

counter@ct

preventing and combating
online radicalisation

Practical Guide | Part 2

Management Plan

CAMPAIGN

*This is
my story*

alternative narrative in
preventing and
countering radicalisation

counter@ct
preventing and combating
online radicalisation

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Introduction

The main goal of the Counter@ct project is to change the way young migrants and refugees perceive and react to radical or violent and extremist content, messages and propaganda, by running an online campaign focusing on an alternative narrative that conveys positive stories of integration, thus deterring them from engaging with radical or violent content.

The Campaign

The communication plan has two target audiences:

- The primary target audience: young migrants and refugees (16-25 years old) residing in Portugal
- The secondary target audience: the public in general

Communication will be tailored to address the issues that are sensitive to the primary target audience, and most of all:

- To establish direct communication with the primary target audience;
- A teaser with an object that belongs to the persons who will make a testimony which relates to their story;
- The disclosure by video with testimonies from each person;
- First-person account of actual stories.

Goals

The purpose of the campaign is to measure interaction and impact on target audiences.

How to measure?

The impact on the target audiences is measured by the interaction with the campaign content and the analysis of the corresponding metrics, namely:

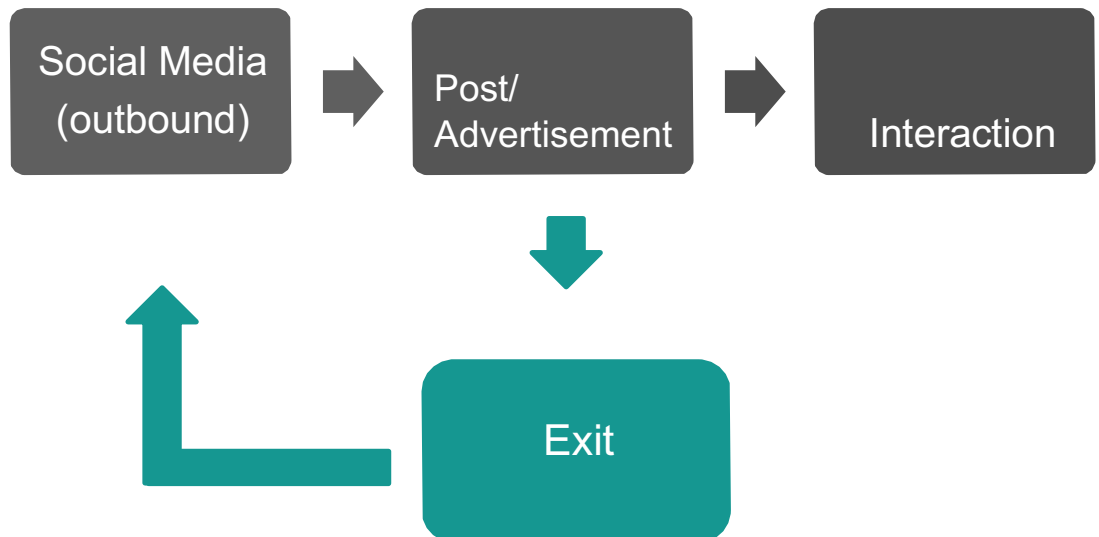
- Views
- Likes
- Comments
- Reposts
- Website traffic
- Time on the website
- Clicks: call to action #learnmoreaboutmystory
- Hashtag #learnmoreaboutmystory

An interaction funnel chart was designed according to the communication strategy and the established metrics

Communication channels

- APAV website
- Facebook® – Organic traffic and paid traffic
- Instagram® – Organic traffic and paid traffic
- Youtube®
- Google® – paid (Youtube)

Funnel chart



Channel | APAV Website

It acts as a content repository where the most important metrics will be obtained.

Counter@ct Campaign website

The website will be organised by person/testimony.

You will be able to see the full videos of the testimonies of each person who tells their story, as well as a brief introduction about each person and an overview of their journey.

Channel | Facebook®/Instagram®

These two channels should be in sync so that it may be easier to attract attention through paid advertisements.

Posts

Communication will comprise a teaser post and then the disclosure, i.e. a short video with testimonies from the campaign.

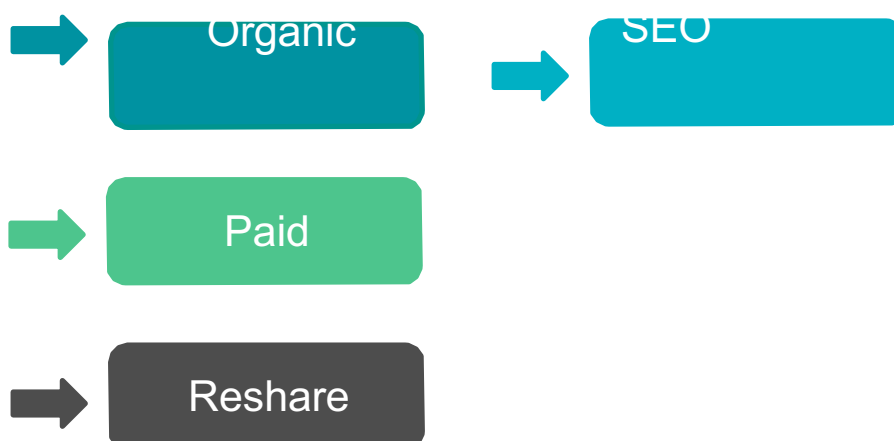
Teaser

³⁵/₁₇ Photo (4/5 days before the video)

Disclosure

- Short videos (2/3 minutes)
- Facebook® Video+ Story - 20'
- Instagram® Video+ Story – 20'
- Video testimonies + Jingle

Types of dissemination



Channel | Youtube®/Google®

YouTube®

This channel should be in sync with the other channels but it will only include videos organised by testimony.

Publications

This is where disclosure videos will be published

These publications will be paid (Google Adwords®)

Disclosure

- Short videos (2/3 minutes) + Long video
- Video testimonies + Jingle

Videos

Tai Barroso	Video 1	Video 2	Video 3	Total videos
	---	---	---	
Captions	EN	EN	EN	
	FR	FR	FR	
	ES	ES	ES	
Video/Language	3	3	3	9

Nationality: Brazilian

Daena Alkaram and Narean Qasim	Video 1	Video 2	Video 3	Total videos
Captions	PT	PT	PT	
	EN	EN	EN	
	FR	FR	FR	
	ES	ES	ES	
Video/Language	4	4	4	12

Nationality: Syrian

Enamul Hoque	Video 1	Video 2	Video 3	Total videos
Captions	PT	PT	PT	
	EN	EN	EN	
	FR	FR	FR	
	ES	ES	ES	
Video/Language	4	4	4	12

Nationality: Bengali

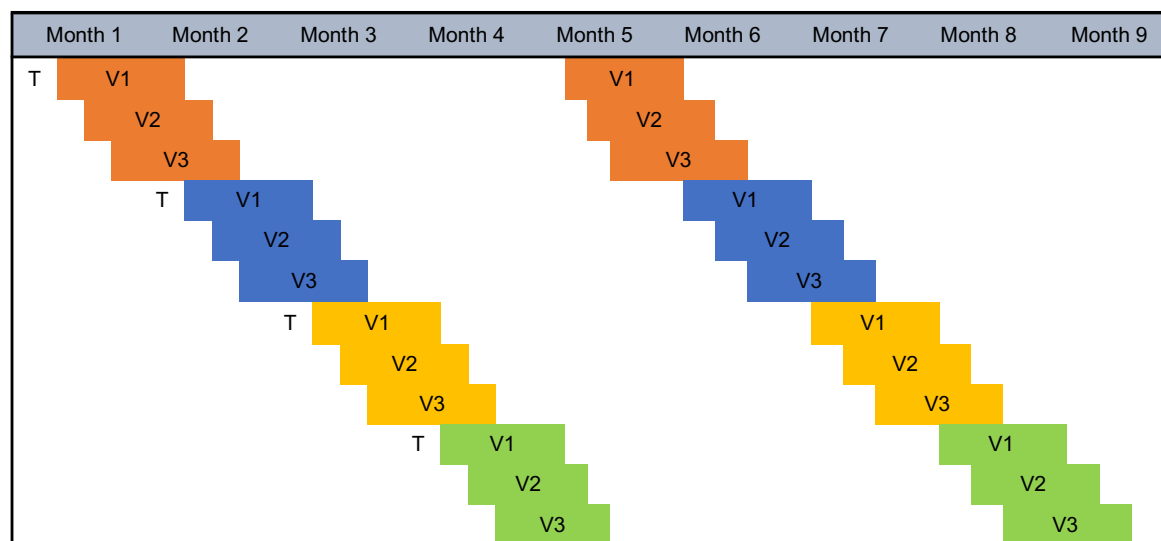
Eyob Asefaw	Video 1	Video 2	Video 3	Total videos
Captions	PT	PT	PT	
	EN	EN	EN	
	FR	FR	FR	
	ES	ES	ES	
Video/Language	4	4	4	12

Nationality: Eritrean

Publication timeline

This timeline shows the publication of the videos on all channels and the moment when they are announced

- V1 – Video 1
- V2 – Video 2
- V3 – Video 3
- T - Teaser



Why tell stories

- Telling the stories of migrants and refugees is a way of deconstructing myths around these people, helping to reduce polarisation;
- Giving positive examples of integration contradicts the narrative based on the idea that migrants and refugees have no place in Western societies;

- Telling real stories helps reduce unrealistic expectations that migrants and refugees commonly have regarding the countries to which they will immigrate or are immigrating to;
- These narratives help the target audience to rewrite their stories, based on an identification process.

