



ONLINE TOOLS FOR THE PREVENTION OF LABOUR EXPLOITATION

Colophon

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INTRODUCTION

In 2017, FairWork, with the support of the Dutch Ministry of Social Affairs and Employment, spent a year working on improving the use of online resources for preventing labour exploitation in the Netherlands. By the skilful use of various online resources and the development of a two-pronged strategy - providing information coupled with a preventative approach - we have been able to actively inform migrant workers about their rights in the Netherlands and the various support options that are available. Using the experiences we have gained together with the analysis of our results, we have drawn up this strategic guide, which is available in Dutch and English.

Victims look for help on the internet

A Latin American au-pair worked days of up to 20 hours with a family in Amsterdam. She slept on a small mattress in the children's room, had no privacy and barely got paid. However, she did have access to the internet and she got in touch with FairWork. With the help of the police, we were able to get her out of that situation and offer her support.

Anna from Poland came to the Netherlands to work in a garden nursery. She was treated shockingly, had to work long days, kneeling on the wet soil the entire time; she even had to work when she was ill. Eventually, she went online looking for help and got in touch with FairWork.

These are two examples of labour exploitation in the Netherlands, where the victims used online resources to escape from their situation and find help. By searching online for help, they managed to find FairWork. In recent years, we have noticed that this is an increasing trend.

More and more migrant workers have access to the internet, even though they may find themselves in situations that are very dire. They increasingly have the know-how to use different online resources, which is a positive development as it allows people to take charge.

Online safety net

For some years, FairWork has been experimenting with online resources to approach its target group, alongside its physical outreach work to provide information. As a result, clients are increasingly starting to find us online.

The use of Facebook, online forums and Google Adwords offers tremendous possibilities. That is where the target group is looking for information about work, so that's where we need to be to publish information about labour rights. This way, we can provide a large 'safety net' on the internet for preventing labour exploitation; that way, migrant workers will be well prepared before they start work and won't encounter any problems, or they will be able to find us quickly if any problems crop up and they start looking for help.

FairWork's position as an independent NGO means we can spread information in an easily accessible way. We are in direct contact with the target group, even online. We tailor our information directly to the target group and they tell us the most popular ways of looking for online information and how contact can be made with the target group in the Netherlands and in the various countries of origin.

Participatory research has taught us that potential victims benefit from having information about their rights. This information helps them come to the realisation more quickly that their rights are being violated and encourages them to take action. Thanks to the information we have also provided about the various support options, potential victims are also more willing to take the next step and make a report to the authorities.

The information we provide not only helps victims of labour exploitation to self-identify themselves as such, providing information also has a preventive effect. There is a large grey area between good employment practices and labour exploitation, with working conditions that range from poor to very poor. By offering information to this group of employees about their rights and how these rights can be enforced, we can prevent these employees from sliding into a situation of labour exploitation.

Interested in taking part?

If your organisation is also interested in online prevention of human trafficking, please contact FairWork via info@fairwork.nu. In December 2018, with the support of the Ministry of Social Affairs and Employment, we are organising a European expert meeting on this subject in Amsterdam. You can use the same email address to let us know that you would like to receive an invitation for this event.

FAIRWORK'S APPROACH TO LABOUR EXPLOITATION IN THE NETHERLANDS

Labour exploitation is a form of human trafficking: a serious violation of human rights, which often leaves deep scars on the life of victims. Human trafficking occurs in all kinds of sectors, such as the hospitality industry, agriculture and horticulture, construction, private households, production work and transport.

In some situations, it is easy to identify human trafficking: passports are taken away, the workers' freedom is restricted or withdrawn and physical violence, threats and/or harassment create a situation of forced labour. Sometimes, workers are forced to pay off debts, meaning they are prevented from escaping the situation they find themselves in.

In other cases, it is more difficult to recognise human trafficking because of the subtler forms of coercion that are used. It is then more difficult for victims to obtain protection and report their employers.

