution
www.ombudsmanassociation.org

115

2 comments 2 shares


LINKEDIN

Create a profile that everybody can follow and understand what you're doing



ON A MISSION TO PROMOTE FAIR REPRESENTATION IN MEDIA, NEWS AND ENTERTAINMENT.

@margimarchetti
french fries or whatever is my podcast



Margi Marchetti (they/them) · 2nd
LGBTQ+ and Mental Health advocate ✨ |
Docu-Podcast Host 🎙️ | Multimedia Content
Creator 📱

Talks about #lgbtqia, #mentalhealth, #entertainment,
and #queercommunity

Mental Health Europe • Tallinn University
Brussels, Brussels Region, Belgium


<https://linktr.ee/margimarchetti>

1,130 followers · 500+ connections

Followed by 1 connection: Aleksandar Golubović

LINKEDIN

Create a profile that everybody can follow and understand what you're doing




Ana Tretinjak · 1st
Spokesperson at The Office of the Ombudswoman of Croatia

495 connections

71 mutual connections: Anja Filipović, Gordana Turković, and 69 others

Equinet, European Network of Equality Bodies
University of Tennessee-Knoxville

Message More



Teresa Pedreira · 2nd
Human Rights Communication Professional

Brussels, Brussels Region, Belgium · [Contact info](#)

325 connections

1 mutual connection: Ana Tretinjak

✓ Pending Message More

Equinet, European Network of Equality Bodies
Université Charles de Gaulle-Sciences humaines, Lettres et Arts (Lille III)

About

Highly experienced intercultural communication and project management professional with over 10 years experience in administrative processes, communications, and researching.

LINKEDIN

Talk about problems
from your own
perspective

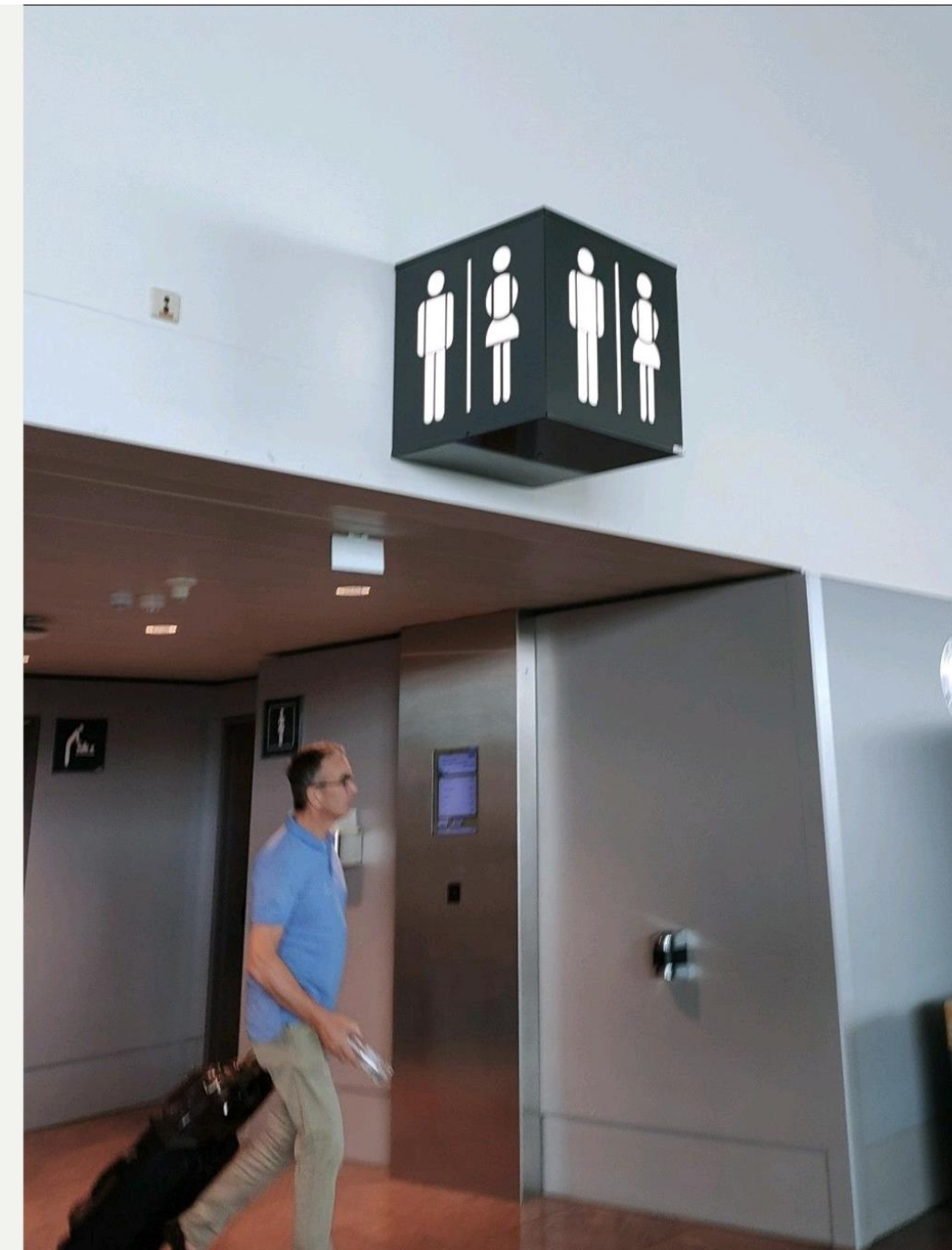


Margi Marc.../them) · 2nd
LGBTQ+ and Mental Health...
14h · 🌐

+ Follow



When you claim that cis het privilege doesn't exist, just remember that this is a major triggering place for lots (if not most) of [#queer](#) people:



LINKEDIN

Put your target group
and tell their story (and
embed your help in the
story)



 Slovak National Centre for Human Rights + Follow 167 followers 4d

Tento týždeň sme boli napríklad aj na stretnutí pracovnej skupiny pre problematiku startnutia siete GANHRI, ktorej sme členom.