Deconstructing myths

The act of rejecting misinformation entails complex cognitive processes. To convey information effectively, communicators have to understand how people process information, how they modify their knowledge or how their worldviews affect their ability to think rationally. It is not just about what people think, but how they think.

The risks of an online alternative narrative campaign

Great care must be taken so that the effort to deconstruct stereotypes does not end up reinforcing them.

To avoid this backfire effect, an effective argument must be based on three assumptions:

- The argument should be based on the actual facts and not on unsubstantiated facts, in order to avoid reinforcing these;
- Any mention of unsubstantiated facts must be preceded by a warning that the information is false;
- The counterargument must include an alternative explanation that weighs the argument that you wish to counter.

The backfire effect of being familiar with something

People tend to be “attached” to previously validated ideas and it is common to reject new information.

The best way to combat this rejection is to not talk about the facts you want to deconstruct. However, as this is not always a practical solution, it is important to place the emphasis on facts over myths.

The backfire effect of overstating

A simple myth is more attractive than a complicated explanation. The solution is to make the content clear and easy to read, see or hear, namely through:

- Simple language;
- Short sentences;
- Structure by topics and paragraphs;
- Avoid overly dramatic language or derogatory comments that might alienate the audience;
- Focus on the facts.

The backfire effect related to worldviews

For those who are set in their ways in terms of how they look at the world, being confronted with counterarguments can reinforce their worldviews, thus having the opposite desired effect.

- Confirmation bias is the tendency to remember, interpret or research information in order to confirm initial beliefs or hypotheses;
- Disconfirmation bias is the opposite. It is the tendency to scrutinise information that disconfirms initial beliefs or hypotheses, by accepting uncritically the information that confirms them.

The way in which the message is conveyed may reduce this effect:

- Self-affirmation;

- Setting a context to the message so that it is less threatening to other worldviews.

Filling the gaps with an alternative explanation

When a myth is deconstructed, it creates a gap in the person's mind. For such deconstruction to be effective, it must fill this "void", namely:

- By explaining the techniques used to propagate misinformation:
 - Cherry picking;
 - Conspiracy theories;
 - Fake experts.
- By offering an alternative explanation that explains why the myth is wrong.

Categorising interactions

Knowing how to classify interactions with campaign content helps managers choose which type of response is needed.

The types of interactions are:

- Supportive interactions (e.g., like or ignore, positive comment);
- Constructive interactions (e.g. positive comments, positive informative comments or inflammatory positive informative comments);
- Negative interactions (e.g., ignore, negative comments or negative informative comments);
- Contentious interactions (e.g. destructive, inflammatory or offensive comments).

General procedures for managing the Counter@ct campaign on social media

The Counter@ct campaign has very specific goals: to offer an alternative narrative, by using positive stories (storytelling) to comments, reposts or other posts that have polarised or even radical and/or extremist content against a particularly vulnerable fringe of the population, i.e., migrants and/or refugees.

In this regard, as is clear from the previous chapters, evidently there is an increased risk of adverse and controversial reactions, ranging from discriminatory comments, to hate speech, incitement to hatred and violence, in addition to the reinforcement of express or subliminal narratives against the migrant and/or refugee population, based on misconceptions and/or myths. At the same time, there is an increased risk of cyberattacks and, ultimately, physical and psychological violence or other forms of criminality, both against the migrant and/or refugee population and the campaign promoters.

Thus, the planning stage of an alternative narrative campaign is crucial. The following factors, among others, must be assessed and weighted:

- The political and socio-economic situation of the country, most notably the public positions taken on discrimination against particularly vulnerable groups (such as migrants and refugees), immigration and integration policies, reports on these matters that encompass the various factors to be assessed and weighted (employment, education, social inclusion and the exercise of active citizenship, e.g. Annual Statistical Report on Immigration Integration Indicators (2019));

- Data on the prevalence of criminal phenomena against vulnerable groups (“(...) incitement to discrimination, hatred or violence against a person or group of persons on the basis of their race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability (...)” and other paragraphs and subparagraphs of Article 240 of the Portuguese Criminal Code [*Código Penal*]), as well as data on discriminatory conduct which, while not constituting a crime, is classified as administrative offences;

- Op-ed articles, interviews, comments or other published by the Media, in written or digital press, as well as by individuals on social media or other digital platforms.

We must also outline from the outset the general and specific response strategies to be adopted in an online alternative narrative campaign, and to appoint the officer in charge of making this strategy operational in close contact with the Communication and Marketing Unit and other Outreach Units or Services in charge of managing social media and reporting illegal content. It is also important to establish close contacts with the Information Technology Support Unit, jointly outlining safeguard plans and procedures in case of cyberattacks, all the while considering contacts with external entities, such as Security Forces and Services or the Portuguese National Cybersecurity Centre.

General Response Strategies in Managing APAV's Social Media

At the APAV, there are already specific procedures and general response strategies in place to manage APAV's social media, whose day-to-day operation is a joint responsibility of the Communication and Marketing Unit and the Integrated Distance Support System, namely the Manager of the Victim Support Helpline (LAV) and the Operational Manager of the Internet Safe Line.

Management of social media is carried out through the Clientscape® platform, making it possible to assign a response to the Communication and Marketing Unit or SIAD, depending on whether the request is for general information or for a situation in which there may be a victim of crime, either express or implied.

In general, the general response strategy in social media management comprises the following steps:

1. Public messages and/or comments are received through Clientscape® which aggregates the APAV's Facebook® and Instagram®, and SIAD (Integrated Distance Support System) and the Communication & Marketing Unit screen both messages and comments.
2. In general, the preferential contact provided in the reply to requests for help received by private message should be the SIAD. The answer is given by the SIAD

directly on Clientscape® and the Communication & Marketing Unit responds to various requests (e.g.: donations, training information, events).

3. Public comments regarding requests for support are hidden (security reasons) and the answer is shown on APAV's Facebook® or Instagram® page, through a private message by SIAD.

4. When necessary, SIAD liaises with APAV's Outreach services (GAV, Shelter Homes or Organic Units).

5. As a rule, messages and/or public comments should not take more than three days to be answered, and replies should be prioritised considering how sensitive the relevant content is perceived to be.

6. The Spam box of messages on APAV's Facebook® page should be checked frequently, so that important messages do not pile up or are left unanswered.

Specific Response Strategies within the Counter@ct Campaign

Notwithstanding the existence of general procedures and strategies for responding to comments, requests for information and/or support that reach APAV on a daily basis through social media, the specifics of developing a response strategy to an online alternative narrative campaign require the structuring of specific response procedures for the management of social media. This structuring implies a clear definition of roles and responsibilities, as well as a careful strategy for action and response that covers:

a. general APAV social media management response procedures in case of requests for information and/or requests for support;

b. the rapid assignment of a response to the officer in charge of implementing the alternative narrative whenever the comment or publication has a polarising or subliminal content or is clearly discriminatory, but does not constitute a crime. The officer, in turn, should promptly respond by making use of the previously prepared standard replies (see chapter below and Schedule I - procedure flowchart);

- c. in the case of criminal content or comments, the prompt assignment of a response to SIAD, which will then hide it, delete it and report it either to the social networks or to the competent authorities (see chapter below and Schedule I - procedure flowchart);
- d. in the event of a cyberattack, the immediate notification of the APAV officer in charge of cyberattack management who is also in charge of implementing the respective safeguard plan (see chapter below and Schedule I - procedure flowchart).

Response techniques to be used in the Counter@ct campaign

The main goal of an alternative narrative campaign is to promote an environment that favours dialogue and respect, even if we are dealing with an eminently polarised speech. Thus:

- Ignore: Simply ignoring contentious comments can cause long-term damage as it can fuel hatred against the target audience;
- Delete or block: Deleting certain comments and blocking their author is one of the most effective ways to combat online hate speech. However, deleting mass comments can create a perception of censorship and reduce interactions with the content;
- Counter-narrative: counter-narrative has been described as the 'best medicine' to combat online hate speech, as it favours dialogue and safeguards freedom of expression, as well as promoting a culture of mutual respect.

