

DIGITAL RIGHTS & RESILIENCE CAMPAIGN

Campaign Impact Report

What happened when we explained the European Declaration on Digital Rights and Principles to the public, in two languages, on three platforms



hdri
Human Development
Research Initiative



Co-funded by
the European Union

The campaign in numbers

21,870

impressions

15,903

people reached*

759

clicks to the project page

772

engagements**

22

regions reached

3

themes explained

2

languages

5

days (12–16 October)

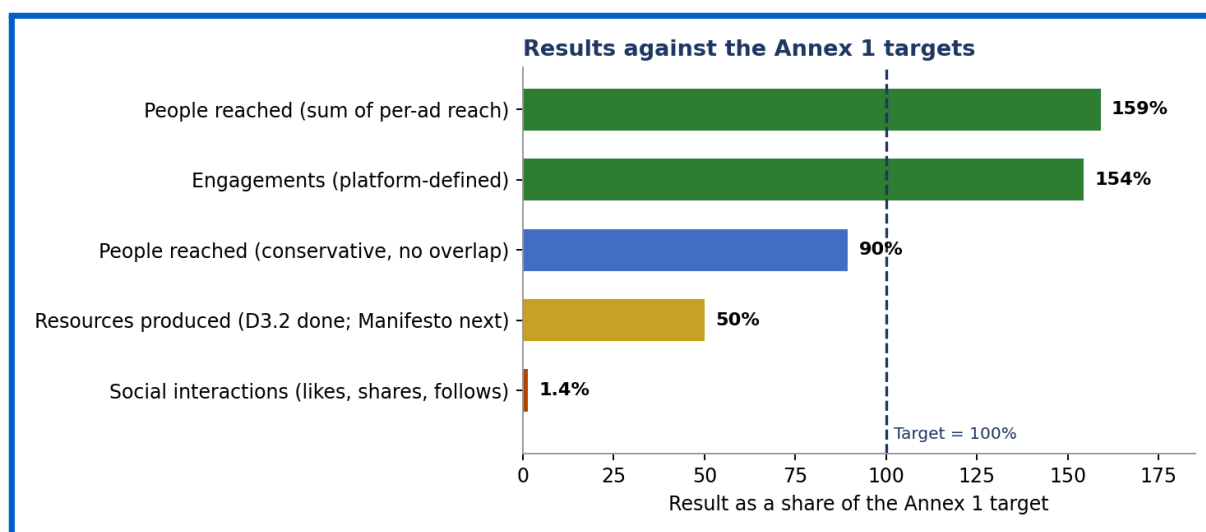
* Sum of per-ad reach on Facebook, Instagram and LinkedIn; unique reach is lower because the same person may have seen more than one ad. ** Engagements as defined by each platform; they include link clicks.

The story in one minute

We asked a simple question: if we explain, in plain language and in two languages, what the European Union has promised about online safety, personal data and young people, will people stop, read, and come to find out more?

Over five days, the answer was yes, in numbers. We beat both targets: 15,903 people reached against 10,000, and 772 engagements against 500. People in every one of the 22 regions that Meta reports saw the ads, and 90.9% of them lived outside the Paris region.

The numbers also tell us where we fell short. Paid delivery went mostly to adults aged 55 and over (67.7% of reach), and only 1.5% of reach was aged 18 to 24. LinkedIn delivered almost entirely on partner sites. And people clicked, but almost nobody commented or shared. This report gives the full picture, including what we would change.



Results against the Annex 1 targets

Indicator (Annex 1)	Target	Result	Status
People reached by the campaign	10,000	15,903 (sum of per-ad reach, 159% of target). Without any overlap, at least 8,950 (90%).	Achieved
Campaign-related engagements	500	772 platform-defined engagements (154%), including 759 link clicks. Reactions, comments, shares, saves and new followers: 7.	Achieved on platform-defined engagement; social interactions low
Reach in marginalised urban areas and rural ZRR	At least 40%	90.9% of Meta reach outside the Paris region, in 21 of 22 regions. Reach by ZRR commune or priority neighbourhood is not available from the platforms.	Indicative; not exactly measurable

Indicator (Annex 1)	Target	Result	Status
Resources produced	2	2 delivered). The interactive Digital Rights Manifesto.	Achieved
Accessible materials (WCAG 2.1)	100%	Accessibility measures applied to all six materials: bilingual versions, high contrast, readable type, text alternatives and captions.	Measures applied
At least 3 distinct youth profiles in materials	3	Three different people are pictured, one per theme.	Achieved, with limits (section 7)

1. Why we ran this campaign and what we did

1.1 The idea

The European Declaration on Digital Rights and Principles (EDRP) is one of the most important promises Europe has made about life online. Most people have never read it. In our project, young people told us they feel unprepared for online administration, they use artificial intelligence daily with little guidance, and many do not know which public services can help them. Annex 1 also records a wider unease: concern about children's online safety (52%) and about control over personal data (45%).

So we turned the Declaration into three short explainers, put them in front of people where they already scroll, and pointed them to our research on the project page. Our purpose was not to campaign for a policy position. It was to inform, in a form anyone can read in thirty seconds, and to see how many people would want to read more.

1.2 Three explainers, two languages

Theme	What the explainer says	Title on the visual
Online safety	Digital products and services designed to reduce cybersecurity risks; shared responsibility between institutions and service providers; protection against data breaches and identity theft.	Online safety: a shared responsibility
Personal data and privacy	Protection of privacy and personal data; confidentiality of communications against unauthorised access; control over how data is used and shared.	Personal data: privacy in the EU
Young people	Age-appropriate digital services that support the well-being of children and young people; protection from harmful content, exploitation and manipulation; support for informed choices and participation.	Protect young people, empower them to act

Each theme exists in English and in French (six materials in all, reproduced in Annex A). Every item carries the European Union emblem with the statement “Co-funded by the European Union”, the ECAS and HDRI logos, a reference to the source document, and the same call to action: learn more about HDRI's work on the EDRP at www.hdevri.org/ylm-rdf.

1.3 Channels and timing

Channel	How we used it
Facebook and Instagram	Three website-promotion ads in Meta Ads Manager, in two ad sets. Meta reports the two platforms together.
LinkedIn	Three ads, one per theme, each a two-card carousel, run from 12 to 15 October 2026 in LinkedIn Campaign Manager. Almost all delivery was on the LinkedIn Audience Network.
Organic posts	The same material, in both languages, on HDRI's own channels. Organic reach is not counted in this report.

2. How we measured

Every figure in this report comes from the platforms' own exports, taken at the end of the campaign and kept as evidence (Annex C). We did not estimate anything. Where a figure is a sum or a derived rate, the calculation is shown in the tables below. Financial data are outside the scope of this report.

2.1 Sources

Source	What we used it for
Meta Ads Manager: ads overview (17 Sept – 16 Oct 2026)	Impressions, reach, landing page views and delivery status for each ad
Meta Ads Manager: engagement report	Page engagement, reactions, link clicks and follows
Meta Ads Manager: breakdowns by region, age, and age and gender	Who was reached, where, and who clicked
LinkedIn Campaign Manager: ad performance (18 Sept – 17 Oct 2026)	Impressions, reach, clicks, engagement, dwell time and carousel-card results
LinkedIn Campaign Manager: Audience Network reports	Split of delivery between the LinkedIn feed and the Audience Network
Final materials (six images)	Content, representation and accessibility (Annex A)

2.2 The metrics and how they were calculated

Metric	Definition	Calculation	Result
Impressions	Times an ad was displayed	Meta + LinkedIn	16,650 + 5,220 = 21,870
Reach	Distinct accounts that saw an ad at least once, per ad	Sum of per-ad reach	12,732 + 3,171 = 15,903
Conservative reach	Reach if every ad on a platform reached the same accounts as the largest ad	Largest ad per platform, added	7,869 + 1,081 = 8,950
Frequency	Average views per person reached	Impressions / reach	Meta 1.31; LinkedIn 1.65
Link click rate	Share of impressions that led to a click	Link clicks / impressions	Meta 2.56%; LinkedIn 6.38%; both 3.47%
Landing page views (Meta)	Times the project page loaded after a click	Reported by Meta	336 (78.9% of clicks)
Platform engagement	Actions counted by the platform, including clicks	Meta + LinkedIn	436 + 336 = 772
Engagement rate	Engagements per impression	Engagements / impressions	Meta 2.62%; LinkedIn 6.44%
Social interactions	Reactions, comments, shares, saves, new followers	Sum	5 + 2 = 7

2.3 Limits

- Meta's three ads carry the same system-generated name, so we label them Ad A, B and C by ad set and order. We cannot match them to themes.
- Meta reports geography by the regions that existed before 2016. It does not report by commune, ZRR or priority neighbourhood.
- LinkedIn's exports contain no age, gender or location breakdown.
- We did not have website analytics for this report, so clicks and landing page views are platform counts.