[See translation](#)

 GANHRI Geneva • 3rd+ + Follow GANHRI (Global Alliance Of National Human Rights Institutions) 5d

GANHRI Geneva Working Group on #ageing and the #humanrights of Older persons is now meeting to discuss upcoming opportunities to engage at international level & promote the rights of #olderpersons through dive ...see more



 Like  Comment  Share  Send

LINKEDIN

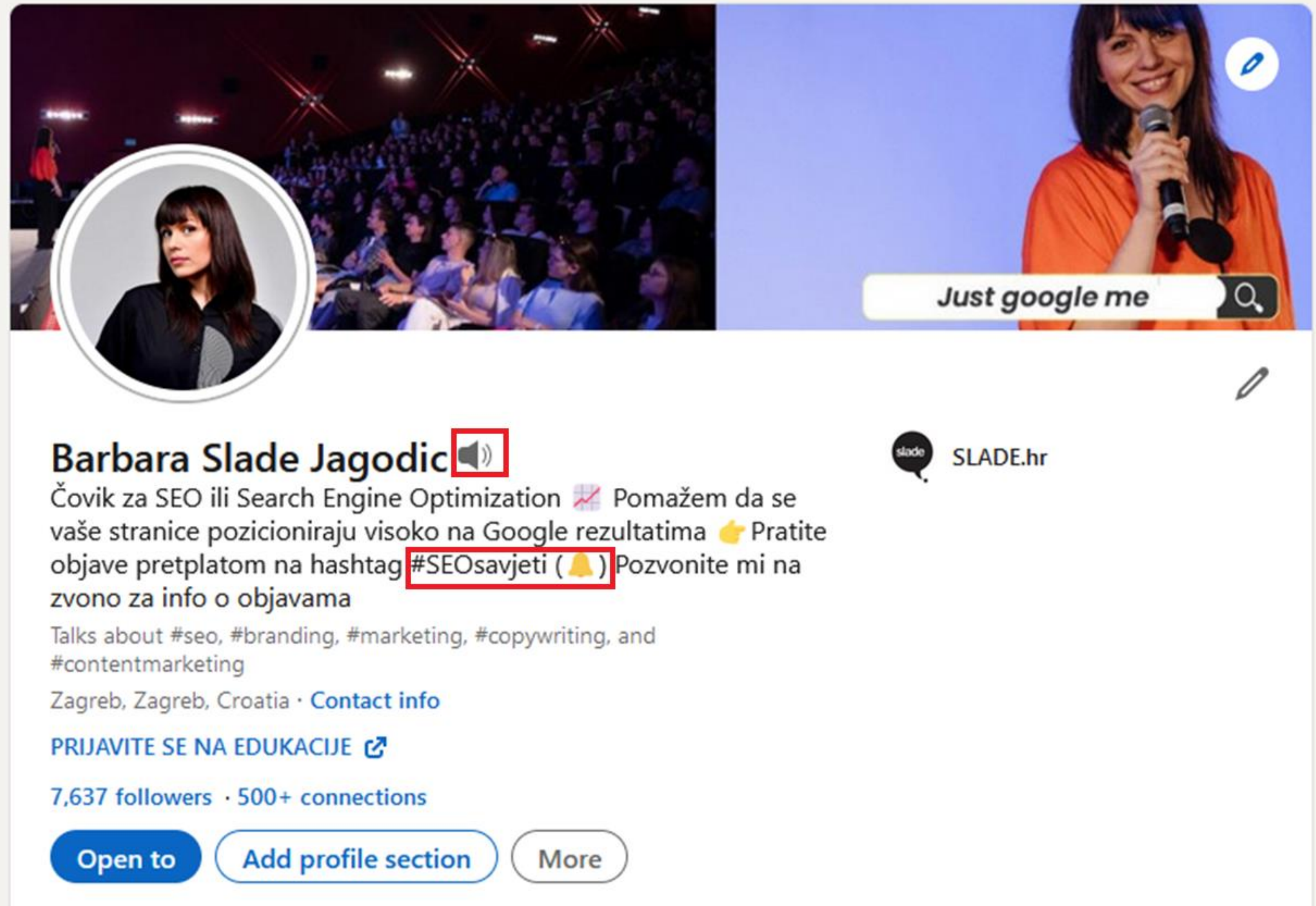
Create emotional posts
that tell stories




LINKEDIN

Help people pronounce
your name

Help people find your
posts




The image shows a LinkedIn profile for Barbara Slade Jagodic. The profile picture is a circular portrait of her. The background banner features a video of her speaking at a microphone with the text "Just google me" and a search icon. The name "Barbara Slade Jagodic" is highlighted with a red box, and a speaker icon next to it is also highlighted with a red box. The bio text is: "Čovik za SEO ili Search Engine Optimization 📈 Pomažem da se vaše stranice pozicioniraju visoko na Google rezultatima 🙌 Pratite objave pretplatom na hashtag #SEOsavjeti (🔔) Pozvonite mi na zvono za info o objavama". Below the bio, it says "Talks about #seo, #branding, #marketing, #copywriting, and #contentmarketing" and "Zagreb, Zagreb, Croatia · Contact info". There is a link "PRIJAVITE SE NA EDUKACIJE" with an external link icon. At the bottom, it shows "7,637 followers · 500+ connections" and three buttons: "Open to", "Add profile section", and "More".

Barbara Slade Jagodic 

Čovik za SEO ili Search Engine Optimization 📈 Pomažem da se vaše stranice pozicioniraju visoko na Google rezultatima 🙌 Pratite objave pretplatom na hashtag **#SEOsavjeti** (🔔) Pozvonite mi na zvono za info o objavama

Talks about #seo, #branding, #marketing, #copywriting, and #contentmarketing

Zagreb, Zagreb, Croatia · [Contact info](#)

[PRIJAVITE SE NA EDUKACIJE](#) 

7,637 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)


LINKEDIN

Featured your posts

Featured

Post


How does it feel to be misgendered?...



412 402 comments

Post


#PrideMonth just began and we are witnessing two main...



211 24 comments

Post

I have clear memories of perceiving myself as gender non...



158 38 comments

LIN

#hashta

#seosavjeti
95 followers
Following

Start a post

Photo Video Document

Sort by: Top

Barbara Slade Jagodic • You
Čovik za SEO Search Engine Optimization Pomažem da se vaše stranic...
3d • Edited

Predstavljam vam lijek za besparicu.

...see more



Expectations vs Reality

A successful **#project** depends on many **#factors**. These factors include: the **#people** who work on a project, the **#management** of a project, the **#tools** used for a project, and most importantly - good **#communication**!

This little **#experiment** of ours showed us the result of bad communication.

An imaginary client asked for a sheep. Take a break and watch it till the end to see what he got! 🙈🙈🙈

Engage in other people's post by commenting

Equality and Human Rights Commission
26,774 followers
1w · 🌐 [+ Follow](#)

It's important for employers to understand the law before asking job applicants about health-related questions.