Responding to contentious comments

Counter-narrative is an important measure to combat online hate speech. However, it should be used in compliance with some principles.

- The testimonies must refer to the content of the comment and never to its author;
- If the comment being responded to is based on false testimonies, please refer to reliable sources of information that support your argument;

- When supporting your point of view, put your emotions aside and do not try to humiliate, much less insult the other person;
- Remember that some messages are written for the sole purpose of provoking a reaction. In this case, put your emotions aside, remain calm and objective.

Some useful tips for responding to contentious comments

1. Present facts that correct arguments or misconceptions

Various studies have tested the establishment of strategies in the use of facts to correct misconceptions. However, it was found that, in most cases, the person who wrote the comment will adopt a defensive attitude, which undermines the effectiveness of this approach. This occurs as a result of the backfire effects already described above.

Example:

Dear [name],

In fact, migrants represent only 4% of the Portuguese population and contribute more than they depend on social benefits. In 2017, the ratio of immigrants' contributions and social benefits reached unprecedented figures since the early 00s, with a positive financial balance of EUR 514.3 million. In other words, immigrants contributed EUR 603.9 million and benefited from only EUR 89.6 million in 2017. (Source: Observatory for Migration report - OM 2019).

Thank you.

2. Demonstrating hypocrisy or contradiction in the speech of the person who wrote the comment

As stated above, it is common that in these situations the person who wrote the comment will adopt a defensive attitude. At the same time, this type of approach can give that person a chance to justify themselves, to reflect and avoid such comments in the future. In these cases, that person will be more likely to change their attitude when they have conflicting beliefs.

Example:

Dear [name],

Any assumption that a behaviour of one or more persons is linked to their racial and/or ethnic categorisation is

racist. Thank you.

3. Warning about possible consequences both online and offline

Alerting the authors of a comment containing hate speech to possible offline consequences has proven effective and many of them end up deleting the comment. Usually, the reason for this is that users tend to forget that laws also apply in cyberspace. (see standard replies for cases in which the comment may constitute a crime)

Example

Dear [name],

Any action in cyberspace can also have consequences. If they violate the platform's use policy (please specify the specific platform) or if they are considered illegal under applicable criminal law, appropriate action may be taken.

Thank you

4. Making a connection

Characteristics such as gender, skin colour, religion or nationality can make individuals part of different social groups, and often these groups, and their members, share a common identity. It is common for individuals belonging to certain groups to trust and feel more secure with their peers, who are perceived as more trustworthy and honest. The spokesperson should be someone trusted by the target audience, someone or some institution with which they identify themselves and who/which they respect.

5. Reporting hate speech

Another strategy is to categorise the comment as hate speech and try to raise awareness of the harm it may cause. When this is done, it is important that the action being reported relates to the comment and not its author.

Example

Dear [name],

We are all equally worthy of respect and consideration, regardless of characteristics such as race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability.

Making negative generalisations, albeit in the form of humour, ends up spreading ideas that serve as a basis for discriminatory and/or violent behaviour against these groups and individuals.

Thank you

6. Using humour and sarcasm

The use of humour is common on social media and may be able to reduce tension and defuse conflict. The register may vary from a conciliatory approach to a sarcastic register. Ideally, this could be done through images and graphics so that language barriers can be overcome.



7. Register

There are many possible registers for comments on social media, all of which can be used to defuse tension. A good example is to respond to a “hateful” comment with empathy, which may lead to changing the register or even an apology.

Example:

Dear [name],

APAV supports victims of all types of crime, violence and discrimination. If you are a victim of crime, you can contact us through our communication channels.

Thank you

Procedures for responding to comments and/or cases that constitute a crime within the Counter@ct Alternative Narrative Campaign

In the event that the comment and/or content posted on APAV’s social media constitutes a crime, the response should be assigned to SIAD, which, under the general APAV Social Media Management procedures, should:

1. Immediately hide the comment and/or content posted on APAV’s social media;
2. If it is possible to identify the victim, please refer the case to APAV’s outreach services;
3. Report illegal content to Facebook® Trusted Partner Channel or YouTube® Trusted Flagger platform, in accordance with APAV’s Social Media Reporting Procedures;
4. If the message constitutes a crime of discrimination, incitement to hatred or violence (according to Article 240 of the Portuguese Criminal Code or if it is provided for in the Counter-terrorism Law), please report to the appropriate contact within the National Counter-Terrorism Unit of the Portuguese Criminal Police, according to the chapter on

procedures for Referring Cases to the Authorities - Portuguese Criminal Police (National Counter-Terrorism Unit).

Procedure for reporting and sharing that someone is being a victim of crime within the Counter@ct Campaign

In cases where the comment shares or reports the existence of a publication in which someone is a victim of crime and APAV is asked to get in touch, in any situation where there is a victim, but in the specific context of the Counter@ct campaign, the procedure to be followed is:

1. Assigning the response to SIAD;
2. SIAD must hide the message and/or shared content;
3. SIAD must respond by using the standard reply indicated below, by means of a private message, within 72 hours and, if there is a need for referral, SIAD must inform and refer to APAV's outreach services;
4. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (in accordance with Article 240 of the Portuguese Criminal Code) or constitute a breach of the community values of the Social Media to which they are subscribed, SIAD must follow APAV's Social Media Reporting Procedures;
5. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (according to Article 240 of the Portuguese Criminal Code), please report to the appropriate contact within the National Counter-Terrorism Unit of the Portuguese Criminal Police, according to the chapter on procedures for referring cases to the authorities - Portuguese Criminal Police;

- Standard reply

Dear [name],

Being aware of all forms of violence is an exercise in citizenship. All acts of aggression are objectionable and cannot be tolerated.

APAV provides free and confidential support to victims of all crimes, their families and friends. However, for security reasons, it is not our protocol to contact a victim directly without their request, even if via Facebook®.

The situation you are describing appears to be a hate crime and it would be important to make your friend aware of the importance of talking to one of our Victim Support Workers.

To that end, you can tell your friend that they are welcome to contact us free of charge and confidentially through our Victim Support Helpline: 116 006 (working days, from 9 a.m. to 9 p.m.).

We're here to help. We look forward to hearing from your friend. Thank you.

Procedure regarding cases of discrimination within the Counter@ct Campaign

In cases where the comment reports a situation in which the person felt discriminated against but where the reported/shared content does not constitute a crime falling under Article 240 of the Portuguese Criminal Code and is targeted at a migrant and/or refugee in Portugal, in the specific context of the Counter@ct campaign, the procedure to be followed is:

1. Assigning the response to the APAV officer in charge of Social Media Management within the Counter@ct Project;
2. The APAV officer in charge of Social Media Management within the Counter@ct Project should respond by using the standard reply of the alternative narrative campaign, within 72 hours and, if there is a need for referral, the officer must inform and refer to APAV's outreach services, namely the UAVMD Support Network for Migrant and Discrimination Victims;

3. If the message and/or shared content constitutes an administrative offence, SIAD must be informed of this and, in turn, it must initiate procedures to report to the Commission for Equality and Against Discrimination (CICDR - High Commission for Migration).

- Standard reply

Dear [name],

If you feel that what you are told offends you in any way, or if as a result of what you are told you feel discriminated against and/or humiliated, it would be important that you speak to one of our Victim Support Workers.

Please contact our Victim Support Helpline free of charge and confidentially: 116 006 (working days, from 9 a.m. to 9 p.m.).

You will speak with one of our Victim Support Workers, who will have a better grasp of the situation you are going through and will be able to advise you, helping you to deal with and overcome the situation you are experiencing.

APAV has a Support Unit for Migrant and Discrimination
Victims <https://apav.pt/uavmd/index.php/pt/>

If the comment discriminates against ethnic or national origin, i.e., given the migrant status of the person discriminated against, please add:

In fact, migrants represent only 4% of the Portuguese population and contribute more than they depend on social benefits. In 2017, the ratio of immigrants' contributions and social benefits reached unprecedented figures since early 2000, with a positive financial balance EUR 514.3 million. In other words, immigrants contributed EUR 603.9 million and benefited from only EUR 89.6 million in 2017. (Source: Observatory for Migration report - OM 2019).

We are all equally worthy of respect and consideration, regardless of characteristics such as race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability.