- Organic reach and partner reposts are not included.

3. Results by platform

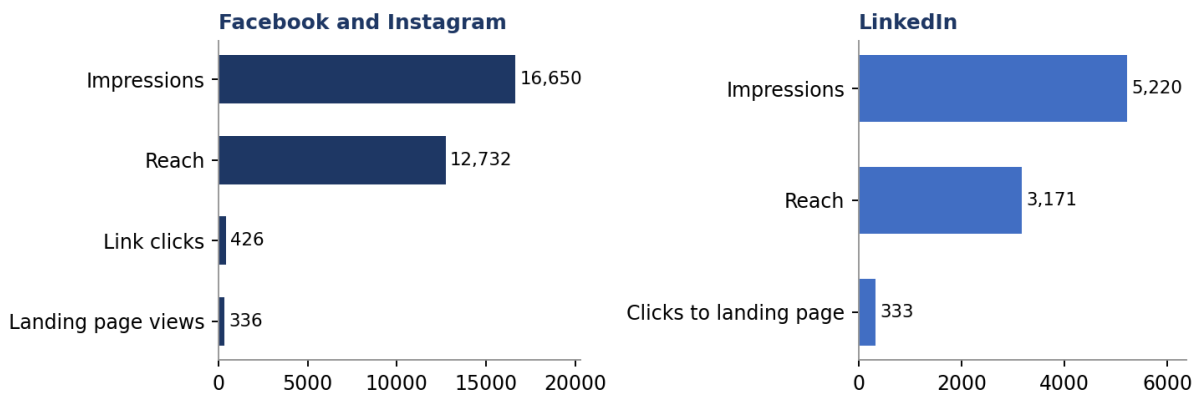
3.1 Combined results

Platform	Impressions	Reach (sum)	Link clicks	Click rate	Engagements*	Frequency
Facebook and Instagram	16,650	12,732	426	2.56%	436	1.31
LinkedIn	5,220	3,171	333	6.38%	336	1.65
Total	21,870	15,903	759	3.47%	772	1.38

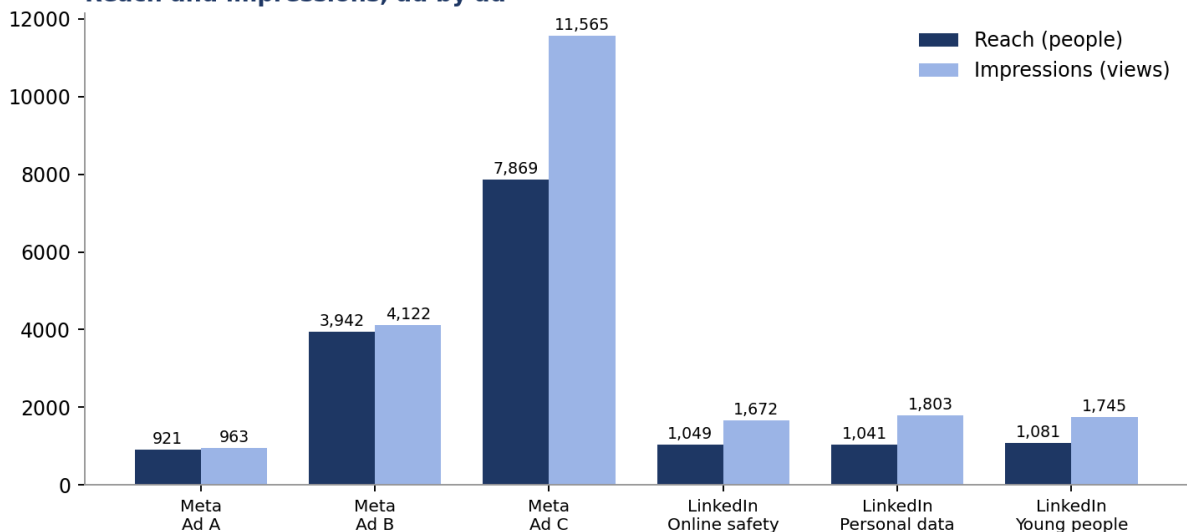
* Platform-defined engagements include link clicks. Total reach is the sum of per-ad reach and is not de-duplicated.

Meta did most of the work: 80.1% of the reach and 76.1% of the impressions. LinkedIn contributed a smaller audience, but its click rate was more than twice as high (6.38% against 2.56%). The chart below follows an average visitor from view to click.

From view to click: the campaign funnel



Reach and impressions, ad by ad



3.2 Facebook and Instagram (Meta)

Ad	Ad set	Status at export	Impressions	Reach	Link clicks	Landing page views	Click rate
A	[10/10/2026]	Recently rejected	963	921	26	20	2.70%
B	[10/10/2026]	Recently rejected	4,122	3,942	111	84	2.69%
C	[10/11/2026]	Not delivering	11,565	7,869	289	232	2.50%
Total			16,650	12,732	426	336	2.56%

Reach in the total row is the sum of per-ad reach. The largest single ad reached 7,869 accounts.

On Meta we delivered 16,650 impressions to 12,732 accounts, about 1.31 views each. People clicked 426 times, and 336 landing page views were recorded, which means that 78.9% of clicks were confirmed as a page load. Ad C carried 69.5% of the impressions, and the three ads performed alike: their click rates sit between 2.5% and 2.7%. That consistency suggests the message, not the individual ad, drove the response.

At the time of export, two of the three ads showed the status “recently rejected” and one “not delivering”. All three had delivered during the campaign week. The rejections follow Meta’s rule on social-issue advertising in the EU (section 7). Social interaction on Meta was almost nil: 5 reactions, no comments, shares or saves, and 2 new Instagram followers.