Read our guidance for employers: <https://orlo.uk/s3406>



Guidance on asking for health information

Ana Tretinjak and 5 others · 1 comment · 1 share

Reactions

This is a... Do you think... I'll keep this in mind... Thank you

Like Comment Share Send


Add a comment...

Most relevant

Ana Tretinjak · 1st
Spokesperson at The Office of the Ombudswoman of Croatia
Great material, I am sure it will be very useful to employers. May I ask how do you plan to distribute it to them?
Like | Reply

Teresa Pedreira · 2nd
Human Rights Communication Professional
9mo · 🌐

I argued on my master's dissertation that the burden and discomfort associated with cultural adaptation should be shared by host citizens and not be laid exclusively at the shoulders of new arrivals. Especially because with the l ...see more



Educating the host: It's not just refugees who need 'integration' programmes
All over the world 'inclusion' and 'integration' programmes for refugees affected by displacement proliferate. But they often remain ineffective in catalysing social cohesion. This is unsurprising...

19 3 comments



Ana Tretinjak • 1st

Spokesperson at The Office of the Ombudswoman of Croatia

2mo • 🌐

Da vam ne promakne oglas za posao s odličnim ciljem, poboljšanja prava djece u Hrvatskoj 🌟🌟



UNICEF Croatia

1,555 followers

2mo • 🌐

+ Follow

🗨️ Širimo komunikacijski tim! Prijavite se do 4. svibnja ili proširite glas potencijalno zainteresiranima. 🗨️

...see more



Communication Associate (m/f)

moj-posao.net • 2 min read



Teresa Pedreira reposted this



ILGA-Europe

7,196 followers

1w • 🌐

+ Follow

Today, on [#WorldRefugeeDay](#), we assert that LGBTI people are often amongst the most vulnerable refugees and specific attention is needed to ensure that they have the same opportunities and support as other forcibly displaced persons.

Read more here: <https://Inkd.in/gRZmmRgT>

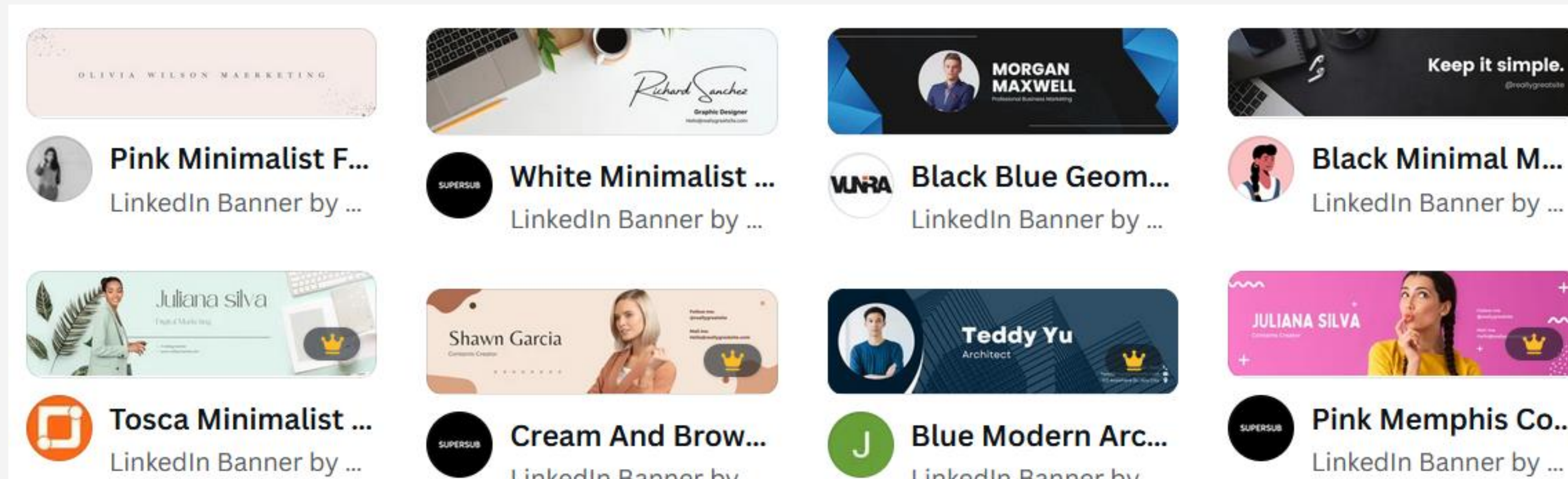


51

7 shares

LINKEDIN PRACTICE

canva.com/linkedin-banners/templates/





Nemoj fulati SEO futbol



www.slade.hr



info@slade.hr



JAVITE SE:-)



Barbara Slade Jagodic 

Čovik za SEO ili Search Engine Optimization 📈 Pomažem da se vaše stranice pozicioniraju visoko na Google rezultatima 👉 Pratite objave pretplatom na hashtag #SEOsavjeti (🔔) Pozvonite mi na zvono za info o objavama

Talks about #seo, #branding, #marketing, #copywriting, and #contentmarketing

Zagreb, Zagreb, Croatia · [Contact info](#)

[7,200 followers](#) · [500+ connections](#)



SLADE.hr

LINKEDIN PRACTICE 2

Write an active about you section

About

👋 Hi, I'm Margi!

Can you keep a secret?

I am on a secret mission to change the world.
Here's how (and why).

🔥 **Storytelling**, **DE&I** and **entertainment** are my passions.

🗣️ I believe **media representation** impacts society, and it is our responsibility to ensure that all diversities are fairly represented on the screen (in news, television and digital media).

🎤 I take on this responsibility by sharing my opinions in the digital space, writing articles, and by talking in front of a camera or a microphone (which is what I love to do the most).

🔥 I have proven skills in content writing, video and audio production, multimedia storytelling, and digital content production.

Human behaviour intrigues me and pushes me to investigate *why we are who we are and why we do what we do*.

I am outspoken, just as much as I strive to hear other people's stories.

My goal is to **tell those stories**.

I'd love to hear yours! 🌈
mrg.marchetti@gmail.com

📷 Find me on Instagram and TikTok @margimarchetti
🎧 Listen to my journey on the podcast "french fries or whatever"

About

👋 Ako nemate nepresušnu vreću para za oglase, a želite ostvariti veći promet online, surađujemo! 🙌

🗣️ O MENI:

Splicánka u Zagrebu, mama i poduzetnica s 20+ godina iskustva rada za druge, od startupa do korporacija.