Causes

There are many causes at the root of human trafficking. These include 'push factors' in countries of origin, such as gender and racial discrimination, violation of human rights, conflict and violence. Groups of people no longer feel safe in their own country or are no longer able to provide for their own livelihood and go in search of a better life in another region in their own country or abroad. The destination countries have many 'pull factors', including the need for cheap, low-skilled labour. The economic crisis reinforces these processes. The crisis forces more people to migrate in the hope of a better life. On the other hand, companies are on the look-out for ways to reduce their costs, one of the ways being to lower working conditions. Slowly but surely, there is a slide towards poor working conditions and exploitation.

Migrant workers are often not well informed about their rights and are therefore vulnerable on the Dutch labour market. They are also deliberately misinformed by their exploiter in order to make them afraid and dependent. They have a weak negotiating position, are very often dependent on their exploiter due to debts, threats and violence and therefore find it difficult to escape.

Cultural mediation

FairWork has been working with cultural mediators since 2007 in order to reach potential victims. *Cultural mediation* is an easily accessible and effective way to come into contact with potential victims.

Cultural mediators are outreach workers with a non-Dutch background, who use their own language and culture to build a bridge between potential victims and the Dutch legal system. These *cultural mediators* look for potential victims in their own network, provide them with information and support them in ensuring their rights are respected.

Their work also increases the level of support available within the migrant community itself, by motivating others to play a role in preventing and combating modern slavery in the Netherlands.

There are currently 25 cultural mediators from at least 15 different backgrounds who volunteer with FairWork.

PREPARATORY STEPS

There are several online resources available that can be used to prevent and tackle labour exploitation, such as Facebook, Google Adwords and online forums.

Before you get started with online prevention, you can use this checklist to check that your organisation meets all the framework conditions:

1. You have optimised your website
2. You have set up Google
3. You are using Facebook and Instagram
4. You have identified relevant online groups and forums
5. You have trained and coached your co-workers

We will explain these framework conditions below.

1. Optimising your website

It is important that your website can be found easily via internet search engines. This requires continuous analysis and adjustment of the search terms on which you want to be found. In order to optimise your website, we have gathered some useful tips:

- **Tip 1:** Decide what the best search terms are

You can get a general idea of search terms that are relevant to your website by going to Google.com and entering a search term. You will see that Google will immediately show you its suggestions.

You can also use of the Google Keyword Planner to do this: https://adwords.google.com/intl/nl_nl/home/tools/keyword-planner/. This is a free service and you don't have to place any Adwords ads. In this (English) article you will find a good and extensive explanation about the Google Keyword Planner: <https://backlinko.com/google-keyword-planner>

- **Tip 2:** Make sure that the search term appears in your URL

The URL is the address of a specific page of your website. Google likes it if the search term on which you want to be found is in that URL. Please note: there is no need to exaggerate: it doesn't make any sense to cram all kinds of search terms in a URL (in fact this is counter-productive).

- **Tip 3:** Use your search terms in the headings and subheadings on the page

In any text, but certainly on the internet, it is important to use headings and subheadings. It makes it easier to 'scan' the text, to help people find the information they are looking for more quickly. However, it is also important from a search engine perspective. Google is sometimes 'just like a human being' and reasons that headings and subheadings provide important information about the text in its entirety. That is why it is important that your search terms also appear in the heading/subheadings on your webpage.

However, Google can only recognise your text as a heading/subheading if it has a certain HTML code, the so-called *heading tag*. There are *six heading tags*, H1 to H6. H1 is the biggest heading, H2 is a bit smaller (i.e. a subheading), continuing all the way down to the smallest subheading H6. H1 and H2 are the most important for Google. It is therefore not enough to create visual headings (i.e. larger, bold and in a different font): they must have the *heading tags*.

If the person who built your website has done a good job, he/she will have linked a layout style to each heading and you can easily apply that layout from the text editor of your content management system. For each heading/subheading, you only need to specify whether it needs to be an H1, H2, H3, etc., in order to ensure a consistent layout style on your website and that each heading/subheading will be recognised as such by Google.