We're here to help you. We look
forward to hearing from you. Thank
you

Procedure regarding cases in which it is found that the person reaching out to us is afraid to speak in the context of the Counter@ct Campaign

In cases where the comment expresses the person's fear of talking about a situation that may constitute a crime and which may fall under Article 240 of the Portuguese Criminal Code, that is, the person expresses fear of talking about a crime of discrimination, incitement to hatred or violence "against a person or group of persons on the basis of their race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability, or that encourage it":

1. Assigning the response to SIAD;
2. SIAD must hide the message and/or shared content;
3. SIAD must respond by using the standard reply indicated below, by means of a private message, within 72 hours and, if there is a need for referral, SIAD must inform and refer to APAV's outreach services;
4. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (in accordance with Article 240 of the Portuguese Criminal Code) or constitute a breach of the community values of the Social Media to which they are subscribed, SIAD must follow APAV's Social Media Reporting Procedures;
5. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (according to Article 240 of the Portuguese Criminal Code), please report to the appropriate contact within the National Counter-Terrorism Unit of the Portuguese Criminal Police, according to the chapter on procedures for referring cases to the authorities - Portuguese Criminal Police;

- Standard reply

Dear [name],

It is only natural for you to feel scared. Fear is a normal reaction, given the situation which you are experiencing. We're here to help you, as you see fit.

APAV offers psychological, legal and social support. Our Victim Support Workers are specialised in supporting people who have been or are victims of some type of crime and are available to listen to you, ensuring confidentiality and respect for your own decisions.

You make the decisions and our support does not depend on it. We'll advise you according to what we believe is best for you, but we'll respect your wishes.

We realise it isn't easy. You were brave enough to contact us by Facebook message, the next step will be to contact our Victim Support Helpline, 116 006 (working days from 9 a.m. to 9 p.m.), where you can speak to one of our Victim Support Workers.

It is a toll free number and you'll receive the help you need to understand the risk you are facing and what we can do to ensure your safety. People often fail to realise the risk they are facing and this can make them even more vulnerable.

This contact will be very important and, as we said, we won't force you to take immediate decisions or decisions contrary to your wishes.

If it is clearly a case of discrimination, incitement to hatred or violence "against a person or a group of persons on the basis of their race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability, or that encourage it", i.e. given the migrant status or any other protected characteristics of the person targeted by the crime, please add:

We are all equally worthy of respect and consideration, regardless of characteristics such as race, colour, ethnic or national origin, ancestry,

religion, sex, sexual orientation, gender identity or physical or mental disability.

Making negative generalisations ends up spreading ideas that serve as a basis for discriminatory and/or violent behaviour.

We're here to help you.

If you prefer, you can also provide us with a telephone number and preferred time to be contacted (secure time, when you are alone) and we'll get in touch with you.

We'll always be here to help you.

Thank you.

OR

Dear

The situation you are describing appears to be a hate crime and it would be important that you speak to one of our victim support workers. To this end, you may contact our Victim Support Helpline - 116 006 (working days from 9 a.m. to 9 p.m.) free of charge and confidentially or, if you prefer, you may provide us with your number and preferred time to be contacted and a victim support worker will get in touch with you as soon as possible.

We look forward to hearing from you. Thank

you.

Procedure regarding cases in which the contacts come from outside Portugal within the Counter@ct Campaign

When the comment comes from a person outside of Portugal and which would be expected to be referred to the services within any of the scenarios mentioned above, the procedure to be followed is:

1. Assigning the response to SIAD;

2. SIAD must hide the message and/or shared content;
3. SIAD must respond by using the standard reply indicated below, by means of a private message, within 72 hours and, should there be a need for referral, SIAD must inform and refer to the Victim Support Europe Intranet Referral System, whose contact points at APAV are Frederico Marques and Mafalda Valério, who will take the necessary steps to refer to victim support services in the country where the victim is located;
4. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (in accordance with Article 240 of the Portuguese Criminal Code) or constitute a breach of the community values of the Social Media to which they are subscribed, SIAD must follow APAV's Social Media Reporting Procedures;
5. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (according to Article 240 of the Portuguese Criminal Code), please report to the appropriate contact within the National Counter-Terrorism Unit of the Portuguese Criminal Police, according to the chapter on procedures for referring cases to the authorities - Portuguese Criminal Police.

- **Standard reply**

Dear [name],

Unfortunately, it is only possible to call our Victim Support Helpline (free of charge) from Portugal.

However, APAV is a member of an umbrella organisation of victim support associations at a European and international level, Victim Support Europe, and may, if you wish, initiate contacts with the victim support organisation in the country in which you are located.

Thus, you can contact us via Skype (username: apav_lav), via private Facebook message, email (lav@apav.pt), where you can receive more information about this referral, emotional support or other support you may need.

We look forward to hearing

from you. Thank you.

Procedure to encourage reporting within the Counter@ct Campaign

When we wish to encourage the author of the comment to report a situation that may constitute violence or crime, the procedure to be followed is:

1. Assigning the response to SIAD;
2. SIAD must hide the message and/or shared content;
3. SIAD must respond by using the standard reply indicated below, by means of a private message, within 72 hours and, if there is a need for referral, SIAD must inform and refer to APAV's outreach services.
4. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (in accordance with Article 240 of the Portuguese Criminal Code) or constitute a breach of the community values of the Social Media to which they are subscribed, SIAD must follow APAV's Social Media Reporting Procedures;
5. Should the message and/or shared content clearly constitute a crime of discrimination, incitement to hatred or violence (according to Article 240 of the Portuguese Criminal Code), please report to the appropriate contact within the National Counter-Terrorism Unit of the Portuguese Criminal Police, according to the chapter on procedures for referring cases to the authorities - Portuguese Criminal Police and referral to the UAVMD Support Network for Migrant and Discrimination Victims.

- [Standard replies](#)

Dear [name]

First of all, we acknowledge the courage you have shown in contacting us. You're not alone and we're here to help you

You [name] have the right to be happy and to live a life without violence of any kind.

We know it's not easy, but we're here to help you. Therefore, in order to better understand the situation you are experiencing and to be able to help you, it would be important that you speak to one of our Victim Support Workers.

To that end, you can contact us free of charge and confidentially through our Victim Support Helpline: 116 006 (working days from 9 a.m. to 9 p.m.).

We're here to help you. Thank you

OR

Dear

The situation you are describing appears to be a hate crime and it would be important that you speak to one of our victim support workers. To this end, you may contact our Victim Support Helpline - 116 006 (working days from 9 a.m. to 9 p.m.) free of charge and confidentially or, if you prefer, you may provide us with your number and preferred time to be contacted and a victim support worker will get in touch with you as soon as possible.

We look forward to hearing from you. Thank

you.

Procedure regarding comments that may constitute a crime of terrorism within the Counter@ct Campaign

A comment that constitutes incitement to commit terrorist activity or when it rewards or praises another person, group, organisation or association for committing such acts, may be considered a crime of terrorism. In this case, the procedure to be followed is:

1. Assigning the response to SIAD;
2. SIAD must hide the message and/or shared content;

3. SIAD should respond by using the standard reply indicated below, by means of a private message, within 72 hours and, should there be a need for referral, SIAD must inform and refer to APAV's outreach services, namely to the RAVAHT Specialised Network Support to Family and Friends of Victims of Homicide and Terrorism.

4. Should the message and/or shared content constitute a crime of terrorism and breach the community values of the Social Media to which they are subscribed, SIAD must follow APAV's Social Media Reporting Procedures;

5. Should the message and/or shared content constitute a crime of terrorism, please report to the appropriate contact within the National Counter-Terrorism Unit of the Portuguese Criminal Police, according to the chapter on procedures for referring cases to the Authorities - Portuguese Criminal Police.

- Standard reply

Dear

Comments that constitute incitement to commit terrorist acts can be considered a crime, so we will remove them and refer them to the appropriate law enforcement agencies.

Hate speech is a negative testimony about a group or an individual that reinforces prejudice and spreads, incites, promotes or justifies hatred, hostility or violence.

Thank you

Procedure regarding comments that may constitute slanderous, libellous or threatening testimonies (punishable under the Portuguese Criminal Code) within the Counter@ct campaign

In this case, the procedure to be followed is:

1. Assigning the response to SIAD;
2. SIAD must hide the message and/or shared content;

3. SIAD must respond by using the standard replies indicated below, by means of a private message, within 72 hours.

- Standard replies

Dear

Comments that may be considered slanderous or libellous on the basis of the individual's race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability constitute a crime, so we will remove such comment and refer it to the appropriate law enforcement agencies.

Thank you

OR

Dear

Comments that may be considered a threat to persons on the basis of their race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability constitute a crime, so we will remove such comment and refer it to the appropriate law enforcement agencies.

Thank you

Procedure regarding comments that report cases which may constitute hate crimes within the Counter@ct campaign

Hate crimes are any and all criminal acts committed against persons or property because of their actual or perceived connection to a particular group. In this case, the procedure to be followed is:

1. Assigning the response to SIAD;
2. SIAD must hide the message and/or shared content;

3. SIAD must respond by using the standard replies indicated below, by means of a private message, within 72 hours.

- Standard reply

Dear

Comments that may be considered incitement to violence or hatred on the basis of the individual's race, colour, ethnic or national origin, ancestry, religion, sex, sexual orientation, gender identity or physical or mental disability constitute a crime, so we will remove such comment and refer it to the appropriate law enforcement agencies.