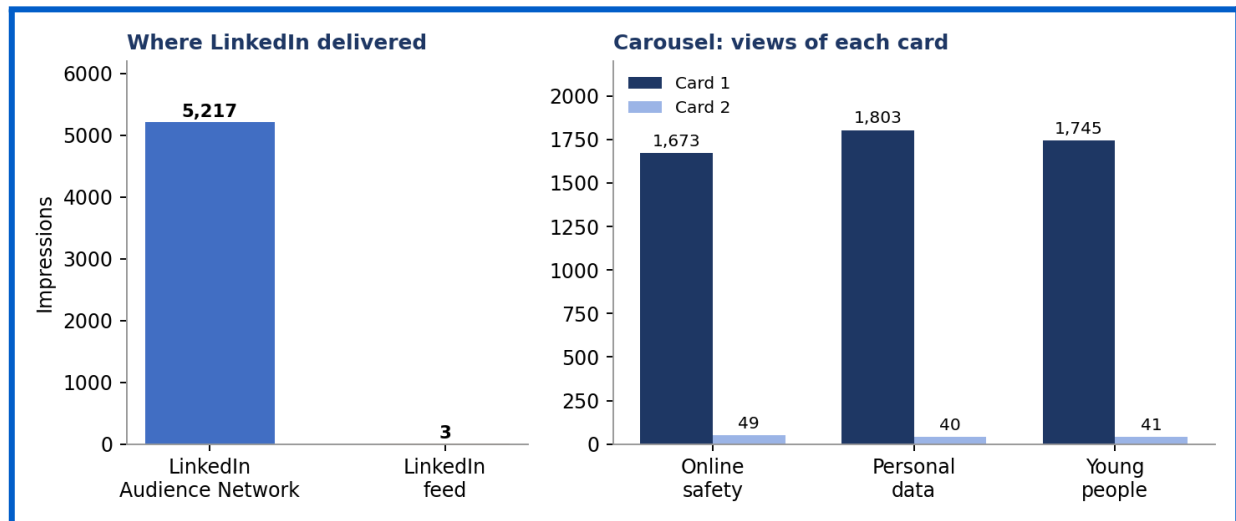
3.3 LinkedIn

Ad (theme)	Impressions	Reach	Freq.	Clicks	Click rate	Engagements	Avg. dwell time
Sécurité en ligne	1,672	1,049	1.59	108	6.46%	109	8 s
Vos données, votre vie privée	1,803	1,041	1.73	111	6.16%	113	10.9 s
Les jeunes	1,745	1,081	1.61	114	6.53%	114	18.2 s
Total	5,220	3,171	1.65	333	6.38%	336	

Ad names are the French titles in the LinkedIn account: Sécurité en ligne (online safety), Vos données, votre vie privée (personal data) and Les jeunes (young people).

Our three LinkedIn ads ran from 12 to 15 October 2026. They recorded 5,220 impressions, reached 3,171 accounts and brought 333 clicks to the landing page. The ad on young people held visitors longest: 18.2 seconds on average, against 8 seconds for online safety and 10.9 for personal data. No reaction, comment, share or follow was recorded.

The most important finding is where the ads appeared. 5,217 of 5,220 impressions (99.94%) were served on the LinkedIn Audience Network, which places ads on partner sites and apps, and only 3 in the LinkedIn feed. This explains the high click rate, which is typical of display placements and should be read with caution, and the absence of social interaction.



Each ad was a two-card carousel. Card 1 received almost every view, and card 2 only 2.2% to 2.8% of them. Yet card 2 converted well when it was seen (7 clicks from 49 views; 15 clicks from 40 views; 12 clicks from 41 views). If a second card carries important content, it needs to be placed where people will see it.

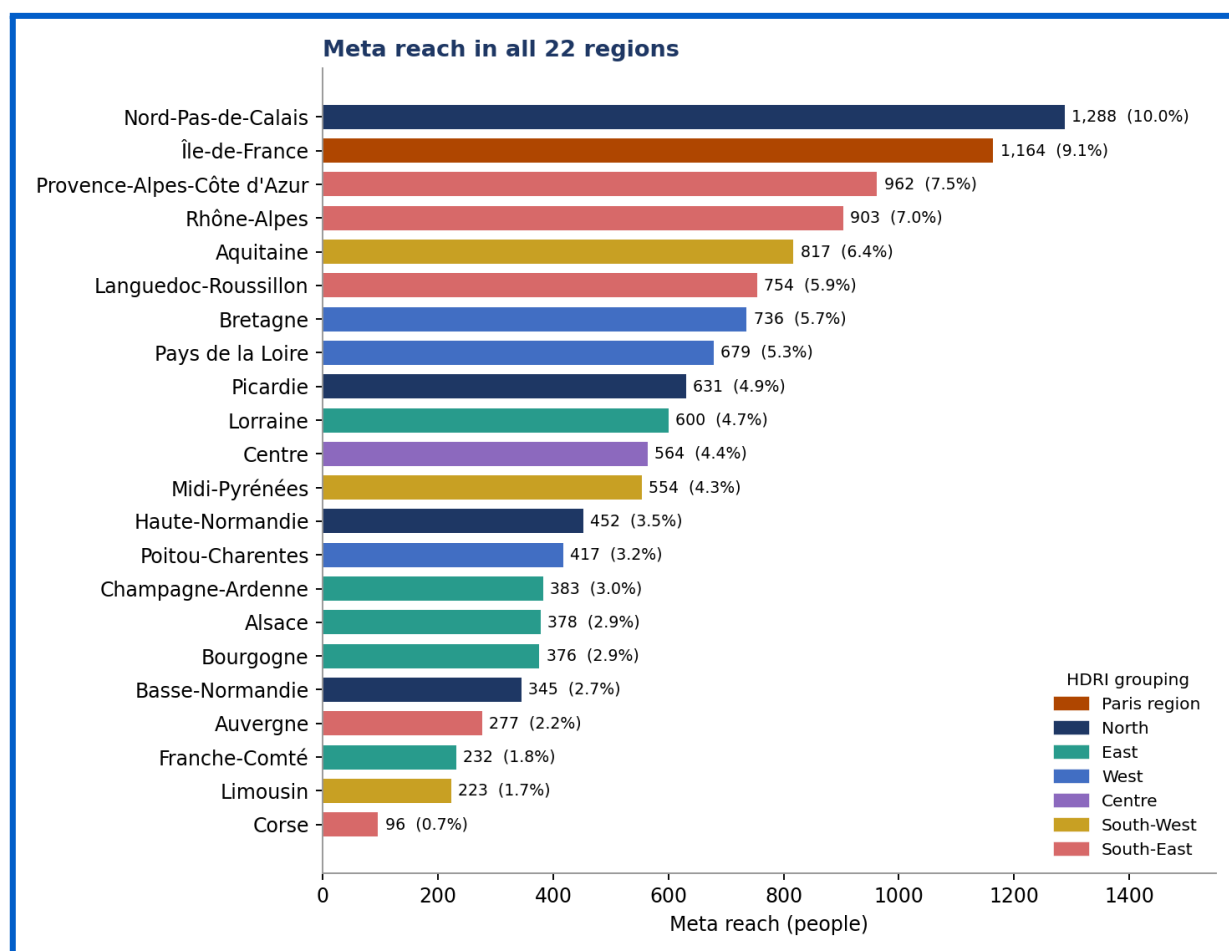
3.4 Facebook and Instagram compared with LinkedIn

Measure	Facebook and Instagram	LinkedIn	Reading
Impressions	16,650	5,220	Meta delivered about 3 times more views
Reach (sum)	12,732	3,171	Meta reached about 4 times more accounts
Click rate	2.56%	6.38%	LinkedIn's display placements clicked more
Engagement rate	2.62%	6.44%	Both driven by clicks
Frequency	1.31	1.65	Low on both: little ad fatigue
Confirmed page loads	336 (78.9% of clicks)	Not exported	Meta only
Share of reach	80.1%	19.9%	

4. Where we reached people

4.1 All 22 regions

Meta recorded reach in every one of the 22 regions it reports. In order of reach they are: Nord-Pas-de-Calais (1,288), Île-de-France (1,164), Provence-Alpes-Côte d'Azur (962), Rhône-Alpes (903), Aquitaine (817), Languedoc-Roussillon (754), Bretagne (736), Pays de la Loire (679), Picardie (631), Lorraine (600), Centre (564), Midi-Pyrénées (554), Haute-Normandie (452), Poitou-Charentes (417), Champagne-Ardenne (383), Alsace (378), Bourgogne (376), Basse-Normandie (345), Auvergne (277), Franche-Comté (232), Limousin (223), Corse (96). Meta uses the regional boundaries that existed before 2016; the table below also gives today's region for each.



The grouping of regions into areas of the country (colours) is HDRI's own, for readability.

