



ГРОМАДСЬКА ОРГАНІЗАЦІЯ “ЛА СТРАДА - УКРАЇНА”

CIVIL SOCIETY ORGANIZATION “LA STRADA - UKRAINE”

ОБЩЕСТВЕННАЯ ОРГАНИЗАЦИЯ “ЛА СТРАДА - УКРАИНА”

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1. We are principally agreed to use the social network Instagram for further communication with children and adolescents, because nowadays it's one of the most common of social networks, that may use young people in Ukraine. In Ukraine Instagram gives way the popularity only to social networks as: TikTok, SnapChat and YouTube. Civil society organization “La Strada-Ukraine” is a trusted partner of the main office of the Facebook. Accordingly, social network Instagram has submitted to social network Facebook. Ukrainian children and adolescents don't use social network Facebook and there wouldn't be a reason to make online-consultations in Facebook. It was decided to carry out the online-consultations on Instagram, which are very popular (here we are on the same wave with our target audience) and it has submitted to social network Facebook (here we as trusted partner may promptly to react for different child rights violation in social network Instagram).
2. We have 1 902 subscribers. For today we have 54 publications. 1656 visits of profile for last week. On average, during the day we spend about 4 hours per day. Every publication has gained about 1000 and even more page views in Instagram. Every story has gained at least 500 views. If we are talking about the gender distribution division, our target group in Instagram consists of 84% girls and 16% boys. According to age division are the following groups of the subscriber: the biggest one - 13-17 years and 18-24; less - 25-34 and 35-44 years. The most active young people in our Instagram account from Kyiv, Kharkiv, Lviv, Dnipro and Odesa. The most often our account is used by those, who live in Ukraine. Some of our subscribers from Poland, Russian Federation and Czech Republic.
3. Our consultants were trained in the set of trainings about specific of counselling of children and adolescents online.
4. In our case, there are children and adolescents, who self-harm and have the intention to commit the suicide.
5. It is difficult to say, because the telephone and online-consultations complement each other. There were cases, when children can't phone, because parents are constantly stayed next to them (especially in conditions of quarantine). At that time, more easily and much safer they will write about their problem. However, online counselling is more, as the emergency help resource, when algorithm is developed on “here and now” in the context of operational assistance. Next,

anyway we are referrals to telephone consultation, as a resource of qualified proper consultation (especially, when we are talking about psychological consultation). The consultations on the National Child Toll-Free Hot Line divide in 60% consultations by phone; 40% - online consultations.