PeerCo Social Media Campaign Portfolio

This annex presents the social media campaigns developed by PeerCo students across the partner countries. The campaigns transformed research and classroom learning into creative messages addressing digital well-being, healthy lifestyles, inclusion, sustainability and responsible choices. Through peer-to-peer communication, students moved from passive media consumption to critical and purposeful content creation. NTC experts provided the methodological framework and, whenever necessary, offered guidance and practical advice to both students and teachers throughout the campaign development process. The examples illustrate the diversity of local approaches while reflecting a shared commitment to safer, healthier and more responsible digital participation.

Co-funded by the European Union

PeerCo: Empowering Secondary students

Against Social Media-caused

Distortion through Collaboration

2024-1-ES01-KA220-SCH-000244626

ITHS SOCIAL MEDIA CAMPAIGNS

Srednja škola tehnologije, biznisa i kreativnih industrija. Belgrade, Serbia

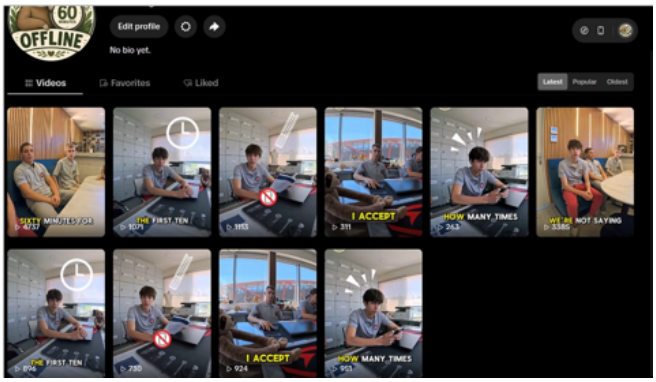
Partner organisation: Srednja škola tehnologije, biznisa i kreativnih industrija- ITHS, Serbia
Project: PeerCo - Empowering Secondary Students Against Social Media-caused Distortion through Collaboration

1. 60 MINUTES OFFLINE

A student-led campaign promoting healthier screen habits among teenagers aged 15-18.

- ITHS students created “60 Minutes Offline” to encourage teenagers to establish a healthier and more balanced relationship with digital screens.
- The campaign invited participants to spend at least one uninterrupted hour offline each week, choosing activities such as reading, exercising, cooking or spending time outdoors.
- Its central slogan, “One hour. No screen. Just you.”, presented disconnection as a positive and achievable personal choice rather than as a restriction.
- Participants shared short reflections, screen-time screenshots and videos through Instagram and TikTok, using the campaign hashtag #60minsOffline.
- The campaign followed a progressive three-month model designed to make screen-free time an increasingly natural part of participants’ weekly routines.
- Overall, the initiative combined peer-to-peer communication, practical challenges and personal reflection to strengthen digital well-being and conscious technology use.

Campaign links: Instagram: https://www.instagram.com/60minutesoffline | TikTok: https://www.tiktok.com/@60minutesoffline



2. SPIN YOURSELF

A playful challenge encouraging teenagers aged 15-18 to discover hobbies beyond algorithm-driven routines.

- ITHS students developed “Spin Yourself” to encourage teenagers to explore new interests outside their usual online habits and algorithmically recommended content.
- Each participant collected hobby suggestions from friends, entered them into a digital wheel and committed to trying the randomly selected activity for at least one hour.
- The experience was documented through authentic short videos and Stories showing the wheel spin, the hobby attempt and an honest final reflection.
- The campaign used a playful peer-to-peer tone and valued unexpected, imperfect and genuine experiences rather than highly edited social media content.
- Through the #SpinYourself Challenge, participants nominated friends to continue the activity, creating a self-sustaining chain of experimentation and connection.
- Overall, the campaign promoted curiosity, creativity, offline engagement and personal growth while demonstrating a positive use of social media for peer motivation.