Region (as reported by Meta)	Region today	Reach	Share	Impressions	Link clicks	Click rate
Nord-Pas-de-Calais	Hauts-de-France	1,288	10.0%	1,618	42	2.60%
Île-de-France	Île-de-France	1,164	9.1%	1,608	34	2.11%
Provence-Alpes-Côte d'Azur	Provence-Alpes-Côte d'Azur	962	7.5%	1,279	50	3.91%
Rhône-Alpes	Auvergne-Rhône-Alpes	903	7.0%	1,145	28	2.45%
Aquitaine	Nouvelle-Aquitaine	817	6.4%	1,030	22	2.14%
Languedoc-Roussillon	Occitanie	754	5.9%	1,015	34	3.35%
Bretagne	Bretagne	736	5.7%	973	20	2.06%
Pays de la Loire	Pays de la Loire	679	5.3%	919	17	1.85%
Picardie	Hauts-de-France	631	4.9%	814	14	1.72%
Lorraine	Grand Est	600	4.7%	756	19	2.51%

Region (as reported by Meta)	Region today	Reach	Share	Impressions	Link clicks	Click rate
Centre	Centre-Val de Loire	564	4.4%	709	22	3.10%
Midi-Pyrénées	Occitanie	554	4.3%	721	19	2.64%
Haute-Normandie	Normandie	452	3.5%	578	15	2.60%
Poitou-Charentes	Nouvelle-Aquitaine	417	3.2%	521	14	2.69%
Champagne-Ardenne	Grand Est	383	3.0%	488	17	3.48%
Alsace	Grand Est	378	2.9%	492	12	2.44%
Bourgogne	Bourgogne-Franche-Comté	376	2.9%	495	13	2.63%
Basse-Normandie	Normandie	345	2.7%	438	13	2.97%
Auvergne	Auvergne-Rhône-Alpes	277	2.2%	362	8	2.21%
Franche-Comté	Bourgogne-Franche-Comté	232	1.8%	281	4	1.42%
Limousin	Nouvelle-Aquitaine	223	1.7%	284	6	2.11%
Corse	Corse	96	0.7%	124	3	2.42%
Total		12,831	100%	16,650	426	

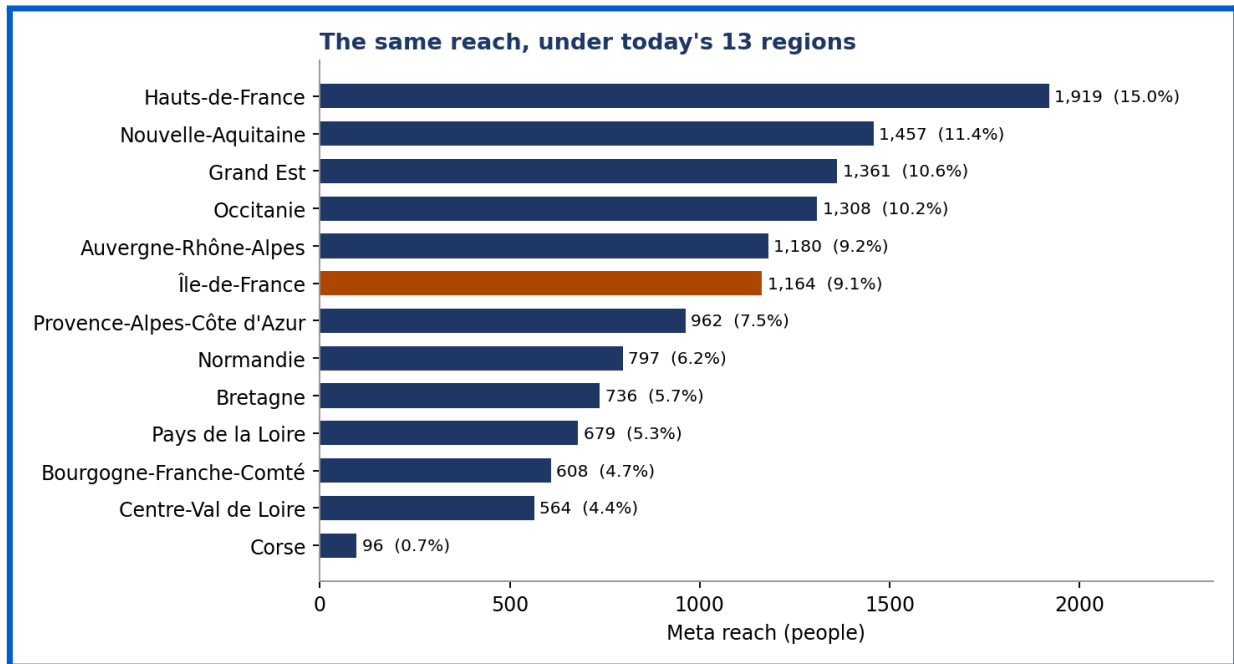
Reach by region is not de-duplicated across ads, so the total is slightly above the sum of per-ad reach.

4.2 Areas of the country

Area (HDRI grouping)	Regions included	Reach	Share	Click rate
South-East	Provence-Alpes-Côte d'Azur, Rhône-Alpes, Languedoc-Roussillon, Auvergne, Corse	2,992	23.3%	3.13%
North	Nord-Pas-de-Calais, Picardie, Haute-Normandie, Basse-Normandie	2,716	21.2%	2.44%
East	Lorraine, Champagne-Ardenne, Alsace, Bourgogne, Franche-Comté	1,969	15.3%	2.59%
West	Bretagne, Pays de la Loire, Poitou-Charentes	1,832	14.3%	2.11%
South-West	Aquitaine, Midi-Pyrénées, Limousin	1,594	12.4%	2.31%
Paris region	Île-de-France	1,164	9.1%	2.11%
Centre	Centre	564	4.4%	3.10%

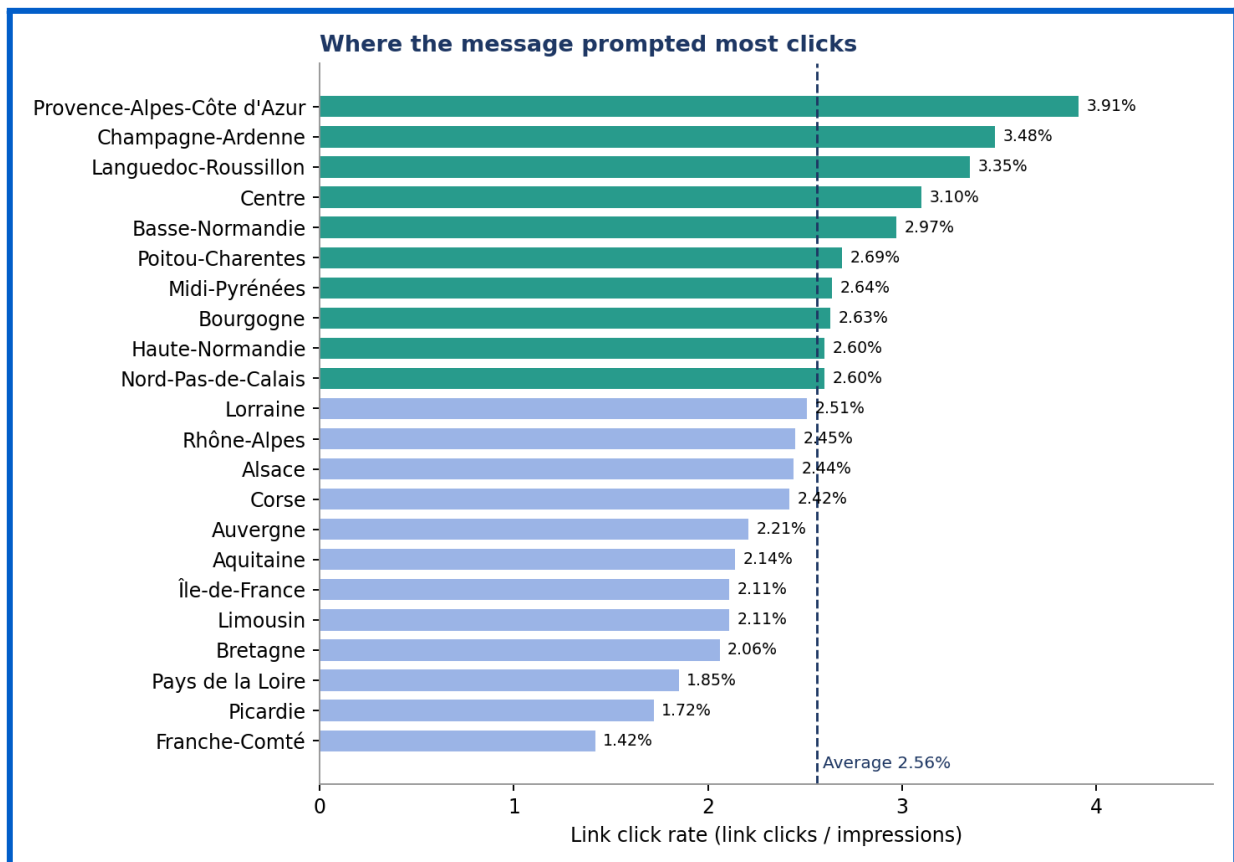
The South-East (23.3%) and the North (21.2%) received the largest shares, followed by the East (15.3%), the West (14.3%), the South-West (12.4%) and the Paris region (9.1%). The Centre received 4.4%. No part of the country was left out.