- bivša novinarka i urednica Jutarnji.hr
- jedna od prvih blogera, community managera i digitalaca u Hrvatskoj
- kolumnistica na više portala: zeneinovac, poduzetnik.biz, zadovoljna.hr ...

👋 KAKO VAM MOGU POMOĆI:

Content marketing je izvrstan generator prometa, ako ga znate raditi.

91% svog sadržaja nikad ne dobije niti jedan organski NEPLAĆENI klik s Googlea. Nakon naše suradnje, bit ćete u ovih 9 posto!

Naučit ćete:

- Što (ne) valja s vašim web stranicama i kako to popraviti
- Kako pisati sadržaj koji korisnici žele pročitati
- Kako se pozicionirati visoko među Google rezultatima
- Kako prodati putem sadržaja
- Kako generirati više prometa uz manje ulaganja u oglase
- Gdje i kako raditi social media marketing

📄 RADIONICE U NAJAVI

www.slade.hr/online-radionice

Ako ne želiš propustiti moje objave:

- ➔ Pozvoni 📍 na profilu [linkedin.com/in/barbaraslade](https://www.linkedin.com/in/barbaraslade)
- ➔ Slijedi 3 Hashtaga #NovonaLinkedInu #linkedinSavjet & #SEOSavjeti

🔴 KONTAKT:

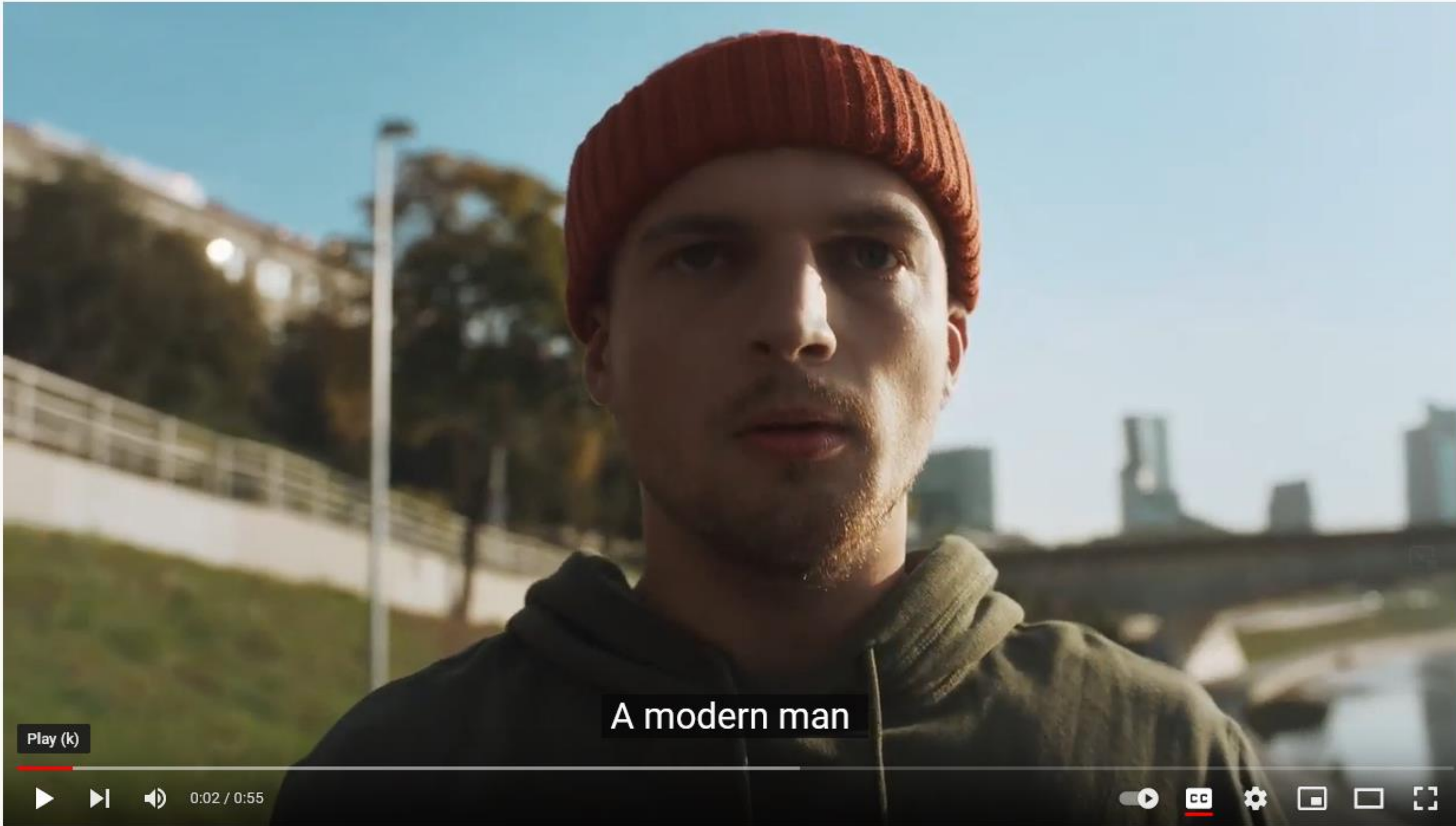
✉ info@slade.hr
🌐 <https://www.slade.hr/>

✅ RADIM

SEO audit - Istraživanje ključnih riječi - SEO pisanje - SEO edukacije - Content Strategije - Content marketing edukacije - Employer Branding edukacije - LinkedIn savjetovanje -

Hvala :-)

YOUTUBE – GET EMOTIONAL



A modern man

Play (k)

0:02 / 0:55

#BūtiTėčiu #DidžiausiaDovana #ŠiuolaikiniaiTėčiai

Būti tėčiu – didžiausia dovana

5,336 views · Nov 10, 2020

57 DISLIKE SHARE SAVE ...

DO PEOPLE SEARCH FOR THESE TITLES?

The screenshot shows the YouTube channel page for 'Tasa-arvovaltuutettu - Jämställdhetsombudsmannen', which has 865 subscribers. The navigation menu includes HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. Under the 'Uploads' section, there are four video thumbnails:

- Thumbnail 1:** An illustration of three people. Title: 'Tasa-arvovaltuutetun eduskuntakertomuksen...'. Duration: 1:55:26. Views: 102 views • 1 month ago.
- Thumbnail 2:** A cartoon titled 'HUR KAN JAG HJÄLPA DIG?' (How can I help you?). Title: 'Jämställdhetsombudsmannen hjälper dig'. Duration: 1:52. Views: 85 views • 11 months ago.
- Thumbnail 3:** A cartoon titled 'HOW CAN I HELP?'. Title: 'The Ombudsman For Equality at Your Service'. Duration: 1:36. Views: 103 views • 1 year ago.
- Thumbnail 4:** A cartoon titled 'MITEN VOIN AUTTAA?' (How can I help?). Title: 'Tasa-arvovaltuutettu apunasi'. Duration: 1:34. Views: 1.2K views • 1 year ago.