Campaign links: Instagram: https://www.instagram.com/spin.yourself

TikTok: https://www.tiktok.com/@spin.yourself



KSDSGG SOCIAL MEDIA CAMPAIGNS

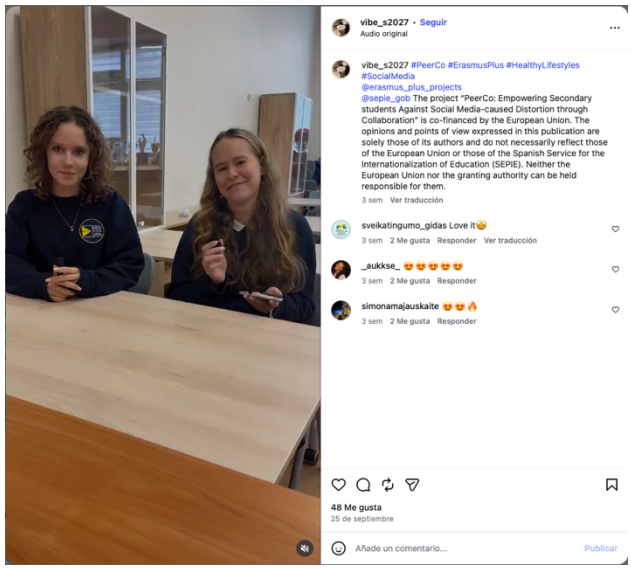
Partner organisation: Kaunas Steponas Darius ir Stasys Girėnas Gymnasium - KSDSGG, Lithuania
Project: PeerCo - Empowering Secondary Students Against Social Media-caused Distortion through Collaboration

1. POSITIVE SCHOOL CLIMATE

A student-led Instagram campaign promoting respect, empathy, responsibility and well-being in the school community.

- KSDSGG students developed “Positive School Climate” to show how everyday actions and communication influence the atmosphere of the whole school community.
- The campaign promoted respectful communication, empathy, mutual support, responsible behaviour, student well-being and practical ways of managing school-related stress.
- Its central slogan, “Your actions shape our school.”, highlighted the contribution that every student can make to a safer, kinder and more supportive school.
- Four educational Instagram posts addressed school climate, personal well-being, respectful communication and stress management in a positive and accessible tone.
- A final Reel incorporated authentic student voices by asking young people what responsible behaviour at school meant to them.
- Overall, the initiative used peer-to-peer communication and practical calls to action to encourage reflection and positive behavioural change.

Campaign link: Instagram: https://www.instagram.com/vibe_s2027/



2. PATH TO A HEALTHIER LIFE

A visual campaign encouraging teenagers to make balanced, safe and sustainable everyday health choices.

- KSDSGG students created “Path to a Healthier Life” to encourage young people to make healthier and more informed choices in their daily routines.
- The campaign presented healthy living as practical, enjoyable and achievable through balanced nutrition, safe physical activity and small sustainable habits.
- Its central slogan, “Your habits. Your health. Your choice.”, emphasised personal agency without promoting extreme or unrealistic lifestyle changes.
- Carousel posts shared healthy meal ideas and recipes, while educational posts addressed common exercise mistakes such as skipping warm-ups or using incorrect technique.
- A street-style Reel asked members of the public about their favourite foods, adding an interactive element and connecting the campaign with real-life preferences.
- Overall, the campaign combined visual inspiration, practical guidance and audience participation to promote long-term healthy habits among teenagers.

Campaign link: Instagram: https://www.instagram.com/sveikatingumo_gidas/

Suggested use in the general report: Place one or two screenshots below each campaign summary, followed by the relevant Instagram link.



LLJJ SOCIAL MEDIA CAMPAIGNS

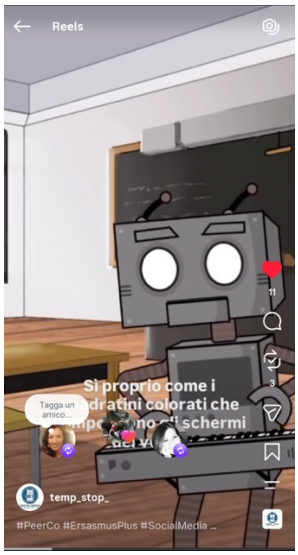
Partner organisation: Liceo Classico "J. Joyce" - Ariccia (RM), Italy
Project: PeerCo - Empowering Secondary Students Against Social Media-caused Distortion through Collaboration

1. DIGITAL DETOX. RECONNECT WITH LIFE

A student-led Instagram campaign promoting healthier digital habits and stronger face-to-face relationships among teenagers aged 14-18.

- LLJJ students developed "Digital Detox. Reconnect with Life" to raise awareness of the risks associated with excessive social media use and digital dependency.
- The campaign encouraged teenagers to reflect on peer relationships that take place mainly online and on the effects this may have on communication and everyday well-being.
- Its main message highlighted the importance of nurturing face-to-face relationships and overcoming the fear of missing out, commonly known as FOMO.
- The campaign was structured around seven animated videos published on Instagram between 10 and 30 June.
- A friendly mascot explained the topic in an accessible and entertaining way, using engaging visual storytelling rather than overloading viewers with information.
- Overall, the initiative combined a youth-friendly tone, animation and reflection to encourage more balanced social media habits and meaningful offline connections.

