

Information campaign in social media
presented by Pål H. Lund, The Norwegian Labour Inspection Authority
A cooperation between NO, EE, LT, BG and RO

 Funded by EEA/Norway Grants

KNOW YOUR RIGHTS

a cooperation between



Information campaign – Know Your Rights

Aim: To promote better conditions for foreign workers and uncover work-related crime

How

- A research was conducted to identify the target group: Who they are, where they work, how to reach them
- Colleges from sending countries (EE/LT/BG/RO) assist with answering out questions in social media
- Choose useful/basic and understandable information to the target group
- Translate all info into their native language
- Reach them on their preferred (digital) arenas + info/postcards when inspecting + meet them
- Allocated advertising money only on those we want to reach out to
- Ca 50% of the target group has entered the landing page
- Evaluation of advertising and landing page



Messages

- Minimum wages in some branches
- Employment contract
- Temporary or permanent employment?
- Are you a posted worker?
- Working hours
- Overtime
- Work schedule
- Weekly and daily off-duty time
- Breaks
- Time lists
- Night- and Sunday work
- Pay slip
- Holiday and holiday pay
- Accomodation
- Termination of labour contract
- Safe work
- Safety representatives
- Duty of participation
- How to contact the labour inspectorate

- Payment
- Working hours
- Labour contract
- Working environment
- Contact the labour inspectorate

Profile

Different branches
All motives are available in
all languages.



You could also be entitled to twice as much.
Many foreign workers could get significantly higher wages, just by claiming minimum wage. In Norway you are entitled to a minimum wage when working in specific industries. Visit knowyourrights.no to learn more.

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Social media advertising

YouTube video player showing an advertisement for Arbeidstilsynet. The video features a man drinking from a blue mug. The text on the video reads: "Ai putea avea dreptul la mai mult, poate dublu". Below the video, there is a "READ MORE" button and a "Google Ads for video" label. The video has 16,664,463 views and was published on Feb 27, 2014.



Header of the BTA (Bulgarian Telegraph Agency) website. It includes the logo "БТА БЪЛГАРСКА ТЕЛЕГРАФНА АГЕНЦИЯ" and navigation links: "НОВИНИ", "СНИМКИ", "ПРЕСКЛУБ", "ВИДЕО БТА", "БЪЛГАРСКА ОБЩИНА", "Реклама", "Мултимедиен център", "BTA-Live". There is also a search bar and a language selector.

Main content area of the BTA website. It features a "НАЙ-ВАЖНОТО" (Most Important) section, a "ПОСЛЕДНО" (Latest) section with categories like "България", "Свят", "Икономика", "Балкани", "Спорт", "Любопитно", and "Българска Община". There is also a "ВОДЕЩИТЕ НОВИНИ" (Top News) section with a headline: "НАТО подкрепя удължаване на договора СТАРТ 12:49".

Weather and news sidebar of the BTA website. It includes a "ВРЕМЕТО ЗА 21 ОКТОМВРИ 2020" (Weather for 21 October 2020) section with forecasts for Plovdiv, Sofia, and Varna. There is also a "ВИДЕО НА ДЕНЯ" (Video of the Day) section for 21 October 2020.

Footer of the BTA website. It includes a "ВАЛУТНИ КУРСОВЕ" (Exchange Rates) section showing rates for EUR, USD, and CHF. There is also a "PSD" logo and a "PSD Doj a definitivat listele de candidati pentru alegerile..." headline.

Main content area of the "EDITIE SPECIALA" website. It features a headline: "Dacă da, aveți dreptul să primiți un salariu minim dacă lucrați în anumite sectoare de activitate." Below this, there is an "Actualitate" section with several news items, including "Peste 200 de cazuri de Covid, in 24 de ore, in județul Dolj" and "CJ Dolj cumpără tablete pentru școlile din subordine".



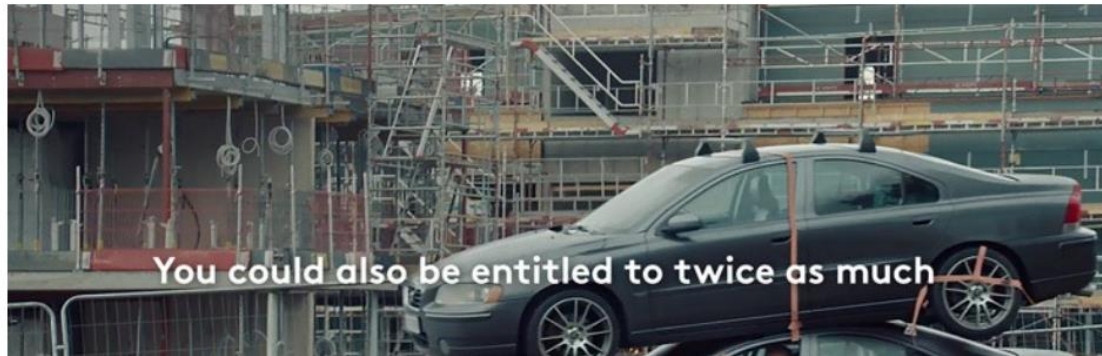
[Working Conditions](#) [HSE cards](#) [Safety and Health](#) [Laws and Regulations](#)

[StartPage](#) > [Working in Norway: Your rights and obligations](#)

Working in Norway: Your rights and obligations

Welcome to Norway as employee. It is important for you to know about your rights and obligations related to your employment. Here you will find important and relevant information.

| [GB English](#) | [NO Norwegian](#) | [BG Bulgarian](#) | [EE Estonian](#) | [LT Lithuanian](#) | [RO Romanian](#) | [RU Russian](#)



Payment

You are entitled to a minimum wage when you work in certain sectors in Norway.

Minimum wages in some sectors	▼
Pay slip	▼
Salary deductions	▼
Did you not receive your wages, holiday pay or overtime supplement?	▼
Holidays and holiday pay	▼

Working hours

As an employee in Norway, you always have the right to know when and how much you will work. Ordinary working hours are also regulated, ensuring that you do not work too much and when you are entitled to overtime remunerations.

Working hours
Overtime
Breaks
Calculation of average working hours
Daily and weekly off-duty time
Night, and Sunday work

Contracts

While working in Norway you are always entitled to a written employment contract. This applies whether you are employed in a permanent or temporary position, and whether you work full-time or part-time.

Employment contract	▼
Permanent or temporary appointment?	▼
Work schedule	▼
Are you a posted worker?	▼
Board and lodging	▼
Termination, dismissal and temporary lay-off	▼

Working environment

As an employee in Norway, you are entitled to a proper working environment. There are high demands on safety in the workplace, and much is regulated by law.

Safe working environment	▼
Safety representatives	▼
Duty of participation and notification of breaches	▼
Mandatory HSE card for the construction and cleaning sectors	▼

Visited the webpage knowyourrights.no first month

38,049

Total views homepage

8,874

Visits to Romanian version

3,079

Visits to Estonian version

28,213

Uniqe visits to homepage

10,322

Visits to Lithuanian version

1,221

Visits to Russian version

8,388

Visits to Bulgarian version

966

Visits to Norwegian version

Target group: Men 20-50 year old,
approx 60.000 persons

Lessons learned (prior to evaluation)

- Know your audience
- Cooperate with the sending country

- Native language
- Need-to-know info (not too much information)
- Easy understandable text (as little juridical as possible)
- «Tactical» advertising (save money, reach out only to the target group)
- «Subtle advertising» (pictures, films)
- Customized advertising in social media (language, branches)

- Evaluation later this year