YouTube

HOW-TO VIDEO



SIX LEGAL WAYS TO MIGRATE TO NORWAY 🇳🇴

4.7K views • 1 year ago



Hi, guys welcome back to my channel. Todays video is all about immigration to Norway. How to migrate to Norway in 202.



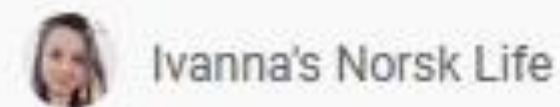
Requirements for Family Immigration Visa | Student Visa | Get a Student Visa | Working Visa

4 moments ▾



Skilled vs Unskilled Jobs in Norway. Which immigration strategy to select to move to Norway?

16K views • 1 year ago



Sometimes it is a bit hard to understand whether you should apply for Skilled job or Unskilled job visa in Norway. To help you with ...



Hello, hello | Part 1: Skilled vs Unskilled jobs in Norway | Everything about Skilled jobs (visa) in Norwa... 9 chapters ▾

YOUTUBE

YouTube

Check if you're eligible for [YouTube's Nonprofits Program](#)

Enroll your channel for the [Nonprofits Program](#)

TIKTOK

Choose a subject

Talk to 10-20 years old population



9/10
9/10 Europeans say a social Europe, committed to equal opportunities and access to the labour market, fair working conditions, and social protection and inclusion is important to them personally.

ageism
1/3 Europeans experienced ageism, youth perceive it more often. Ageism refers to the stereotypes (how we think), prejudice (how we feel) and discrimination (how we act) directed towards people on the basis of their age.

1 in 4
1 in 4 young people aged 15 to 24 have personally felt discriminated or experienced harassment on one or more grounds in the past 12 months.

discrimination
Nearly 1 in 5 young people who are not in education, employment or training experience discrimination when looking for work.

The infographic features several illustrations: a diverse group of people at the top, a person in a wheelchair, a person on a bicycle, a person with a cane, a person in a hijab, and a person in a red dress. There is also a magnifying glass over a document icon.

TIKTOK

Be active **every single**
day for 30 days

The screenshot shows the TikTok profile for 'equalityheathen'. The profile picture is a circular logo with a shield and wings. The name 'equalityheathen' is displayed in bold black text, with the bio 'Equality Heathen' below it. A red 'Follow' button is prominent. The profile statistics are: 538 Following, 47.2K Followers, and 1.4M Likes. The bio text reads: 'Fighting for Men and their mental health', 'Let's hit 50k', and 'LIVE SOON!'. Below the bio are two tabs: 'Videos' (selected) and 'Liked'. The video grid contains several videos with text overlays and view counts:

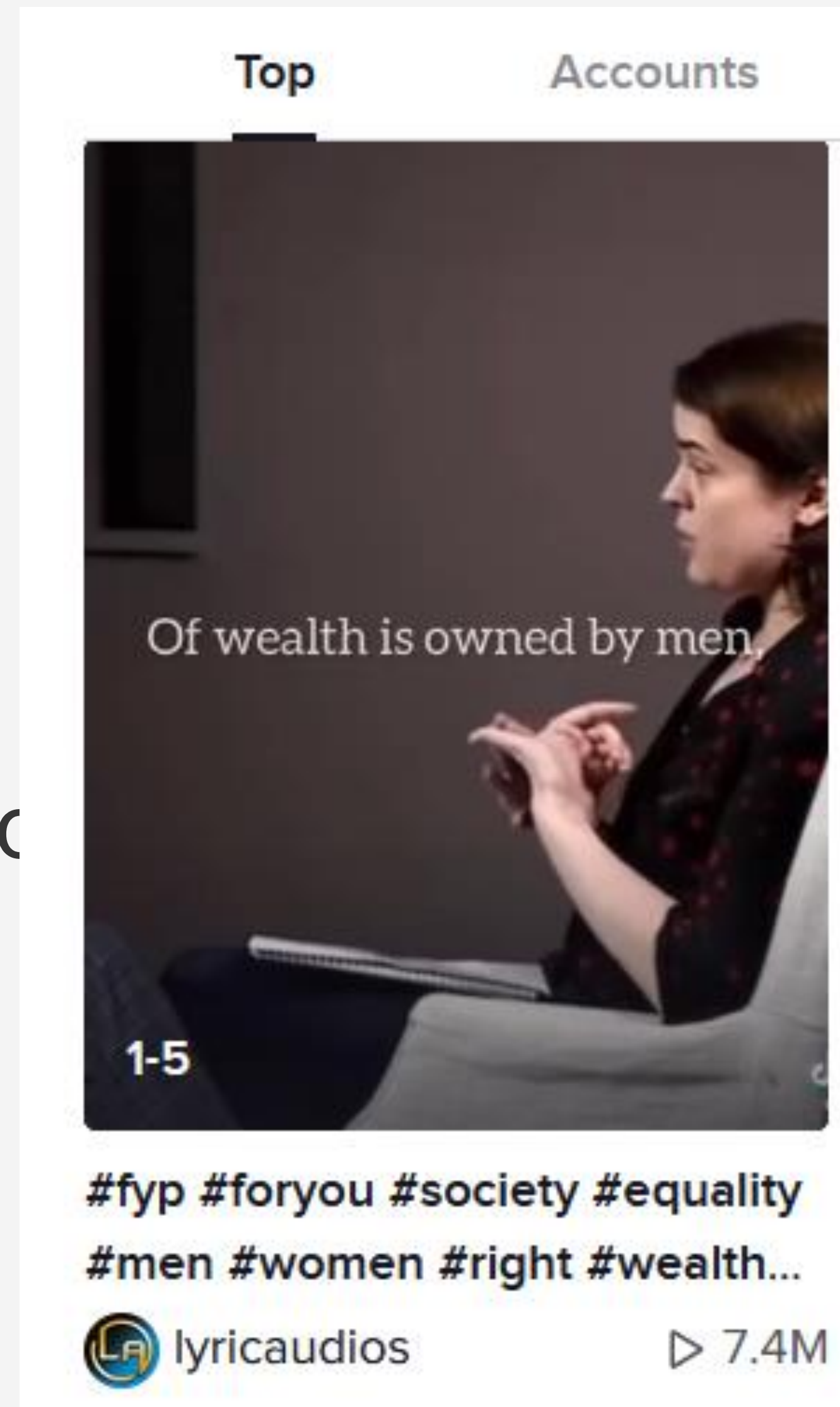
- Video 1: "FINA bars transgender swimmers from women's elite events if they went through male puberty" (5213 views)
- Video 2: "women? film trailer" - "Have you watched it yet?" - Matt Walsh "What is a women?" Trailer (872 views)
- Video 3: "mother's ashes into a river!!!!" - "She threw away her boyfriend's mother's ashes bc he cheated!!!" (10.2K views)
- Video 4: "I CAN'T BELIEVE WHAT I'VE JUST WATCHED" (2108 views)
- Video 5: "JOHNNY DEPP V. AMBER HEARD DEFAMATION TRIAL" (3519 views)
- Video 6: "What It's Like To Be A Man In 2021" - FarFromAverage
- Video 7: "What It's Like To Be A Man In 2021"
- Video 8: Equality Heathen logo
- Video 9: "FYI, a Vasectomy is not 100% reversible either"
- Video 10: Andrew Pain - "Domestic Abuse is not a gender issue"