Once again, the same advice applies for placing search terms in headings/subheadings: don't overdo it. Distribute the different types of heading/subheading naturally throughout your text. As a general rule, use H1 once on a page, then use H2 and H3 for the subheadings.

- **Tip 4:** "Sprinkle" your search term across the entire page

Of course, the search term for which you are optimising a page must also appear in the normal body of text on your page. General tips:

→ Use the search term relatively more often in the first 100 words of your page;

- Google also considers keywords that are in bold or in italics to be a bit more important;
- The same applies to including search terms in bullet lists.
- Don't overdo it.

• **Tip 5:** Text length: it's best for your optimised page to have some 'body'

A text of 1,500 words or more is a nice length for a page that you want to optimise for search engines and provides enough 'body' to allow your search terms to be spread naturally throughout the text. However, bear in mind that this is quite a lot of text and readers on the internet have a short attention span. Texts that are too long can even put people off. So, what's the best way to deal with that? Tips:

- Make sure that the layout of your page is easy to scan: divide the text into short paragraphs of about 4 or 5 lines and make good use of headings and subheadings.
- Use images to give the page a bit of variety.
- Put the most important information at the top of the page (the part that can be read without have to scroll down).
- Consider breaking down topics that have a lot of text across several pages: place the most important information on an overview page and provide click-through options for those readers who want to know the specific details.

• **Tip 6:** Images also count towards search engine optimisation

You may have noticed text appearing when you hover your mouse over an image on the internet. That text is called the 'image alt tag' and you can add this yourself to images that you have placed on your web pages. This is a great opportunity to make sure this text contains relevant search terms for your page. Once again: don't overdo it, as Google doesn't like it. If you really want to do it right, you will make sure that the file name of the image contains your most important search term.

• **Tip 7:** Don't turn your optimised website into a dead-end street

What needs to happen when people are on your optimised page? Give them an immediate reason to click-through; also make sure that contact information is clear - even if you overdo it! For example, provide a clear link to your contact form, a telephone number, and/or an email address. And don't be embarrassed about making your contact details stand out: the internet is not the place to be understated - people are in a hurry.

And finally...

If you are working with specific target groups, you can create special landing pages for the different target groups, much like FairWork has done, for example www.fairwork.nu/romania or www.fairwork.nu/english.

In order to make it easier for migrant workers to find the information on FairWork's website, we have created brief landing pages for seventeen different target groups in their own language. Each page can be found by entering the search terms in Google in the specific language for that page. For example, search terms such as 'problems with my boss' will bring up our website in the search results.

We also recommend that you make your website suitable for use on mobile devices as soon as possible. In 2017, almost 70% of the visits to FairWork's website came from mobile devices.

2. Setting up Google

Google Adwords

Google offers the option to link specific search terms to an ad for your own organisation. This means that if migrants enter 'problems with my boss' as a search term in their own language, you can use Google Adwords to make sure that your ad comes at the top of the search results. Many people click on the first option they see in the search results and will then be redirected straight to your website. This way, they can find out information about their rights of immediate benefit.

This is a paid application, but Google gives non-profit organisations the possibility to use this advertising option **free of charge** via Google Ad Grants (subject to strict conditions).

Google Ad Grants is part of the programme 'Google for Non-Profits'. In order to qualify for Google Ad Grants, your organisation must:

- Create a free Google account (if your organisation doesn't already have one) via <https://support.google.com/accounts/answer/27441?hl=en>. Tip: use the name and logo of your organisation!
- Submit an application to 'Google for Nonprofits': <https://www.google.com/nonprofits/>;
- Have valid charitable status. Check the definitions of charitable status in your country: https://support.google.com/nonprofits/answer/3215869?hl=en&ref_topic=3247288;
- Accept and agree to Google's required certifications regarding nondiscrimination and donations;
- Have a website with substantial content.