Thank you

Procedure in case of APAV's misconduct within the Counter@act campaign

When the comment exposes a situation in which something has failed in the APAV services, the procedure to be followed is:

1. Assigning the response to SIAD;
2. SIAD must hide the message and/or shared content;
3. SIAD must respond by using the standard replies indicated below, by means of a private message, within 72 hours.

- Standard reply

Dear [name],

First of all, we acknowledge the courage you have shown in contacting us. You're not alone and we're here to help you

You [name] have the right to be happy and to live a life without violence of any kind.

We know it's not easy, but we're here to help you. Therefore, in order to better understand the situation you are experiencing and to be able to help you, it would be important that you speak to one of our Victim Support Workers.

To that end, you can contact us free of charge and confidentially through our Victim Support Helpline: 116 006 (working days from 9 a.m. to 9 p.m.).

We're here to help you. Thank you

APAV's Social Media Reporting Procedures

1. How to report illegal content using Facebook® Trusted Partner Channel

a. How should reports be submitted to Facebook®:

- They must be sent in English.
- Send the URL link of the content you wish to report (E.g.: Profile link, Photo link, etc.)
- Please specify the content you wish to report (e.g. if it is a comment, please mention that it is a comment and link to it)
- If you wish to report a long video (> 5 min.), please specify the minutes and seconds where the illegal content can be found.
- Put into context why the content is being flagged.
- Please state whether the content has been previously reported or not.

- Only link to content found on Facebook®.
- If you disagree with the decision reached by this channel, please provide the context to explain why you disagree.
- The Trusted Partner Channel (TPC) team prioritises cases according to the seriousness of the situation, always giving feedback on the report.

B. How do I send URLs to the Trusted Partner Channel

In order to enable the Trusted Partner Channel to investigate the type of content that is in violation of community standards, the URL of the specific content must be made available.

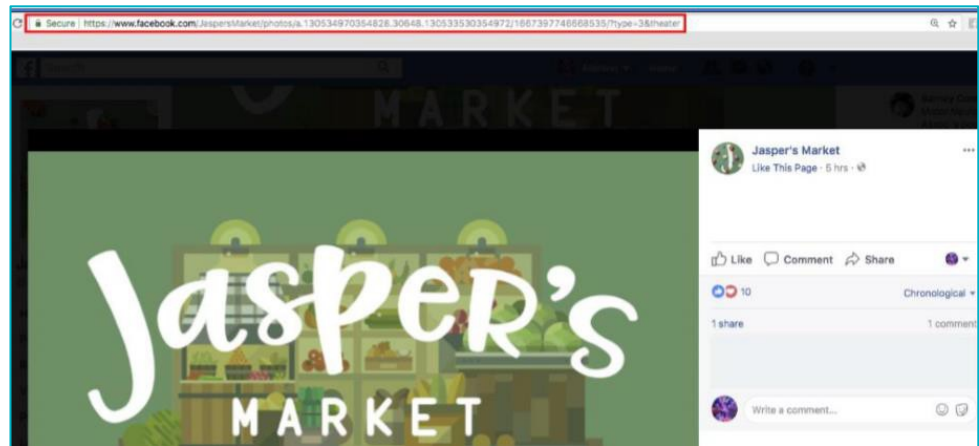
URLs of publications, photos, videos or comments can be generated by clicking on the time or date the comment was posted.

For example, a Facebook® profile may contain content that violates community standards, but it may refer to a particular post rather than the entire profile. Therefore, in order for the Facebook® staff to be able to investigate, you can provide a specific URL of the particular post by following these instructions:

b.1. Click on the time or date the publication was made:



b.2. Clicking on the time or date of publication will generate a new window in your Internet browser. You must copy the URL of this new window as it corresponds to the publication. It is this URL that must be sent to the Trusted Partner Channel in order for the content to be assessed and deleted.



c. How should I send the URL of a specific comment to the Trusted Partner Channel

As already mentioned, it is extremely important to report the specific URL of the content to be reported. To report a comment on a publication, I must follow the steps below:

c.1. Click on the time or date the comment was posted



John Smith 1986 or Tom Cruise's Minority Report.
Like · Reply · 1 4 hrs

Sarah Smith Please stop using plastic!
Like · Reply · 2 October at 10:39

c.2. Doing so will generate a new window. You must copy the URL of the new window and send it to the TPC by email.



2. How to report illegal content on Youtube® using the Trusted Flagger platform

Note: The Google® Trusted Flagger programme allows you to monitor content (videos and comments) via the Youtube® platform. This is done by using the tools that are available on Youtube itself for all accounts that are whitelisted as Trusted Flagger. APAV created an account for this purpose:

This account must be used by everyone who will use it to report videos or comments on Youtube®.

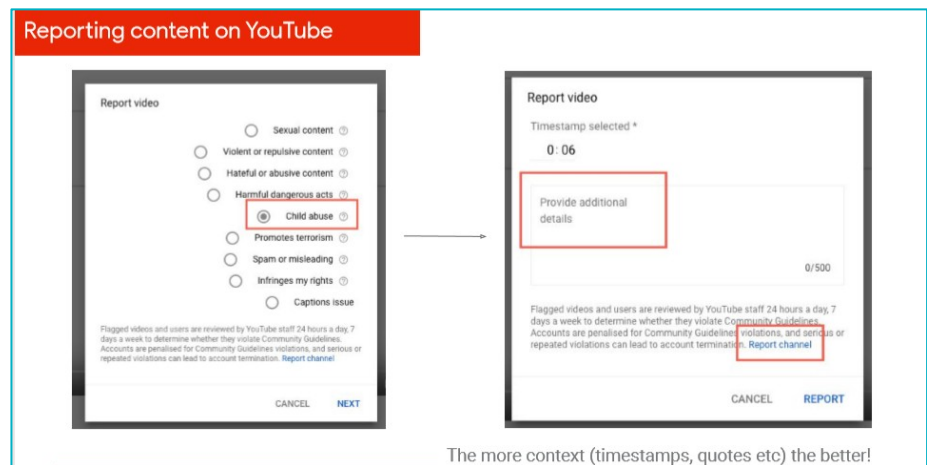
a. How should I report the content

a.1. Illegal content should be reported by following these instructions:

Reporting content on YouTube

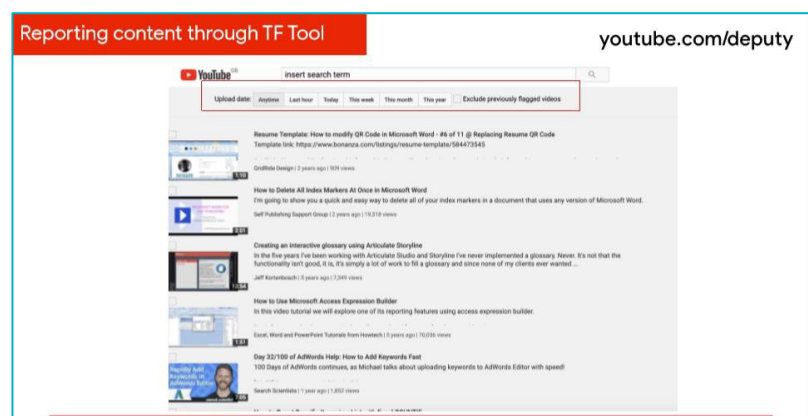
- We rely on users to “flag” content
- Millions of flagged videos are reviewed every year with 24/7 coverage.
- Users must be logged in in order to flag content to us

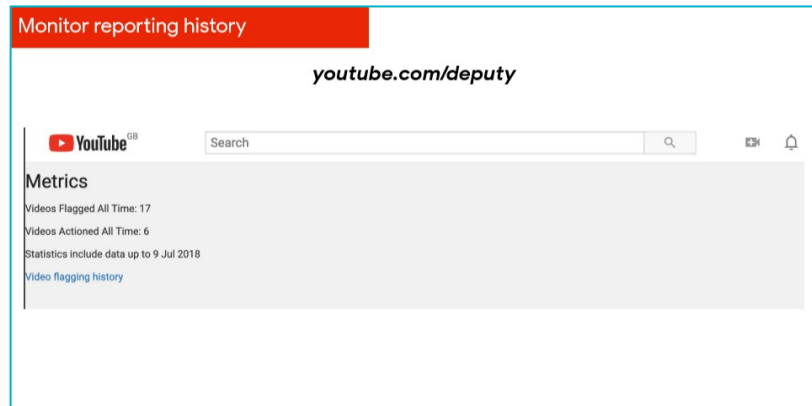
a.2. After reporting, I must categorise what type of illegal content I wish to report, and provide details in English about the content and if it is a video, I must specify the timeframe containing the content which I intend to report (in case it is not the whole video).



a.3 Once the situation has been reported, the Trusted Flagger platform allows you to monitor its status, as well as check the history of reports by accessing the following link:

www.youtube.com/deputy





Referring Cases to the Authorities - Portuguese Criminal Police

Any and all illegal content that violates the community standards of the platforms where it has been published and which constitutes a crime, must be reported to the competent authorities.

