CONSULTATION APPROACH

OUTREACH COUNSELLING

1
Community and language proficiencies
Access to established Digial Communication hubs
Identification of relevant questions on Social Media Spaces

2
Providing legally verified initial information and referral advice
Establishing credibility
Correcting false information

3
Quality assurance and documentation
Empirical collecting and categorising of questions
Evaluating the responses /reactions
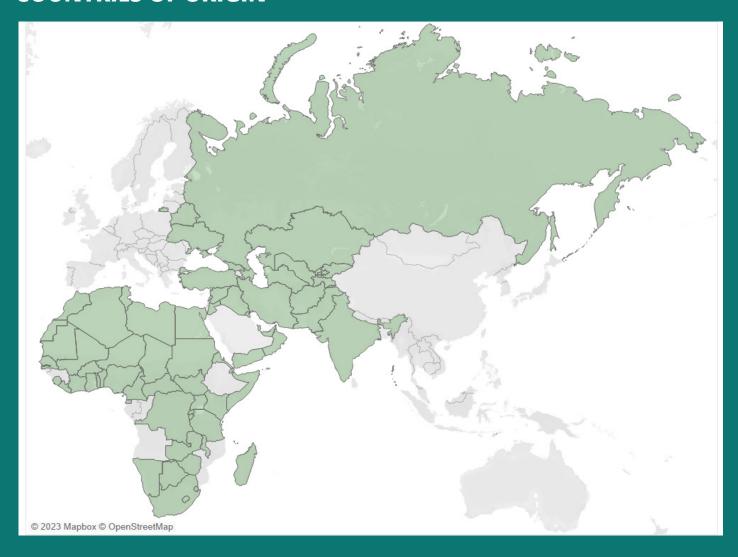
SOCIAL MEDIA BRIDGE PROJECT

The model project "Social Media Bridge" provides initial and legally verified information and referral advice for refugees on social media spaces on the topic of working in Germany. The focus is on supporting refugees in their job search and promoting their integration into the labour market in line with their qualifications.
The project goal is to reach refugees who have not yet been reached by the local WIR networks, additionally, to correct misinformation and report hate speech.

January 2023 - September 2024

7 Languages

3021 Referal advice

99,4% very positive and positive Feedback

54,7% Women

- **5** Facebook-Profile
- **2** Facebook-Page
- **1** YouTube-Profile
- **2** Instagram-Profile
- **2** Telegram-Accounts
- **1** Tiktok-Channel

11.564.618 Potential reach*

1.414 Social Media Spaces

4.818 Answered questions

Top 5 Consulting Topics

Topic	Sum of answered questions
Informations on Social Security and Unemployment Benefits	380
Office and public authorities	415
Minijob/Part-Time/Full-Time	549
Residence Permit (Third-Country Nationals)	800
Job and training search	2824

Sum of answered questions
(a single case may contain several topics)

*Based on Facebook target group manager and membership figures from managed social media spaces. Represents the target group in Germany without users from abroad.

COUNTRIES OF ORIGIN

© 2023 Mapbox © OpenStreetMap

CONSULTATION LANAGUAGES

Arabic, English, French, Kurdish, Persian, Russian, Turkish, Ukrainian

This project is part of Berlin WIR-Network Bridge.

As part of the federal programme "WIR - Networks integrate refugees into the local labour market", the project supports the participating networks with networking, training and handouts to develop their online skills.

CONTACT

minor

Minor – Projektkontor für Bildung und Forschung gemeinnützige GmbH
Dr. Christian Pfeffer-Hoffmann
Alt-Reinickendorf 25
13407 Berlin

Social Media Bridge Project
Agnieszka Skwarek
a.skwarek@minor-kontor.de
www.minor-kontor.de/social-media-bridge

Gefördert durch:

Bundesministerium
für Arbeit und Soziales

Kofinanziert von der
Europäischen Union

Weiterer Förderer:

BERLIN
Der Regierende Bürgermeister
von Berlin
Senatskanzlei