In order to qualify for Google Ad Grants, your organisation must adhere to the program policies: https://support.google.com/grants/topic/3500093?hl=en&ref_topic=3500091

Please note: public authorities and organisations, hospitals and medical groups, schools, academic institutions and universities are not eligible for 'Google for Nonprofits'.

The Google Grants program has two different options, depending on the time you can invest in the program:

- Do you have limited time to manage your Ad Grants account? Save time by allowing AdWords Express to automatically determine where and when your ads are displayed. Choose your target group, write three lines of text about your non-profit organisation, set your daily budget and let AdWords Express do the rest. This is a very convenient option for small non-profit organisations.
- Are you able to invest a lot of time in your Ad Grants account (or are you able to engage a professional online marketer)? Then AdWords can give you access to comprehensive tools to create, target and optimise your AdWords campaigns.

Guidelines you need to take into account when advertising via Google Ad Grants:

- Your ads must be entirely text-based (this means that you cannot use videos or images);
- All campaigns must be keyword-targeted;
- You'll receive \$10,000 USD of in-kind AdWords advertising each month.

YouTube

After you have created a Google account, you can also use it to create your own YouTube channel. This is where you can upload and share your videos via the internet. Take a look at FairWork's channel, for example: <https://www.youtube.com/channel/UC0SkoalWgq-l3Dhu6dbAHyQ>

Google Analytics

It is also important to link to your website and your social media to Google Analytics via <https://www.google.com/analytics/>.

With Google Analytics, not only can you measure the number of visitors to your website, you can also gain insight into how visitors use your site, how they get to your site, and how you can ensure that they come back to your site. Google Analytics includes a comprehensive reporting platform. As a result, you can set which data you want to view and it's easy to customise your reports. Content reports will give you a good idea of which areas of your website are performing well and which pages are most popular, so that you can improve the user experience for your visitors. The Internet is a social place and Google Analytics can also measure the success of your social media accounts such as Facebook and Instagram. You are able to analyse how visitors use the social sharing buttons on your website and how they use your content on the various social platforms.

3. Using Facebook and Instagram

Facebook is a medium that is actively used around the world to exchange information, even work-related information. Various groups are active on Facebook where migrant workers can share experiences and information about their employment situation. FairWork has created profile pages for its employees and volunteers so that they can become members of Facebook groups. In this way, we can actively engage in discussions in different languages: by responding to other people's stories, by sharing information about rights, by giving tips or by referring people to other sites.

Facebook also offers the option of posting paid ads. By doing this, you can post highly targeted posts on Facebook and Instagram aimed at a specific migrant group in a specific region, which will lead them to your website where they can find information about labour rights and the various options for support if there is exploitation. This has a direct empowerment effect. Facebook users will see these ads inbetween other posts on their timeline and can immediately click-through to the specific information on your website.

- Facebook: first create a personal account for the administrator on <https://www.facebook.com/>
 - Tip 1: Choose the name 'Administrator + name of the organisation, for example Administrator FairWork)
 - Tip 2: If you already have a personal Facebook account, we recommend you create a new account as the administrator of the organisation page; one of the reasons for doing this is because you need to link the organisation's credit card to pay for ads and, of course, to safeguard your privacy and to ensure the continuity of the organisation in the future.
- Create a page for your organisation on <https://www.facebook.com/>
- Link Facebook to your Instagram profile, <https://www.instagram.com/>
- Create an account on Facebook Ads using the administrator's account <https://www.facebook.com/business/>
 - Please note that these sponsored posts require your organisation's credit card details.
- Link Facebook Ads account to your organisation's page
- Use Facebook Ads to search for your target groups
- Create profile pages for employees and volunteers
- Don't select the option of setting up your own Facebook group, but find out what relevant popular groups already exist and join those groups.