Any discriminatory content or content that incites to hatred and violence should be referred to the:

National Counter-Terrorism Unit (UNCT) Police

All cases relating to crimes reported to the judicial authorities or law enforcement agencies which materialised on social media must be accompanied by screenshots of the respective content with links to them (they can be in the screenshots as long as they are visible).

Note: The previous removal of the content through the reporting mechanisms (Facebook® and Google®) does not prevent criminal investigations from being conducted on them as long as the content and respective links are guaranteed to be safeguarded.

Procedures in case of cyberattacks

How to deal with a Denial of Service Attack (DDoS)

Denial of service attacks are designed to degrade online services such as website, email and dns services. To achieve these goals, cybercriminals can use several forms of attack:

- They can use multiple computers to drive large volumes of traffic on APAV's online services (in this case the APAV website) in order to make the site temporarily unavailable.
- They can divert online services (the APAV website) in an attempt to redirect users to a website other than the APAV website.

Officers with powers to act in case of Cyberattacks

Officer in charge of Cyberincident Management: Ricardo Estrela

Webhost: WebHS

Officers in charge of contacting the WebHS:

1. Carlos Ferreira
2. Deolinda Santos
3. Nuno Borges

Procedure for Responding to a Denial of Service Attack

- i. Immediately contact the APAV officer in charge of Cyberincident Management

The APAV officer in charge of Cyberincident Management must immediately:

- ii. Notify the President of APAV, acting Secretary-General and Chief Operations Officer of the cyberincident and if the response procedure has been initiated:
- iii. Collect information and try to reduce damage as much as possible, in liaison with the APAV staff involved;
- iv. Contact the Portuguese National Cybersecurity Centre, either to report the incident or to request technical support.

CERT.PT | Computer Emergency Response Team Portugal

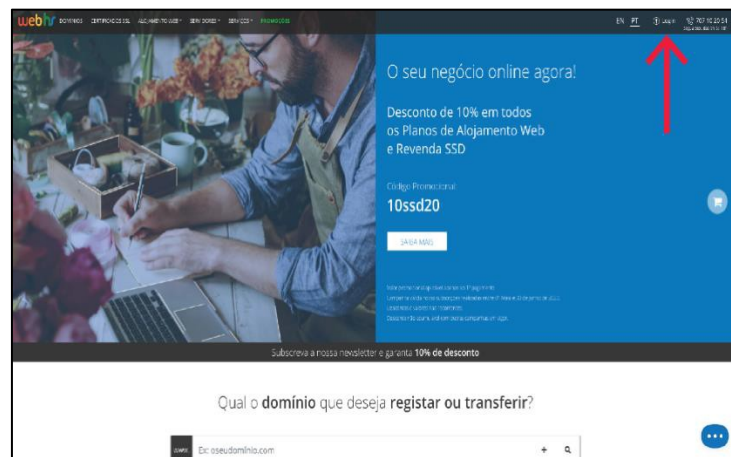
- vi. Monitor compliance with all defined response procedures or any others that may be necessary, in permanent contact with other staff members and provide constant updates on the situation to the President, the acting Secretary-General and the Chief Operations Officer.

Officers in charge of contacting the WebHost | WebHs

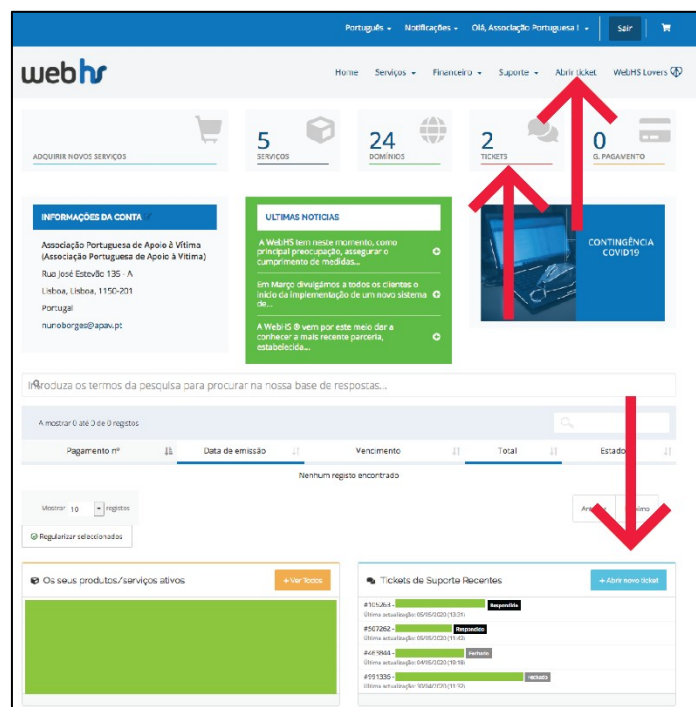
- i. Report the cyberincident to the WebHS via the ticket system (see process below), which must respond within 24 hours.
- ii. Notify the APAV officer in charge of Cyberincident Management or the officer assisting him that the cyberincident has already been reported to the Webhost and that the remaining mitigation procedures have been carried out.
- iii. Monitor the mitigation procedures and report to the APAV officer in charge of Cyberincident Management or the officer assisting him of any changes or any response given by the Webhost.

Process for sending tickets to the Webhost

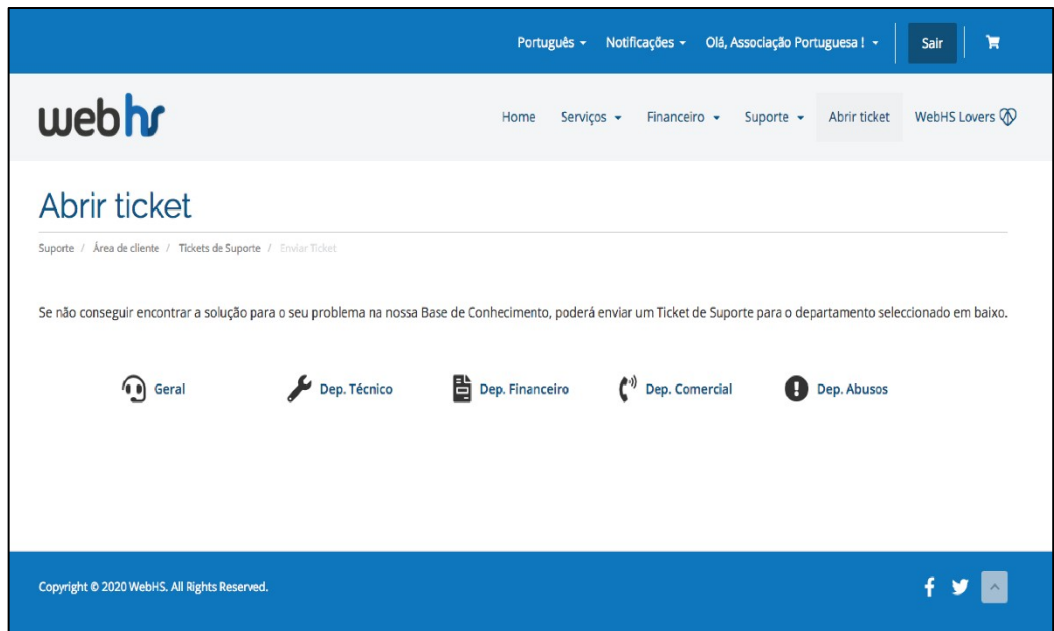
The APAV officer in charge of sending tickets should enter their credentials on the WebHS website: <https://www.webhs.pt>



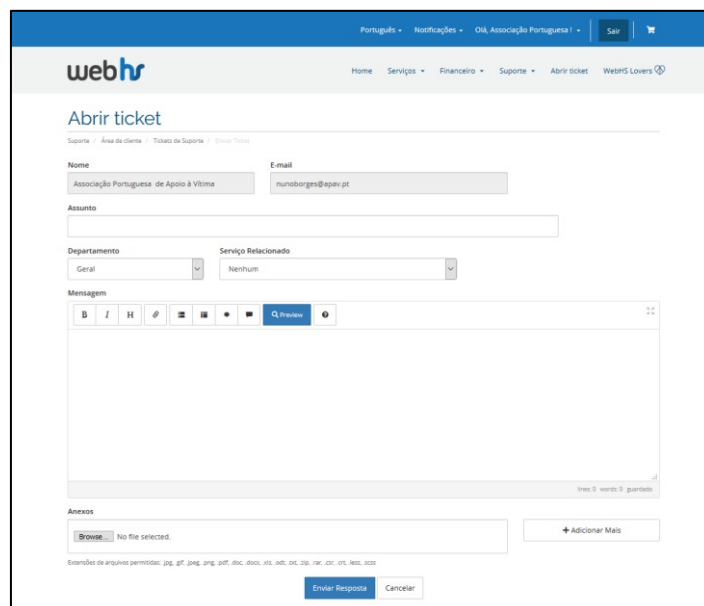
2. Click on the “Open Ticket” button, which can be done through any of the buttons marked with a red arrow.