4.3 Under today's thirteen regions



Read this way, Hauts-de-France (15%) comes first, followed by Nouvelle-Aquitaine (11.4%), Grand Est (10.6%), Occitanie (10.2%) and Auvergne-Rhône-Alpes (9.2%). Grand Est, home to Strasbourg, where one of our two workshops took place, received 10.6% of reach.

4.4 Where the message prompted most clicks



Click rates varied from 1.42% in Franche-Comté to 3.91% in Provence-Alpes-Côte d'Azur. After Provence-Alpes-Côte d'Azur, the highest rates were in Champagne-Ardenne (3.48%), Languedoc-Roussillon (3.35%), Centre (3.10%), Basse-Normandie (2.97%). The lowest were in Franche-Comté (1.42%), Picardie (1.72%), Pays de la Loire (1.85%).

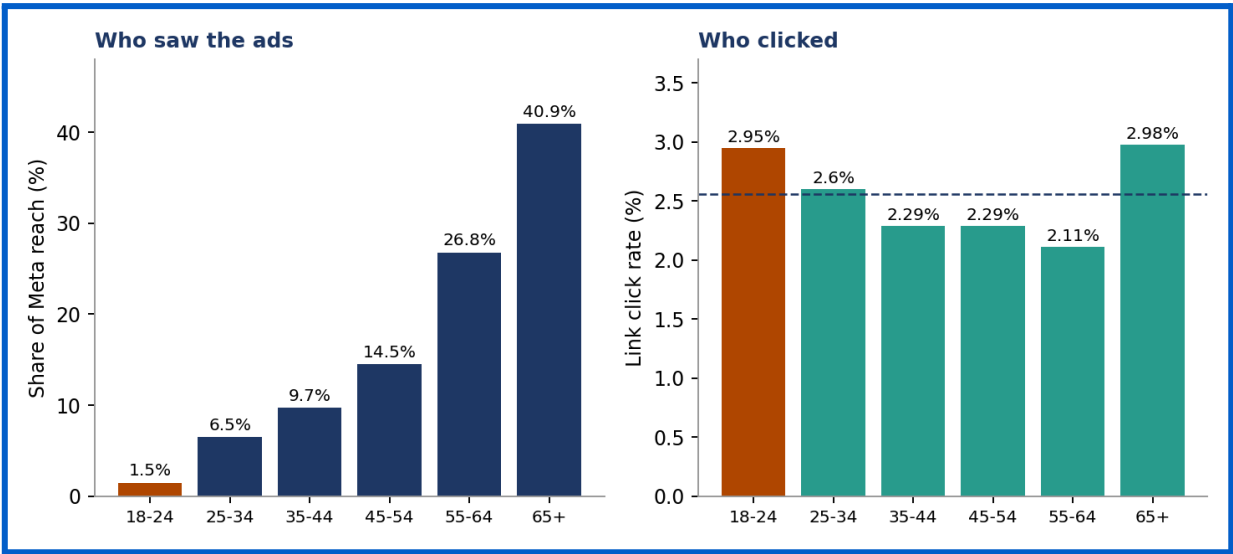
The Paris region, where the audience is the most exposed to advertising, clicked at 2.11%, below the 2.56% average. Several regions have small bases, so differences of a few tenths of a point should be read as a signal, not a rule.

4.5 The 40% target for marginalised urban areas and rural ZRR

Annex 1 asks that at least 40% of the campaign's reach be in marginalised urban areas and rural Zones de Revitalisation Rurale. Neither Meta nor LinkedIn reports reach by ZRR commune or priority neighbourhood, so we cannot measure this indicator exactly. What the data do show is that reach was spread across the whole territory: 90.9% was outside the Paris region, and less densely populated regions were reached, among them Auvergne (2.2%), Franche-Comté (1.8%), Limousin (1.7%) and Corse (0.7%). That is consistent with the target, but it does not prove it. To measure it in future we need postcode-level targeting lists, or a tracked landing page that records visitor locations.

5. Who we reached

5.1 Age

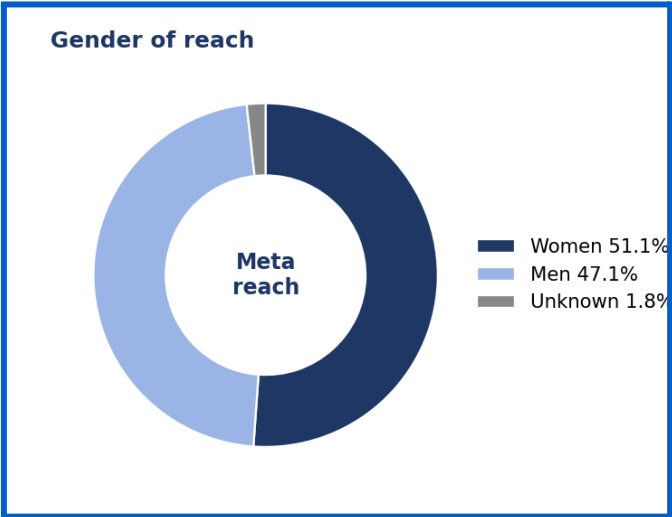
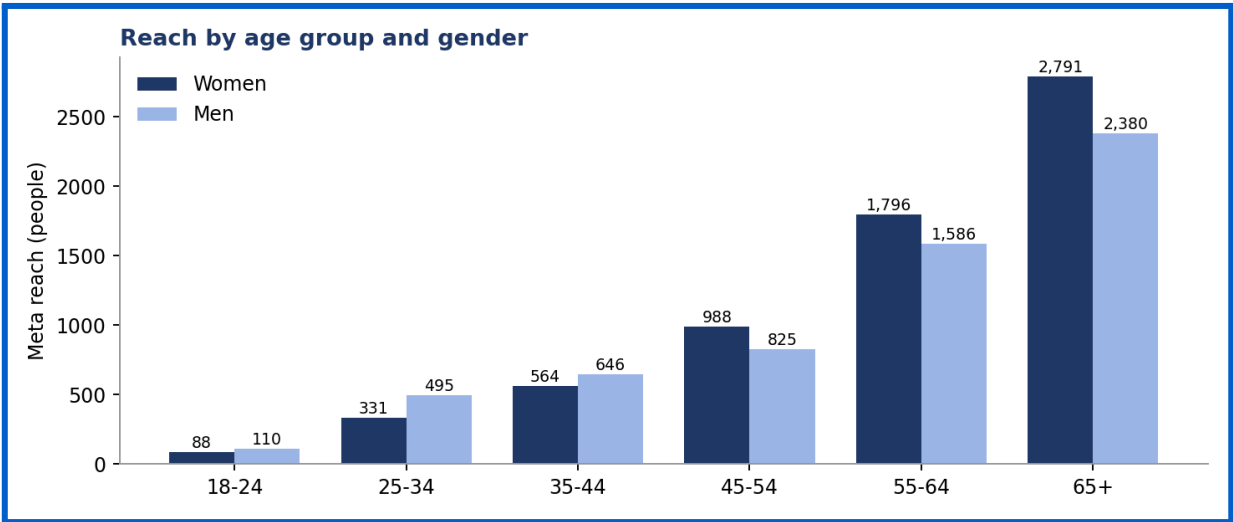