4. Identifying online groups and forums

Online forums are also widely used by labour migrants to share their experiences. Your organisation can also take part in discussions on these forums and provide information about rights and the various support options as well as tips to prevent exploitation. This way you can give migrant workers direct tools to improve their situation and stand up for their rights.

Tip: Create a profile on popular forums such as Reddit <https://www.reddit.com/>.

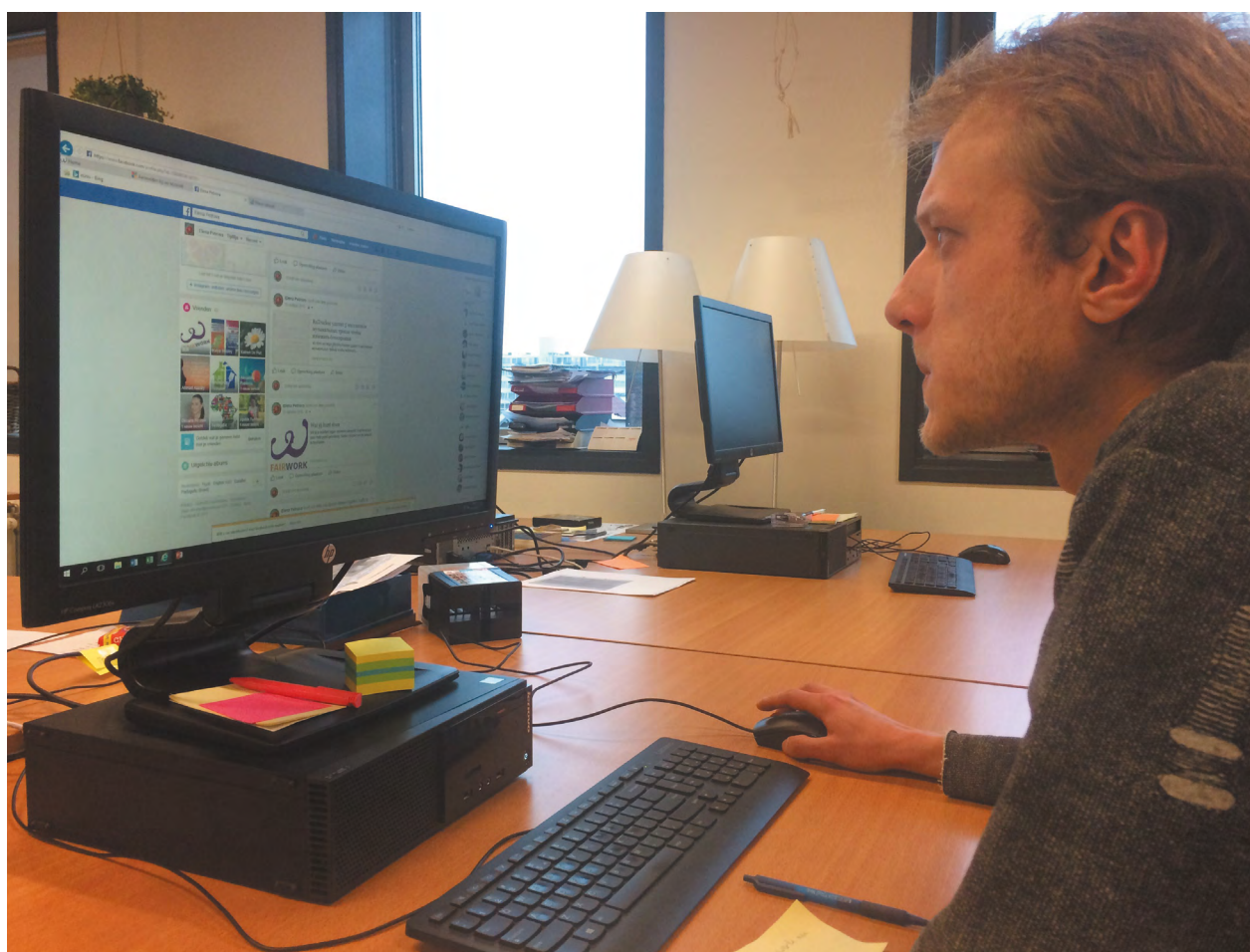
5. Training and coaching your co-workers