TIKTOK

TikTok

Join hashtags,

Put them in your video



6. METRICS

- Number of website visits (organic traffic)
- More time on site (visible in Google Analytics)
- Number of phone calls
- Number of social media hashtag posts
- Nuber of youtube and tiktok views

Migrant Support Line

This hotline is working from Monday to Friday between 9:00 am and 7:00 pm. Get more information [here](#).

From landline number in Portugal
808 257 257
(Local call)

Mobile number
218 106 191

What pages do your users visit?

Page	Pageviews	Page Value
/	8,939	kn0.00
/blog/sto-je-linkedin/	5,178	kn0.00
/online-radionice/	4,002	kn0.00
/blog/besplatne-fotografije-za-web/	3,937	kn0.00
/blog/	3,246	kn0.00
/blog/kako-napraviti-linkedin-profil/	3,142	kn0.00
/blog/programi-za-obradu-slika-vidoa/	1,970	kn0.00
/blog/sto-je-seo/	1,543	kn0.00
/blog/posao-copywritera/	1,416	kn0.00
/blog/programi-za-pisanje-teksta/	1,388	kn0.00

Jun 21, 2021 - Jun 27, 2022 ▼

[PAGES REPORT](#) ▶

GOOGLE ANALYTICS

- What content gets most organic traffic

Landing Page ?	Acquisition		
	Impressions ? ↓	Clicks ?	CTR ?
	608,451 % of Total: 100.00% (608,451)	19,405 % of Total: 100.00% (19,405)	3.19% Avg for View: 3.19% (0.00%)
1. /blog/sto-je-linkedin/	92,733 (15.24%)	798 (4.11%)	0.86%
2. /blog/besplatne-fotografije-za-web/	41,894 (6.89%)	723 (3.73%)	1.73%
3. /blog/sto-je-seo/	40,364 (6.63%)	866 (4.46%)	2.15%
4. /blog/facebook-stranica-ili-grupa/	27,972 (4.60%)	381 (1.96%)	1.36%
5. /blog/kako-napraviti-linkedin-profil/	26,977 (4.43%)	2,085 (10.74%)	7.73%
6. /blog/programi-za-obradu-slika-vida/	25,822 (4.24%)	895 (4.61%)	3.47%
7. /seo-optimizacija/	24,733 (4.06%)	91 (0.47%)	0.37%
8. /	23,144 (3.80%)	2,648 (13.65%)	11.44%
9. /blog/fontovi-smajlici-linkedin/	21,874 (3.60%)	378 (1.95%)	1.73%
10. /blog/posao-copywritera/	17,259 (2.84%)	1,166 (6.01%)	6.76%

GOOGLE ANALYTICS

- What search queries drive most organic traffic

The screenshot displays the Google Analytics interface. On the left, a navigation menu is visible with the following items: Acquisition, Overview, All Traffic, Google Ads, Search Console (expanded), Landing Pages, Countries, Devices, Queries (highlighted), Social, Campaigns, Behavior, Conversions, and Attribution BETA. The main content area shows a table of search queries. A dropdown menu at the top right is set to 'Secondary dimension'. The table has a header 'Search Query' and a list of 10 queries, which are highlighted with a red box:

Search Query
1. barbara slade jagodić
2. copywriter posao
3. seo
4. kako popuniti linkedin profil
5. barbara slade
6. slade
7. linkedin profil
8. slade hr
9. kako napraviti linkedin profil
10. što je linkedin