Age group	Reach	Share of reach	Impressions	Link clicks	Link click rate
18-24	199	1.5%	271	8	2.95%
25-34	841	6.5%	1,115	29	2.60%
35-44	1,251	9.7%	1,613	37	2.29%
45-54	1,869	14.5%	2,403	55	2.29%
55-64	3,456	26.8%	4,361	92	2.11%
65+	5,272	40.9%	6,887	205	2.98%
Total	12,888	100%	16,650	426	2.56%

The audience was mostly older. Adults aged 55 and over received 67.7% of Meta's reach and produced 69.7% of its link clicks; the 65+ group alone received 40.9% of reach. Young adults aged 18 to 24 received 1.5% (199 people).

There is a hopeful detail. When young adults were reached, they clicked at 2.95%, as high as the 65+ group (2.98%) and above the average of 2.56%. That points to a delivery problem, not a lack of interest. We handle the result with care, since the number of clicks in this group (8) is small.

5.2 Gender



Age group	Women	Men	Unknown	Total	Women's share
18-24	88	110	1	199	44.2%
25-34	331	495	14	840	39.4%
35-44	564	646	33	1,243	45.4%
45-54	988	825	49	1,862	53.1%
55-64	1,796	1,586	72	3,454	52%
65+	2,791	2,380	57	5,228	53.4%

Overall, 51.1% of reach was women, 47.1% men and 1.8% of unknown gender. The balance changes with age: women were the majority from 45 upwards (53.1% to 53.4%) but only 39.4% of those aged 25 to 34 and 44.2% of those aged 18 to 24. Reaching young women will need deliberate targeting and content.

5.3 Minors

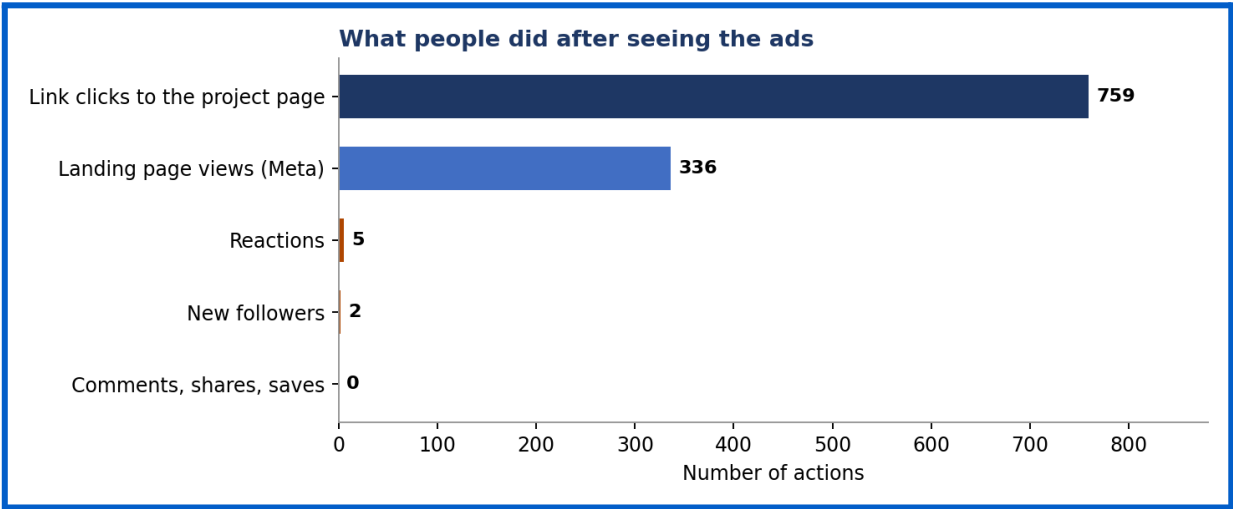
Annex 1 describes the target group as young citizens aged 16 to 24, which includes minors aged 16 and 17. Paid advertising cannot reach them in the way it reaches adults. Article 28(2) of the Digital Services Act (Regulation (EU) 2022/2065) prohibits online platforms from showing advertisements based on profiling to minors, and Meta's age report starts at 18. Neither platform's reports record any delivery to someone under 18.

We therefore reached minors through channels that do not rely on profiling: the school sessions with 56 high-school students, the workshops in Strasbourg and Paris, which welcomed participants from the age of 16, and organic content on our own channels. The paid figures in this report describe the adult public, and the campaign's contribution to the youth target group complements the project's workshops and fieldwork.

What this means for the youth target group

Paid delivery reached 199 people aged 18 to 24 and none under 18. For the next campaign, set the age range to 18–30 from the start, produce formats native to young audiences, and rely on schools, youth centres and partner organisations for under-18s.

6. How people engaged



Type of interaction	Total	Detail
Link clicks to the project page	759	Meta 426; LinkedIn 333
Landing page views (Meta)	336	Pages reported as loaded after a click
Platform-defined engagements	772	Meta 436; LinkedIn 336; includes clicks
Reactions	5	Meta only; none on LinkedIn
Comments, shares, saves	0	None recorded on any platform
New followers	2	Instagram; none on Facebook or LinkedIn

Out of 21,870 impressions, 759 turned into a click (3.47%). On LinkedIn, visitors who clicked stayed between 8 and 18.2 seconds on average, enough to take in a headline and a paragraph. Social interaction was close to nil: 7 reactions or follows in all.

We think three things explain this. Paid explainers on policy topics rarely attract comments or shares. LinkedIn, which had the highest click rate, was served almost entirely in display placements where reacting is not possible. And the content was designed to be read, not discussed.

The Annex 1 indicator counts campaign-related engagements such as likes and shares, with a target of 500. On the platform-defined measure we recorded 772, above the target. If only reactions, comments, shares, saves and followers are counted, the result is 7. We report both so that the reader can judge.

7. Platform rules, accessibility and representation

7.1 Platform rules and what they changed

Since October 2025, Meta no longer allows advertising on social issues, elections or politics in the European Union, in response to EU regulation on political advertising. Civil rights is one of the examples it gives. Digital rights material can fall under this rule even when the wording is neutral, and the rule shaped our campaign in three ways:

- Several versions of our ads were rejected during preparation. We rewrote the text and images as neutral explainers that describe what an EU document says.
- Two of the three Meta ads show the status “recently rejected” at export, and the third “not delivering”.
- We kept organic publication as a fallback, because organic content is not subject to advertising review.

LinkedIn accepted all three ads. Its delivery, however, was almost entirely on the Audience Network (section 3.3), which reduced the share of the intended professional and institutional audience. Using the feed placement only, with targeting by job function and seniority, would better serve the aim of reaching policymakers and organisations.

7.2 Accessibility

Annex 1 requires the campaign's digital materials to be accessible. We applied the following measures to the six materials and to this report:

- Every message exists in English and in French.
- White or dark-blue text on contrasting backgrounds, in large, simple sans-serif type.
- Text alternatives (alt text) and captions in both languages.
- Short, plain sentences, with the source of each message named on the material.