The online resources can be used by your organisation's paid employees as well as your volunteers. If you are using volunteers, it is important to familiarise them with the use of these online resources. You have to consider the risk of being drawn into giving negative responses and the need for continued anonymity. You need to think about the risks of an uncontrollable digital environment. The volunteers also need to be coached in knowing what to post and what type of posts they should respond to. FairWork recommends that you organise specific training courses for this purpose and to pay specific attention to this during coaching your employees and volunteers.

Action list:

- Create an online outreach manual for volunteers;
- Establish a training programme for volunteers;
- Provide follow-up and coaching.

Tip: for more information on how FairWork handles these training courses and coaching, please contact info@fairwork.nu.



NEXT STEPS

Once you have done the preparation, you can go onto the next steps:

1. Carry out baseline measurements
2. Formulate your objectives
3. Collect input
4. Create visual material
5. Create posts
6. Sponsor posts on Facebook and Instagram
7. Combine online posts with offline events
8. Respond to discussions on Facebook groups and online forums
9. Use Google Adwords
10. Measure the results
11. Make adjustments

These steps will be explained below.

1. Carry out baseline measurements

- Measure website performance (via Google Analytics)

In February we carried out a baseline measurement of the website's performance using Google Analytics.

We looked at the details of visits to our website in 2016. For example, we looked at the language of the visitors, the page visits, and the page where visitors came from. At the end of the project period, we carried out another measurement using Google Analytics.

Compared with 2016, there was an explosive growth in website figures in 2017. Our online activities have ensured that the number of page views increased by 350%, the number of users increased by more than 800% and the number of sessions by 650%. The majority of visitors (93%) are new users, representing an increase from the 2016 figure. The online activities are therefore tapping into a new audience.

- Measure social media: Facebook, Instagram, YouTube, Snapchat

Create an overview (in Excel) of the number of followers, friends, groups of which you are a member, etc.

- Measure online forums:

Create an overview (in Excel) of the number of followers, friends, posts, etc. on the online forums you are active in, such as Reddit.

2. Formulate your objectives

Decide which results are important for your organisation. For example, one of your objectives might relate to visitor numbers to an important page of your website or access to a popular private Facebook group.

Example: FairWork achieved the most striking result on the Polish page <https://www.fairwork.nu/polska/>. In 2016, it was visited on average 538 times per month. This put the Polish country page at the top of the list by far.

Consultations with FairWork's Polish team has shown that many people contact them with problems that are not related to labour exploitation. The team would like these people to be referred to other organisations as effectively and quickly as possible.

That's why we have updated the page and it is now much clearer to visitors that FairWork focuses on combating labour exploitation. We also improved the out-of-office reply of the email address for the Polish target group: visitors are now presented with a list of links where they can go to for help with problems that are not related to labour exploitation.

In 2017, the visits to this page dropped by 57%. The Polish team can now concentrate on people contacting them with problems that are more relevant.

3. Collect input

Start consulting, for instance, victims and/or your employees and volunteers who have a great deal of knowledge about the target group and ask them about a compelling post for their target group. You can also jointly compile a list of frequently asked questions. It is also useful to work with them to create an overview of important keywords in different languages.

4. Create visual material

- Photos for Facebook, Instagram and the website

It is not productive to approach Asian migrants with photos of African or Latin American workers, and vice versa, as well. That's why we, with the help of a professional photographer and a lot of effort from our volunteers, have created new visual material that fits in with the different groups. We show different work situations with 10 employees from a specific group. This material was then used on FairWork's social media and by FairWork's volunteers.