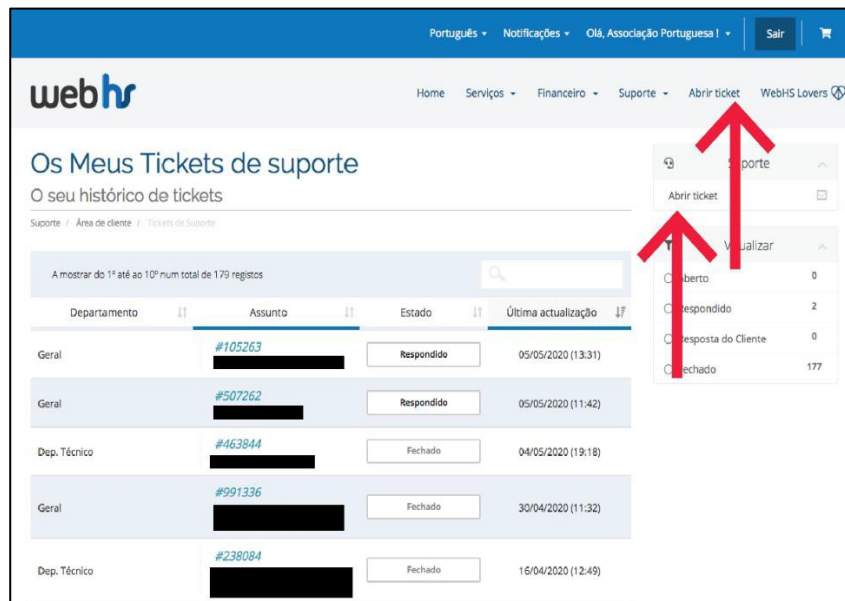
3. To start opening the ticket, please select the General option.



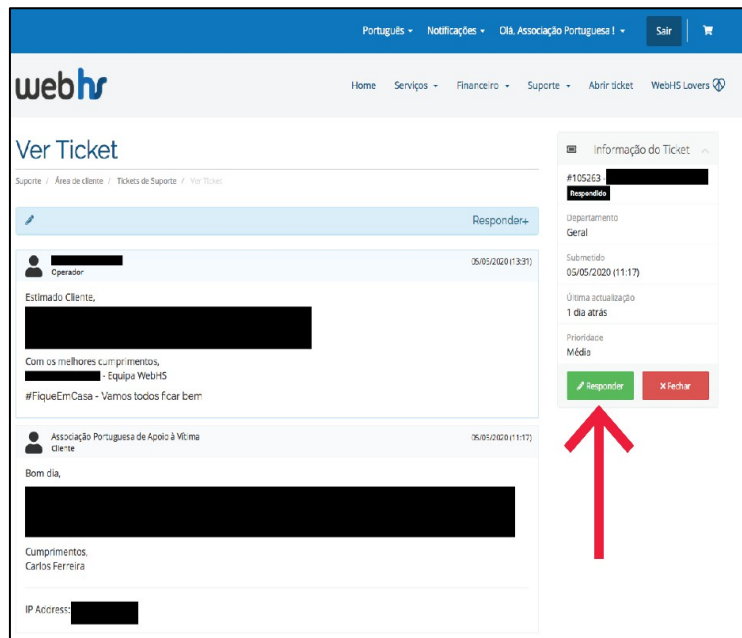
4. Type in the text field the cyberincident you wish to report, in this case a Denial of Service Attack (DDos) and attach any pictures to prove it.



5. The ticket status and date of reply can be viewed by clicking on any of the buttons indicated by the red arrows. If you wish to reply to the WebHS operator, just double click on the ticket sent.



6. When you double-click on the ticket sent, the image below will appear, so to reply just click on the “reply” button.

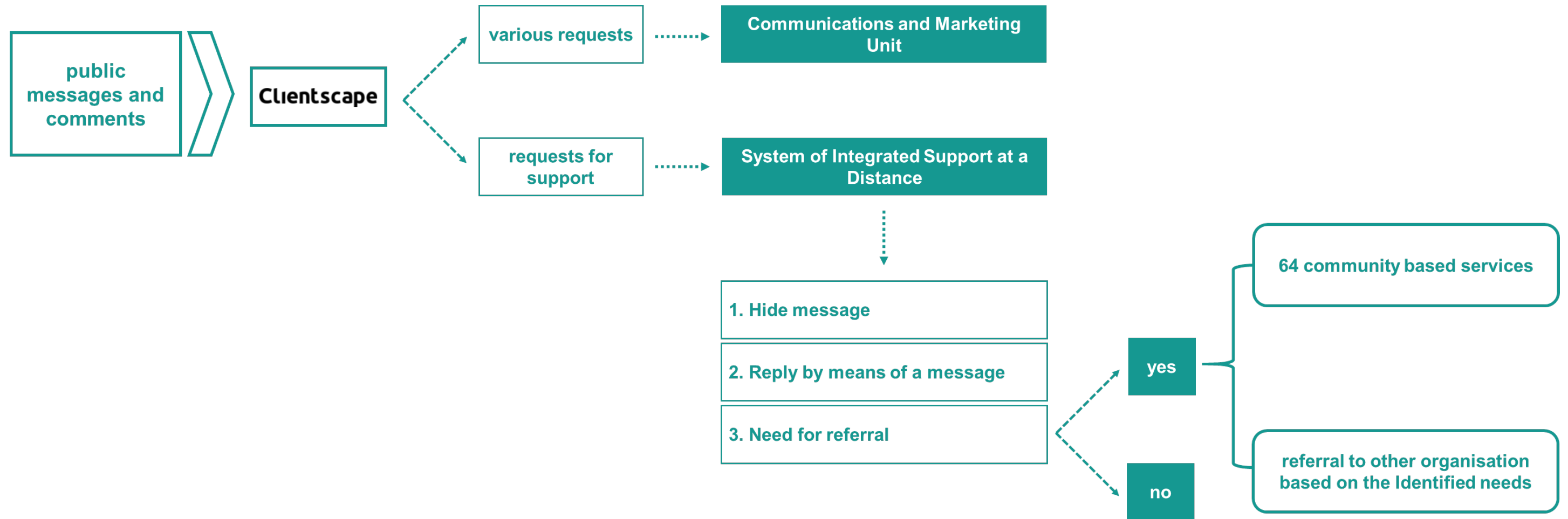


7. To reply to the WebHS operator, just type the desired text in the indicated text field and click send.

The screenshot shows the 'Ver Ticket' (View Ticket) page in the webhr system. The page is titled 'Ver Ticket' and includes a breadcrumb trail: 'Suporte / Área de cliente / Tickets de Suporte / Ver Ticket'. The main content area is a 'Resposta' (Reply) form. At the top, there are fields for 'Nome' (Name) and 'E-mail', both containing 'Associação Portuguesa de Apoio à' and 'runeborges@apav.pt' respectively. Below these is a 'Mensagem' (Message) text area with a rich text editor toolbar (bold, italic, underline, link, unlink, list, list, undo, redo) and a 'Enviar' (Send) button. Underneath the message field is an 'Anexos' (Attachments) section with a file explorer and a '+ Adicionar Mais' (Add More) button. At the bottom of the form are 'Enviar Resposta' (Send Reply) and 'Cancelar' (Cancel) buttons. On the right side, there is a 'Informação do Ticket' (Ticket Information) sidebar with fields for 'Resposta' (Response), 'Departamento' (Department), 'Submissão' (Submission), 'Última atualização' (Last update), 'Tipo de caso' (Case type), and 'Prioridade' (Priority). At the bottom of the page, there is a chat window showing a message from 'Operador' (Operator) at 05/05/2020 (13:31) addressed to 'ESTIMADO Cliente,'.