These measures follow the principles of the Web Content Accessibility Guidelines (WCAG 2.1): perceivable text, sufficient contrast, readable type and text alternatives. This report does not include a third-party accessibility audit.

7.3 Representation

The materials picture three different people, one for each theme. We consider this meets the commitment to three distinct profiles in the materials. The images are illustrative: we do not know the personal circumstances of the people pictured, so this report does not state that they belong to a specific marginalised group. In future campaigns we will feature young people from our own partner organisations, with their consent, so that representation can be stated with certainty.

8. What worked, what did not, and why

Area	What worked	What did not work
Reach	15,903 accounts reached in five days, 159% of target, with reach in every region.	Reach is not de-duplicated across ads and platforms, so unique reach is lower; our conservative estimate is 8,950.
Message and format	Short, bilingual explainers with a single call to action. Click rates of 2.5–2.7% on Meta and 6.4% on LinkedIn.	The visuals use protest imagery and slogans that sit uneasily with the neutral wording of the captions and may have contributed to platform rejections. Both language versions need a final proofread.
Audience	Strong response from the 18–24 and 65+ groups when reached; good geographic spread across 22 regions.	Paid reach concentrated on adults aged 55 and over (67.7%); young adults were only 1.5% of reach; women were under-represented among those aged 18–34.
Platforms	Meta delivered about four times the reach of LinkedIn, with measurable page loads.	LinkedIn delivered on the Audience Network, not in the feed; two Meta ads were rejected under the EU rule on social issues.

Area	What worked	What did not work
Interaction	A clear path from the ad to the project page: 759 clicks.	Almost no reactions, comments or shares, so the content did not start a conversation.
Measurement	Platform exports gave a full breakdown by region, age and gender on Meta.	No ZRR or priority-neighbourhood data, no LinkedIn demographics, no website analytics.

Lessons learned

- **Choose the objective that fits the audience.** We set the ads to promote the website, and delivery appears to have concentrated on older adults. A youth-focused campaign should set an age range of 18 to 30 and use formats native to young audiences, such as Instagram Stories and Reels and short video.
- **Plan for the EU advertising rules from the start.** Material on rights is easily classed as a social issue. Neutral wording and images, and a parallel organic and partner plan, should be ready before launch.
- **Use LinkedIn for institutions and professionals.** Switch off the Audience Network, target by function and seniority, and track the response of named organisations.
- **Measure what the target requires.** Reporting by ZRR and priority neighbourhoods needs a tracked landing page with location data, or campaigns defined by postcode lists, set up before launch.
- **Reach minors through trusted channels.** Because profiling-based ads cannot target under-18s, schools, youth centres and partner organisations are the right route.

9. If we ran it again

No.	Action	Expected effect
1	Set the age range to 18–30 and check the age breakdown after 48 hours, so delivery can be corrected during the campaign.	More young adults reached (1.5% of reach this time)
2	Produce native youth versions of each explainer: short video, Stories and Reels, tested in two or three visual styles.	Higher reach and interaction among 18–30
3	Replace protest imagery with neutral illustrations or photographs of our own participants, with consent; proofread both languages.	Fewer rejections; representation we can verify
4	Run LinkedIn on the feed placement only, targeting policymakers, civil society and education professionals by function.	Reach the institutional audience, not display sites
5	Put a tracking parameter on every link and record landing page visits and visitor locations.	Confirm clicks; measure the ZRR and priority-area share
6	Ask partners to repost during the campaign and record their shares.	Organic reach and credible voices
7	Add a question to organic posts that invites comments.	Turn passive reach into discussion

10. Outputs, evidence and next steps

Output	Status	Where
D3.2 Campaign Impact Report (this document)	Delivered in English; French version to follow	Deliverables folder; www.hdevri.org/ylm-rdf
Interactive Digital Rights Manifesto	In preparation; to be published after this report	www.hdevri.org/ylm-rdf
Analytics exports (Meta and LinkedIn)	Saved (eight files; see Annex C)	KPIs folder: A3.2_Analytics
Final campaign materials (six images)	Included in Annex A	Deliverables folder, with this report

Next steps: translate this report into French and publish both versions; complete and publish the Manifesto; and add the campaign figures to the project's KPI tracker and to the Work Package 3 section of the final technical report.

Annex A — Copies of the campaign materials

The six materials used in the campaign, in English (left) and in French (right), for online safety, personal data and young people.

Online safety — English | French



YLM-RDF
Youth-Led Monitoring for a
Resilient Digital France

ONLINE SAFETY

A SHARED RESPONSIBILITY

Digital products and services designed to reduce cybersecurity risks · Shared responsibility between institutions and service providers · Protection against data breaches and identity theft



ONLINE SAFETY AND DATA PROTECTION
Products and services designed to reduce cybersecurity risks.

ACCOUNTABLE ACTORS
Institutions and digital service providers have a role in protecting people.

PROTECTION
Protection against data breaches and identity theft.

EU DECLARATION ON DIGITAL RIGHTS AND PRINCIPLES





YLM-RDF
Youth-Led Monitoring for a
Resilient Digital France

SÉCURITÉ SUR INTERNET

UNE RESPONSABILITÉ PARTAGÉE

Produits et services numériques conçus pour réduire les risques liés à la cybersécurité · Responsabilité partagée entre les institutions et les prestataires de services · Protection contre les fuites de données et l'usurpation d'identité



SÉCURITÉ
Produits et services destinés à réduire les risques liés à la cybersécurité.

ACTEURS RESPONSABLES
Les institutions et les prestataires de services numériques ont un rôle à jouer dans la protection des personnes.

PROTECTION
Protection contre les fuites de données et l'usurpation d'identité.

DÉCLARATION DE L'UE SUR LES DROITS ET PRINCIPES NUMÉRIQUES



Personal data — English | French



YLM-RDF
Youth-Led Monitoring for a
Resilient Digital France

PERSONAL DATA

PRIVACY IN THE EU

Une présentation explicative du contenu de la Déclaration de l'UE sur les droits et principes numériques en matière de données à caractère personnel.



PROTECTION
Privacy and personal data must be protected.

CONFIDENTIALITY
Les communications doivent être protégées contre tout accès non autorisé.

CONTROL
Control how data is used and know who it is shared with.

SOURCE: EU DECLARATION ON DIGITAL RIGHTS AND PRINCIPLES EXPLAINER · HDRI'S YLM-RDF RESEARCH PROJECT





YLM-RDF
Youth-Led Monitoring for a
Resilient Digital France

DONNÉES PERSONNELLES

LA PROTECTION DE LA VIE PRIVÉE DANS L'UE

Vous disposez d'un droit à la vie privée et pouvez contrôler la manière dont vos données personnelles sont utilisées et partagées.



PROTECTION
La vie privée et les données à caractère personnel doivent être protégées.

CONFIDENTIALITÉ
Les communications doivent être protégées contre tout accès non autorisé.

CONTRÔLE
Contrôlez l'utilisation de vos données et sachez à qui elles sont communiquées.

SOURCE: EXPLICATIONS SUR LA DÉCLARATION DE L'UE RELATIVE AUX DROITS ET PRINCIPES NUMÉRIQUES · PROJET DE RECHERCHE YLM-RDF DU HDRI



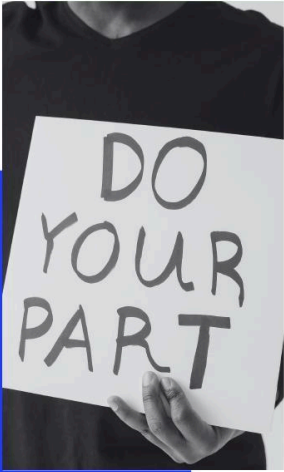


YLM-RDF
Youth-Led Monitoring for a
Resilient Digital France

PROTECT YOUNG PEOPLE

EMPOWER THEM TO ACT.