- Videos for YouTube, Snap Chat and Website

We launched a digital animated film on labour rights and labour exploitation, which was developed by FairWork and made by Clipforce. We have added subtitles in several languages to the film, because users of Facebook and other social media generally have the sound turned off. As a result, the voice over is lost when watched by the target group.

The animated film was then spread via FairWork's social media and by FairWork's volunteers. Click here to see the English version: https://www.youtube.com/watch?v=YesIYCz_MMw.

5. Create posts

Make sure that your posts are suitable for your target group and the medium you want to post them on. Please make sure that:

- The text of your posts is brief and clear (leave out all the minor details);
- It is written in the active voice (for example: Click here to view your labour rights);
- Appropriate photos or videos are added (people don't look at posts without visuals);
- It contains a link to an important page on your website or to your video on YouTube.

Tips:

- Make sure that your posts are also shared in Facebook groups, in online forums and on the profiles of your employees;

- You can also choose to show the most popular Facebook posts as a sponsored post (ad) (click on the 'promote' button that appears underneath your post on your organisation page);
- You can even create special links to accurately measure the impact of your posts. If your target group clicks on this, you can trace which websites, forums, etc. are successful for your organisation and which are not. This is called UTM tracking, which is explained clearly in the following article (in Dutch): <https://www.investonline.nl/utm-tracking/>

Google has a free tool that allows you to build these links called URLs: <https://ga-dev-tools.appspot.com/campaign-url-builder/>. You can also do this manually, but this tool will help prevent any mistakes from creeping in. This is important, because even if there is only one small mistake in the URL, it is possible that tracking won't take place. It is not difficult, but in order to get a good picture, you must (during a campaign) consistently add this special link to all of your posts.

Example: FairWork wants to place a video in a Facebook group and include a link to the Arab page. We can opt for the regular link <http://www.fairwork.nu/arab.html>. But if we create and use the special URL http://www.fairwork.nu/arab.html?utm_source=facebookgroep&utm_medium=video&utm_campaign=arab_AV2017, FairWork can then see in Google Analytics how many visitors came to our website via this specific post.

6. Sponsor posts on Facebook and Instagram

You can offer targeted information to your target group via paid Facebook ads. You can then reach a specific group in a very targeted way, for example with information about rights. You can make a selection on the basis of age, country, language, location. For example, you can choose Indonesian women between 18 and 50 years old who are staying in the Netherlands. In this way, targeted information can be provided to a specific group in their own language.

In 2017, FairWork placed a total of 48 paid ads on Facebook and Instagram, reaching a total of over 664,000 people. In total, more than 117,000 people have actively responded to these posts (for example, like, share, click). We have spent more than €5,700 on this.

Visits to the website from Facebook have grown by 659% as a result of these campaigns. This shows that this is a channel where the target groups of FairWork are present and can be reached.

7. Combine online posts with offline events

In 2017, FairWork conducted an online campaign on labour rights in collaboration with the migrant organisation 'Casa Migrante', in combination with an offline meeting. The online campaign stimulated interest in the subject amongst the target group; the subsequent offline event was then an opportunity to ask any questions that arose in person.



FairWork
Geplaatst door Fairwork Beheer
30 mei 2017 · 🌐

FairWork es una organizacion independiente que presta asistencia a hombres y mujeres que sufren explotacion por parte de su empresa en los Paises Bajos.
[Vertaling bekijken](#)

No 🙄 17:22

Siempre debo ganar el salario minimo holandes (en torno a 9 euro por hora) 17:23 ✓✓

FAIRWORK.NU
Conoce sus derechos como trabajador inmigrante en Los Paises Bajos [Meer informatie](#)

FairWork reached more than 22,000 people (Spanish-speaking men and women, aged 13 and over, residing in Amsterdam,) within a period of two weeks because of five sponsored Spanish-language posts on labour rights on Facebook. We invested more than €325 in this. The offline event at 'Casa Migrant' was attended by more than 50 visitors.