GOOGLE ANALYTICS

- What drives most social traffic

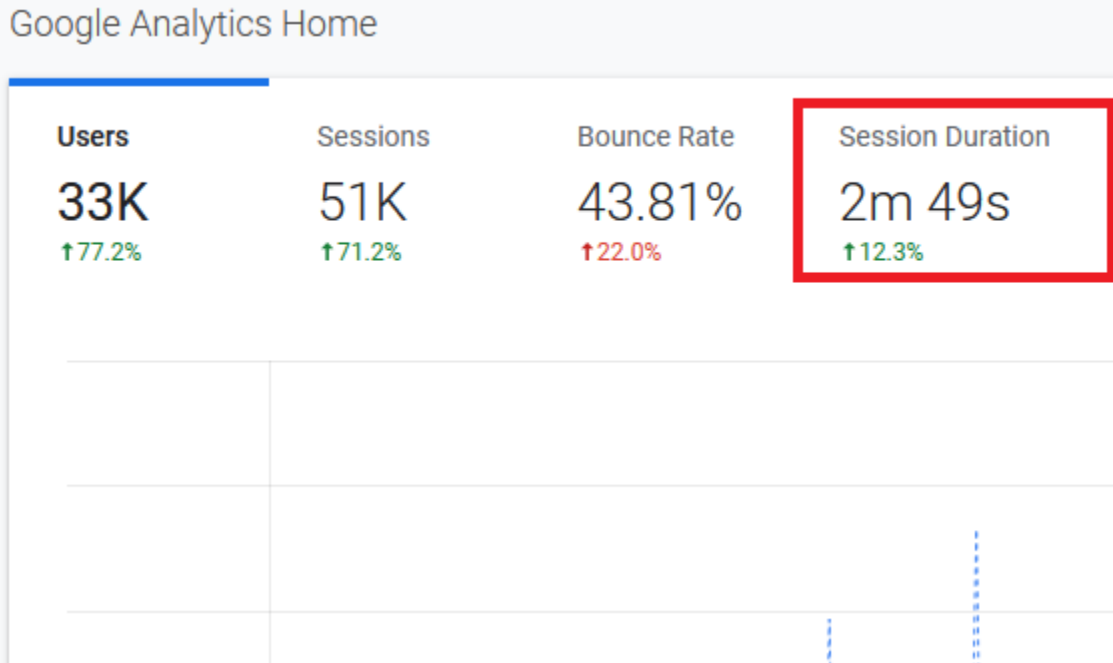
Primary Dimension: Shared URL

Secondary dimension

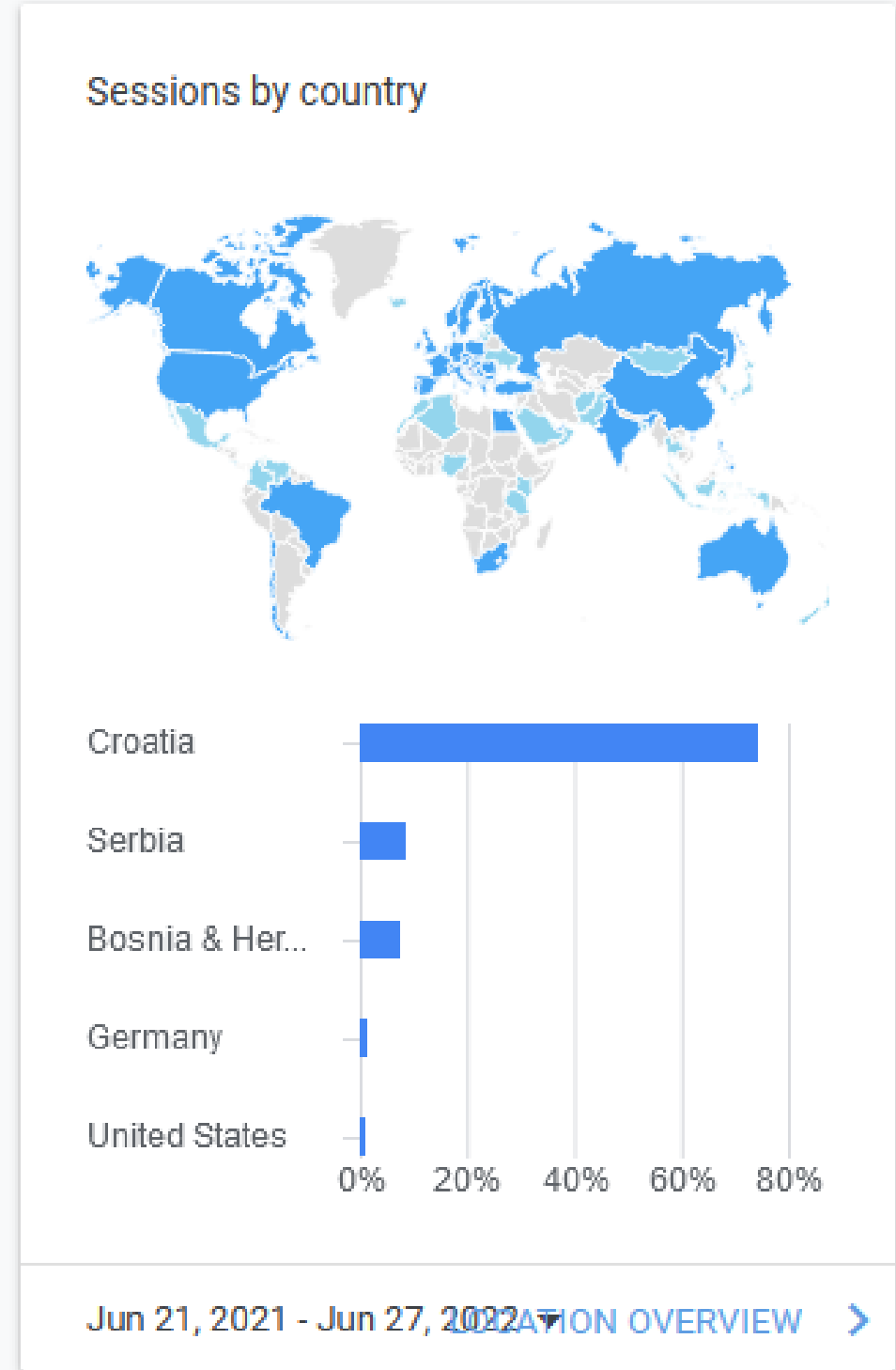
Shared URL ?	Sessions ?	
1. www.slade.hr/blog/sto-je-linkedin/	1,633 (11.23%)	
2. www.slade.hr/blog/besplatne-fotografije-za-web/	1,206 (8.29%)	
3. www.slade.hr/online-radionice/	849 (5.84%)	
4. www.slade.hr/	657 (4.52%)	
5. www.slade.hr/blog/digitalni-marketing/	498 (3.43%)	
6. www.slade.hr/blog/programi-za-obra-du-slika-vidaa/	477 (3.28%)	
7. www.slade.hr/blog/boldani-tekst-seo/	431 (2.96%)	
8. www.slade.hr/blog/seo-predlozak-za-blog/	421 (2.90%)	
9. www.slade.hr/blog/knjige-o-marketingu-i-copywritingu/	399 (2.74%)	
10. www.slade.hr/blog/whitepress/	378 (2.60%)	