Young people should be supported to make safe, informed choices online. You should have a say in the digital policies that affect you.



AGE-APPROPRIATE SERVICES
Digital experiences that support the well-being of children and young people.

PROTECTION FROM ABUSE
Protection from harmful content, exploitation, and manipulation.

SKILLS AND A VOICE
Supported to make informed choices and help shape the digital policies that affect you.

KNOWING YOUR RIGHTS HELPS YOU ASK FOR ACCOUNTABILITY.

Co-funded by the European Union

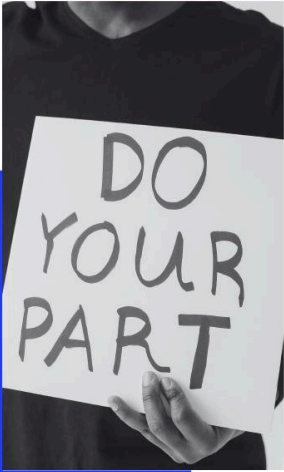


YLM-RDF
Youth-Led Monitoring for a
Resilient Digital France

PROTÉGER LES JEUNES

LEUR DONNER LES MOYENS D'AGIR

Il faut aider les jeunes à faire des choix sûrs et éclairés sur Internet. Vous devriez avoir votre mot à dire sur les politiques numériques qui vous concernent.



SERVICES ADAPTÉS À L'ÂGE
Des expériences numériques qui favorisent le bien-être des enfants et des jeunes.

PROTECTION CONTRE LES ABUS
Protection contre les contenus préjudiciables, l'exploitation et la manipulation.

DES COMPÉTENCES ET UNE VOIX
Vous bénéficiez d'un accompagnement pour faire des choix éclairés et contribuer à l'élaboration des politiques numériques qui vous concernent.

CONNAÎTRE VOS DROITS VOUS AIDE À EXIGER QUE LES RESPONSABLES RENDENT DES COMPTES.

Co-funded by the European Union

Annex B — Text of the ads

LinkedIn ad copy as it ran (French), with the English version prepared for the same ads. The Meta ads promoted the project page with the same messages.

Ad	Text
Online safety — French (as run)	La sécurité en ligne et la protection des données figurent parmi les thèmes de la Déclaration européenne sur les droits et principes numériques (EDRP). Cette fiche explicative résume son contenu : des produits et services numériques conçus pour réduire les risques de cybersécurité, une responsabilité partagée entre institutions et fournisseurs de services, et une protection contre les violations de données et l'usurpation d'identité. Le projet YLM-RDF d'HDRI, cofinancé par l'Union européenne, étudie comment la transformation numérique de la France est vécue par les jeunes. En savoir plus sur notre travail autour de l'EDRP : hdevri.org/ylm-rdf #EDRP #DroitsNumériques #SécuritéEnLigne
Online safety — English	Online safety and data protection are among the topics covered by the EU Declaration on Digital Rights and Principles (EDRP). This explainer summarises what the Declaration says: digital products and services designed to reduce cybersecurity risks, shared responsibility between institutions and service providers, and protection against data breaches and identity theft. HDRI's YLM-RDF project, co-funded by the European Union, examines how France's digital transformation is experienced by young people. Learn more about our work on the EDRP: hdevri.org/ylm-rdf #EDRP #DigitalRights #OnlineSafety
Personal data — French (as run)	La vie privée et le contrôle des données personnelles sont couverts par la Déclaration européenne sur les droits et principes numériques (EDRP). Cette fiche explicative présente trois éléments : la protection de la vie privée et des données personnelles, la confidentialité des communications contre tout accès non autorisé, et le contrôle individuel de l'usage et du partage de ses données personnelles. Le projet YLM-RDF d'HDRI, cofinancé par l'Union européenne, étudie comment la transformation numérique de la France est vécue par les jeunes. En savoir plus sur notre travail autour de l'EDRP : hdevri.org/ylm-rdf #EDRP #ViePrivée #DroitsNumériques
Personal data — English	Privacy and control over personal data are covered in the EU Declaration on Digital Rights and Principles (EDRP). This explainer outlines three elements: protection of privacy and personal data, confidentiality of communications against unauthorised access, and individual control over how personal data is used and shared. HDRI's YLM-RDF project, co-funded by the European Union, examines how France's digital transformation is experienced by young people. Learn more about our work on the EDRP: hdevri.org/ylm-rdf #EDRP #DataPrivacy #DigitalRights
Young people — French (as run)	La Déclaration européenne sur les droits et principes numériques (EDRP) aborde les services numériques adaptés à l'âge, qui favorisent le bien-être des enfants et des jeunes, la protection contre les contenus préjudiciables, l'exploitation et la manipulation, ainsi que le soutien à des choix éclairés et à la participation. Le projet YLM-RDF d'HDRI, cofinancé par l'Union européenne, a réuni des jeunes à Paris et à Strasbourg pour échanger sur les services publics numériques. En savoir plus sur notre travail autour de l'EDRP : hdevri.org/ylm-rdf #EDRP #VoixDesJeunes #DroitsNumériques
Young people — English	The EU Declaration on Digital Rights and Principles (EDRP) addresses age-appropriate digital services that support the well-being of children and young people, protection from harmful content, exploitation and manipulation, and support for informed choices and participation. HDRI's YLM-RDF project, co-funded by the European Union, brought together young people in Paris and Strasbourg to discuss digital public services. Learn more about our work on the EDRP: hdevri.org/ylm-rdf #EDRP #YouthVoices #DigitalRights

Annex C — Evidence files and how the totals are built

The following exports are the source of every figure in this report. They are kept in the project's evidence folder under the reference A3.2_Analytics.

File	Content
519365572922915-Ads-Sep-17-2026-Oct-16-2026.csv	Meta: ads overview (impressions, reach, landing page views, delivery status)
519365572922915-Ads-Sep-17-2026-Oct-16-2026-2.csv	Meta: engagement (reactions, link clicks, follows)
519365572922915-Ads-Sep-17-2026-Oct-16-2026-3.csv	Meta: breakdown by region
519365572922915-Ads-Sep-17-2026-Oct-16-2026-4.csv	Meta: breakdown by age

File	Content
519365572922915-Ads-Sep-17-2026-Oct-16-2026-5.csv	Meta: breakdown by age and gender
account_513177957_creative_performance_report.csv	LinkedIn: ad and carousel-card performance
account_513177957_lan_campaign_performance_report.csv	LinkedIn: ad set results by placement (Audience Network and LinkedIn)
account_513177957_lan_creative_performance_report.csv	LinkedIn: ad results by placement
EDRP_Social_Media_Advocacy_1.pdf	The six campaign materials (Annex A)

Per-ad building blocks of the totals

Ad	Platform	Impressions	Reach	Link clicks	Engagements
Ad A	Meta	963	921	26	28
Ad B	Meta	4,122	3,942	111	117
Ad C	Meta	11,565	7,869	289	291
Sécurité en ligne	LinkedIn	1,672	1,049	108	109
Vos données, votre vie privée	LinkedIn	1,803	1,041	111	113
Les jeunes	LinkedIn	1,745	1,081	114	114
Total		21,870	15,903	759	772

Annex D — Glossary

Term	Meaning
Audience Network (LinkedIn)	LinkedIn's network of partner websites and apps on which its ads can appear, outside the LinkedIn feed
Click rate (CTR)	Clicks divided by impressions
EDRP	European Declaration on Digital Rights and Principles for the Digital Decade (2022)
Engagement	Actions recorded by a platform on an ad; includes clicks
Frequency	Average number of times each person reached saw the ad
Impressions	Number of times an ad was displayed
Landing page view	A page load of the destination page after a click, as reported by Meta
Reach	Number of distinct accounts that saw an ad at least once
ZRR	Zones de Revitalisation Rurale: rural territories with demographic and economic fragility