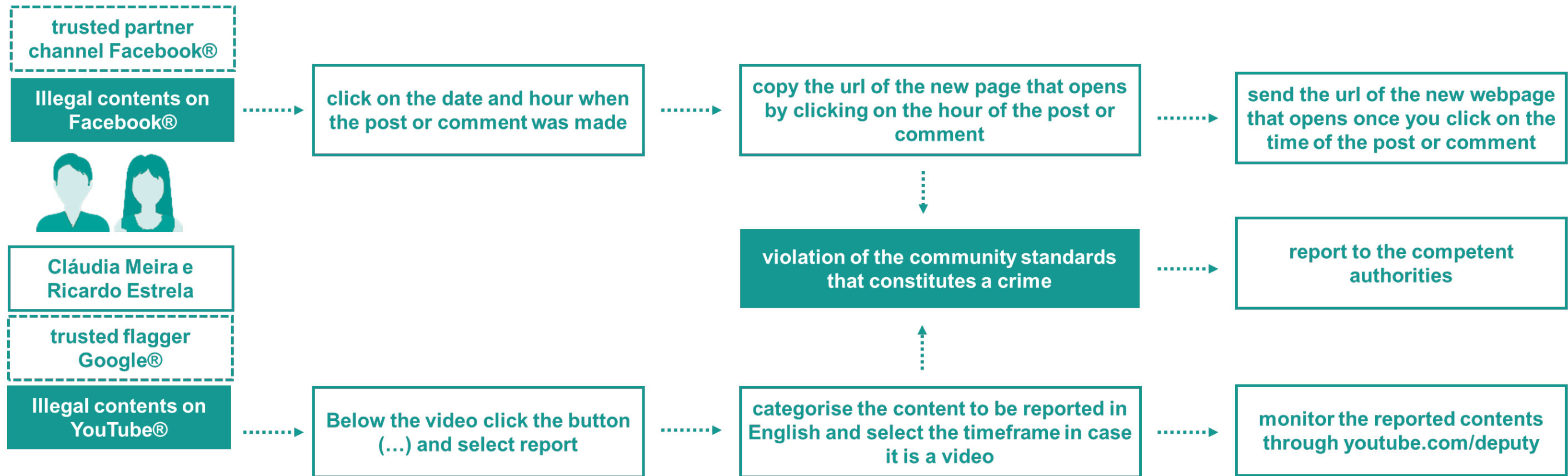
schedule i | management plan procedure
flowchart of counter@ct campaign

General Procedures for Managing APAV's Social Media



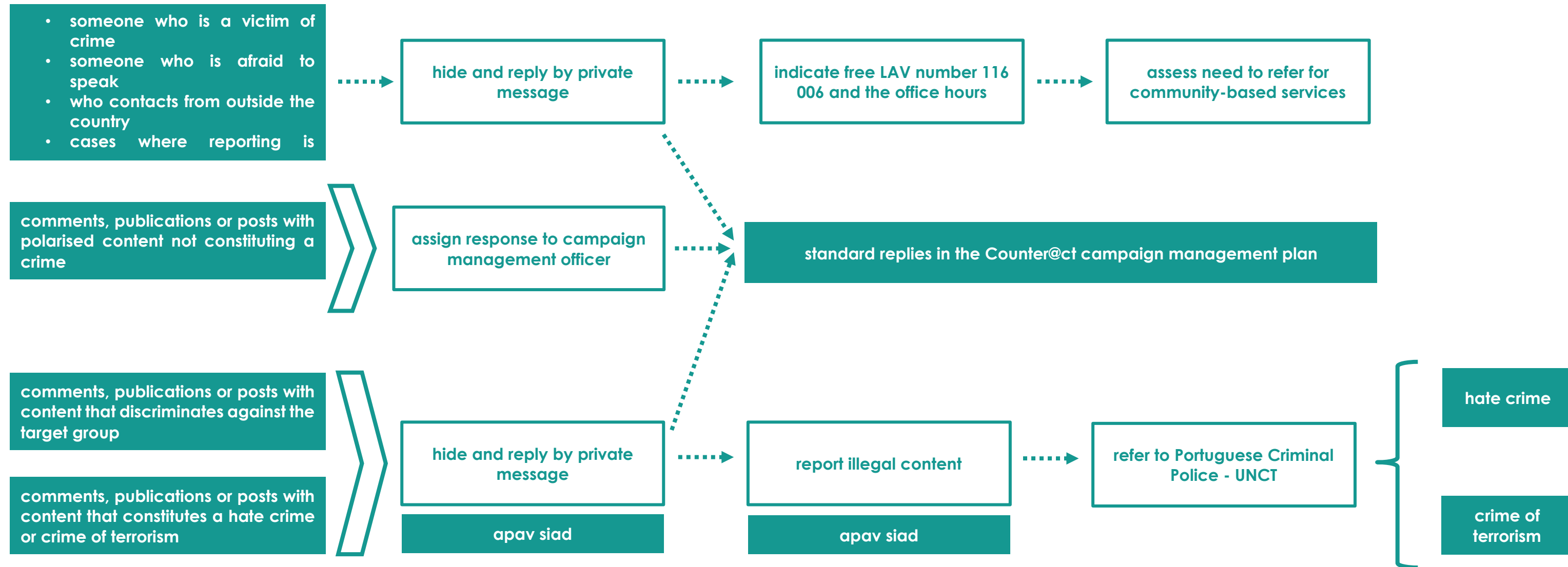
This is my story

Procedures for Reporting Illegal Content



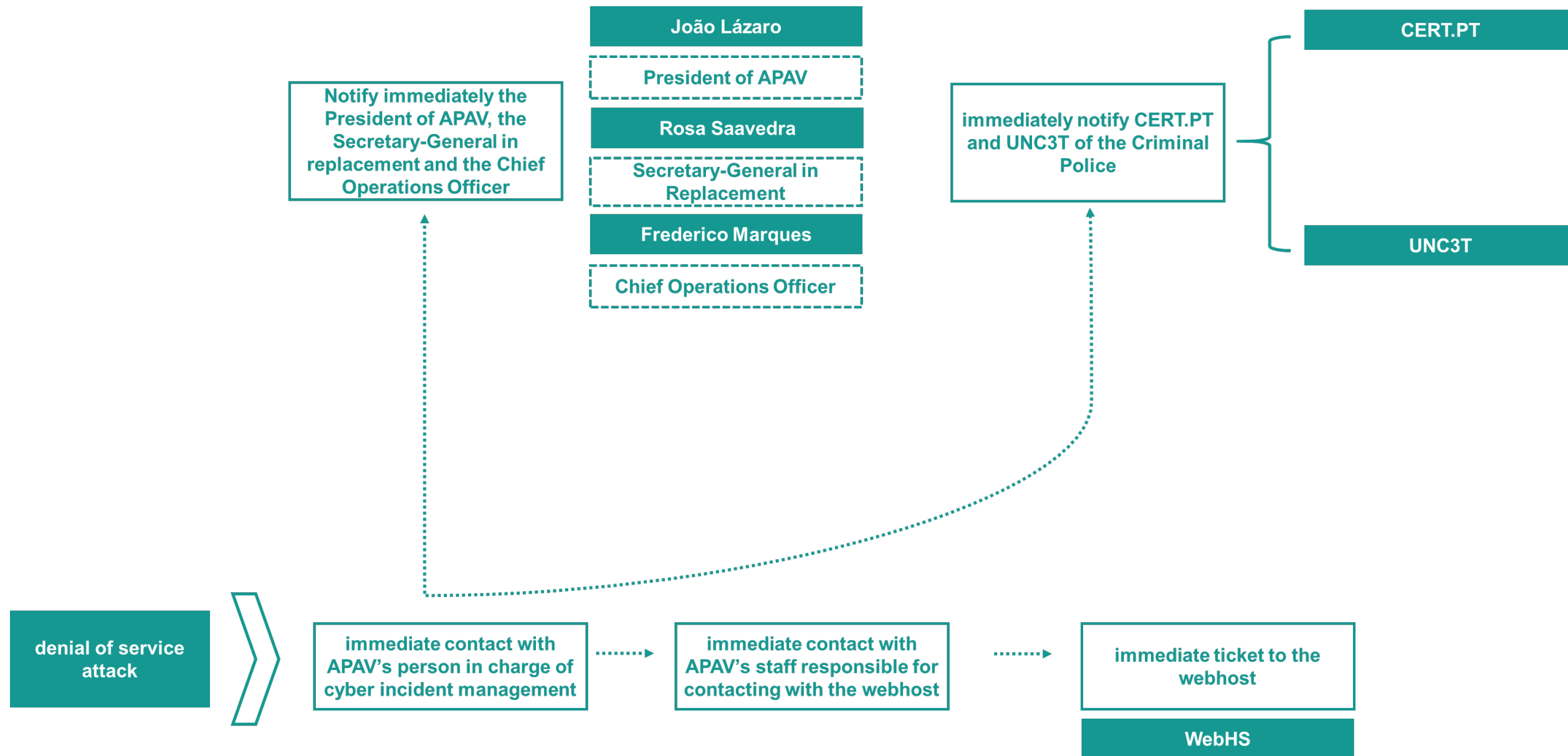
This is my story

Counter@ct Campaign Response Procedures



This is my story

Response Procedures in the event of a Denial of Service Attack



This is my story