GOOGLE ANALYTICS

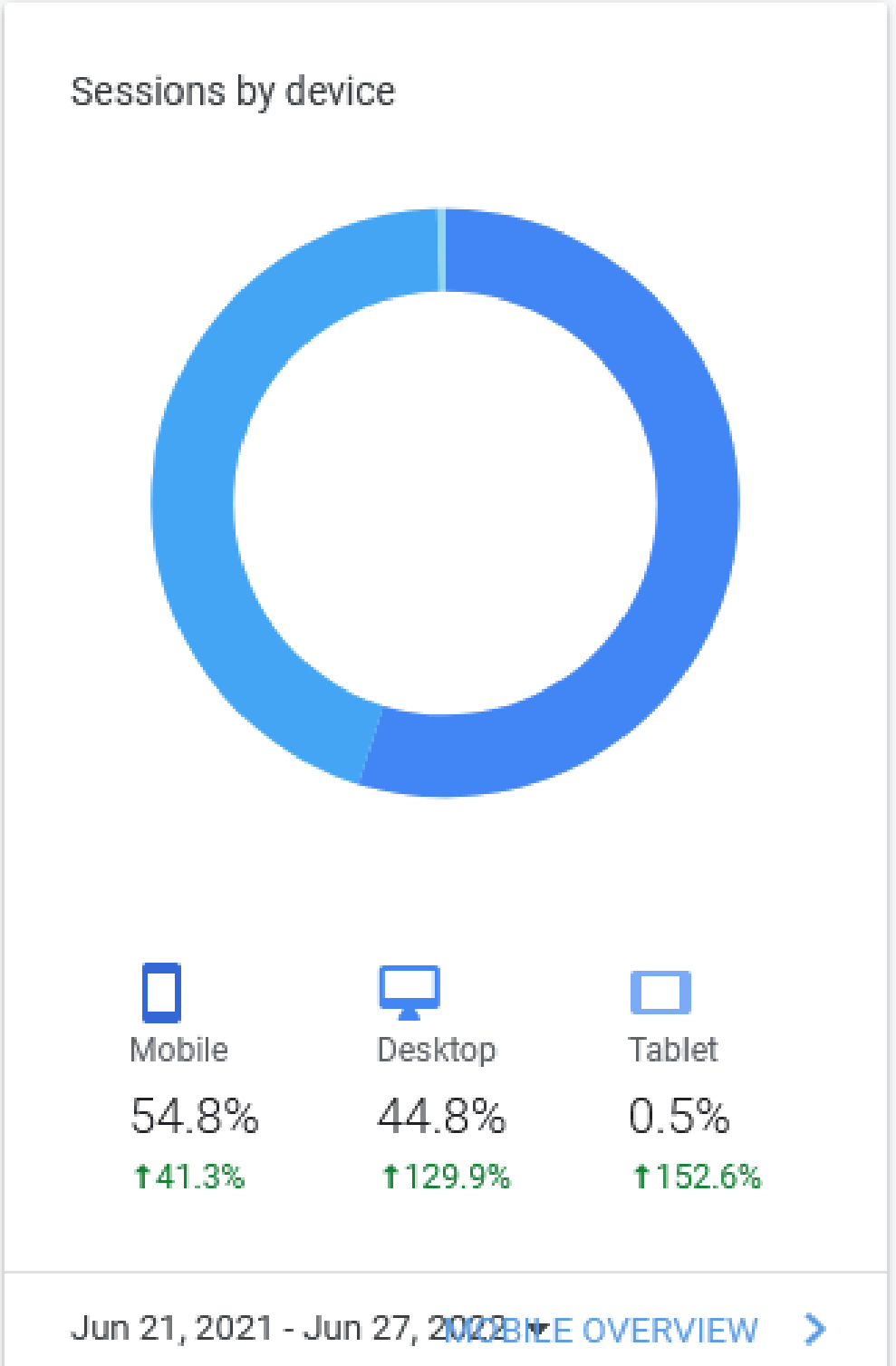
- Where is your audience
- How long people stay on your website
- Where do they find your content



Where are your users?



What are your top devices?



GOOGLE ANALYTICS

Older content that is driving content continuously

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		118,860 % of Total: 100.00% (118,860)	97,161 % of Total: 100.00% (97,161)	00:02:03 Avg for View: 00:02:03 (0.00%)	65,466 % of Total: 100.00% (65,466)	71.53% Avg for View: 71.53% (0.00%)	55.08% Avg for View: 55.08% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. /hr/	18,768 (15.79%)	12,839 (13.21%)	00:01:13	10,915 (16.67%)	30.98%	28.48%	\$0.00 (0.00%)
<input type="checkbox"/>	2. /hr/sto-uciniti-u-slucaju-mobinga-na-radnom-mjestu-ili-nezakonitog-otkaza/	6,487 (5.46%)	5,873 (6.04%)	00:04:58	5,755 (8.79%)	89.90%	88.11%	\$0.00 (0.00%)
<input type="checkbox"/>	3. /hr/kontakti/	5,781 (4.86%)	4,684 (4.82%)	00:02:24	2,274 (3.47%)	64.29%	55.46%	\$0.00 (0.00%)
<input type="checkbox"/>	4. /hr/pravobraniteljica/	3,254 (2.74%)	2,908 (2.99%)	00:02:00	1,218 (1.86%)	74.06%	58.70%	\$0.00 (0.00%)
<input type="checkbox"/>	5. /en/	2,611 (2.20%)	1,923 (1.98%)	00:00:55	1,414 (2.16%)	43.14%	32.55%	\$0.00 (0.00%)
<input type="checkbox"/>	6. /hr/izvjesca-puckog-pravobranitelja/	2,582 (2.17%)	1,771 (1.82%)	00:03:26	720 (1.10%)	65.97%	50.43%	\$0.00 (0.00%)
<input type="checkbox"/>	7. /hr/pravo-na-umanjenu-hrt-pretplatu-osigurati-svima-s-mirovinom-manjom-od-1500-kuna/	2,363 (1.99%)	2,206 (2.27%)	00:04:09	2,174 (3.32%)	93.47%	92.42%	\$0.00 (0.00%)
<input type="checkbox"/>	8. /hr/cesto-postavljana-pitanja/	2,144 (1.80%)	1,864 (1.92%)	00:03:34	1,002 (1.53%)	73.95%	63.01%	\$0.00 (0.00%)
<input type="checkbox"/>	9. /hr/sto-uciniti-kad-poslodavac-ne-isplacuje-placu/	2,021 (1.70%)	1,756 (1.81%)	00:04:06	1,731 (2.64%)	87.75%	85.80%	\$0.00 (0.00%)
<input type="checkbox"/>	10. /hr/zaposljavanje/	1,709 (1.44%)	1,059 (1.09%)	00:01:24	244 (0.37%)	31.97%	23.41%	\$0.00 (0.00%)
<input type="checkbox"/>	11. /hr/statusna-prava-gradana-2/	1,563 (1.31%)	1,478 (1.52%)	00:06:20	1,369 (2.09%)	91.89%	90.66%	\$0.00 (0.00%)
<input type="checkbox"/>	12. /hr/bolovanje-ne-smije-biti-razlog-neprodujivanja-ugovora-na-odredeno/	1,525 (1.28%)	1,349 (1.39%)	00:03:55	1,316 (2.01%)	86.32%	84.07%	\$0.00 (0.00%)

QUESTIONS?



slade



HVALA!



KONTAKT

BARBARA SLADE JAGODIĆ

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