Facebook is mainly used by this target group on mobile devices (phone, tablet). It is important that the posts and visuals can be seen on these devices. The post that reached the most people contained an image of a WhatsApp message about labour rights. Probably this was the most appealing and recognisable for the target group.



The combination of an online campaign with an offline event has proved to be a good method of reaching the target group of Spanish-speaking labour migrants. Based on our assumption that this also applies to other migrant groups, we repeated this method for the Polish group.

We placed sponsored posts about the sexual harassment of female Polish migrant workers. We then placed an invitation for a picnic for Polish women in Amsterdam. There were 26 women at the picnic and some of them made a follow-up appointment for an in-depth discussion about their experiences in the Dutch workplace.

8. Respond to discussions on Facebook groups and online forums

Facebook groups as well as online forums provide a wealth of information about the working conditions of migrant workers and recruitment methods. Migrant workers communicate online with each other about their experiences and give each other tips about certain situations. Your employees and volunteers can look for the different groups, participate in discussions, actively contribute information about labour rights and the various support options available, and they can filter information about possible forms of exploitation.

- Facebook is a valuable tool for identifying (potential) victims. FairWork's results clearly show that creating online profiles on Facebook and participating in the Facebook groups of migrant workers in various languages is an excellent tool to provide information. Please note: Facebook also has very influential and large secret groups, in order to gain access to those, you need established representatives of that target group.
- Online forums are also important. FairWork, for example, saw a huge peak in the number of visit to the Polish landing page in July 2017. From an average of 20 visitors a day, it jumped to an average of 377. Most of the visits came from the Polish forum Niedziela. FairWork also achieved the largest growth in 2017 from visits from the online forum Reddit which attracted more than 130,700 visitors to the English landing page.

9. Use Google Adwords

The subsidised options Google offers to non-profit organisations mean that your information and contact details can be found more easily by your target group. By actively using Google Adwords and constantly analysing their use, you will gain a better understanding of the search behaviour of your target group. That way, you can target the information you provide to them as effectively as possible, thus achieving the greatest possible effect.

FairWork has placed adverts via Google in a variety of languages (English, French, Indonesian and Dutch), giving us a total reach of 173,000 views in 2017, with almost 5,000 clicks. Google sponsored this with more than \$6,000. It was a good result, but our goal was actually higher: we had hoped to use the full amount available. That's why we approached a consultant to help us optimise the contribution we received from Google Adwords. Together we improved the structure of the account. The consultant also managed our expectations: if you only advertise in one country, it is impossible to use the full amount that Google makes available.

10. Measure results

Knowledge is power / Measurement is the key to knowledge Online resources offer extensive possibilities for measuring: how many users, how many clicks, what search terms people have used, what information they have taken in. Repeat your measurements every month, quarter, half-year and/or year and then compare the results with your baseline measurements and the objectives you have formulated.

FairWork will also draw up a qualitative impact assessment in 2018 and 2019. We will also discuss the use of our online resources with focus groups made up of victims and migrant workers. They can give us advice on what works best for their own group. We will then share the findings with other interested NGOs. If you want to stay informed, please send an email to info@fairwork.nu.

11. Make adjustments

You can use the (quantitative) data you collect to further adapt your various online activities and to focus on the needs of specific groups of labour migrants and potential victims.

By constantly measuring and analysing, you will get a clear picture of how your online resources are performing and how these resources can be optimised for your organisation and target group. This information can be used directly to make adjustments to how you use the various online resources; as part of a further process, those adjustments can also be evaluated and refined.

CONTACT LIST

- Bibi Veth (photographer) <http://www.bibiveth.nl/>
- Clipforce (online video production) <http://www.clipforce.nl/>
- FairWork (Francien Winsemius, Communications and Campaigns coordinator info@fairwork.nu <https://www.fairwork.nu/>
- Marilyn Roding (freelance Senior Online Specialist) <https://www.linkedin.com/in/marilynroding/>
- Maxlead (Google AdWords/Google Grants) <https://www.maxlead.com/>

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