Campaign link: Instagram – @temp_stop_



2. NOTHING IS FREE. SOMEWHERE, SOMEONE IS PAYING

An awareness campaign encouraging teenagers aged 14-18 to question the hidden human and economic costs of fast fashion.

- LLJJ students created “Nothing Is Free” to raise awareness of the labour exploitation and human-rights abuses that may lie behind very low-cost fast-fashion products.
- The campaign encouraged young consumers to reflect on their shopping habits and to understand that low retail prices can conceal a much higher human cost elsewhere.
- Its central slogan, “Somewhere, someone is paying”, summarised the campaign message in a direct, memorable and thought-provoking way.
- The Instagram campaign consisted of six informative Stories and one explanatory video published between 10 and 20 June.
- Content used an informal but rigorous educational tone, aiming to communicate substantial information in a format suitable for a teenage audience.
- Overall, the initiative connected responsible consumption, labour rights and social-media education, encouraging more informed and ethical purchasing decisions.

Campaign link: Instagram – @progettopeerco



RAGINA SOCIAL MEDIA CAMPAIGNS

Partner organisation: Ragina Ltd., Bulgaria
Project: PeerCo - Empowering Secondary Students Against Social Media-caused Distortion through Collaboration

1. WIN THE DAY

A positive social media challenge encouraging healthier routines through realistic and achievable daily actions.

- Ragina developed "Win the Day" to encourage people to build healthier habits through small daily challenges that support physical and mental well-being.
- The campaign addressed a broad audience and presented healthy change as something accessible to everyone, regardless of previous experience or fitness level.
- Its central message, "Small Steps. Big Changes.", highlighted how consistent everyday actions can gradually create lasting habits and a healthier lifestyle.
- Content was planned for Instagram and Facebook through daily challenge posts, short Reels, motivational graphics, Stories with polls and progress check-ins, and participant-generated content.
- A seven-day challenge gave the campaign a clear participation structure and encouraged users to complete one manageable task each day, with nine posts planned in total.
- Overall, the campaign used a positive, motivating and educational tone to turn well-being goals into simple actions and visible personal progress.

Campaign links: Instagram and Facebook links to be added by the partner organisation.



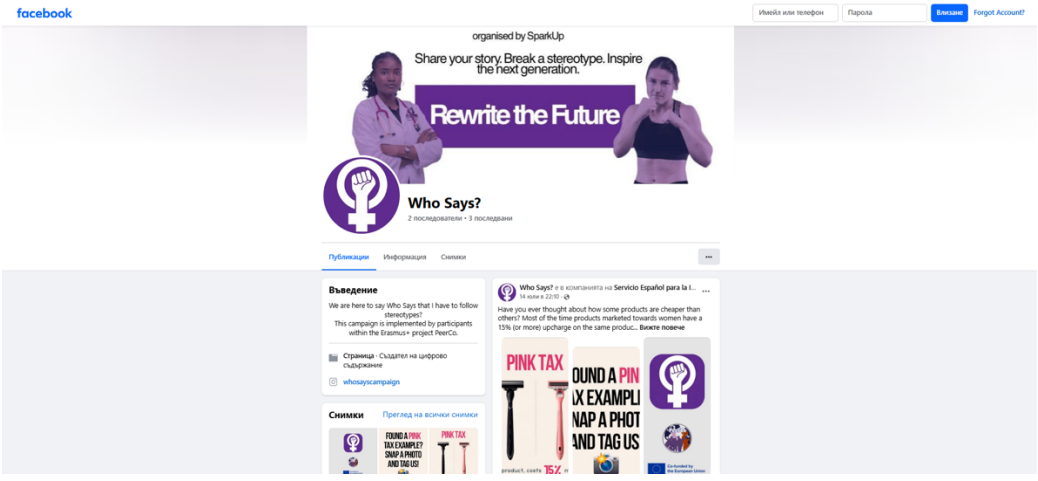
2. WHO SAYS?

An inclusive campaign encouraging young people and adults to challenge stereotypes surrounding hobbies, careers and personal aspirations.

- Ragina developed “Who Says?” to challenge limiting stereotypes and support every person’s freedom to choose hobbies, studies, careers and opportunities according to individual talents and interests.
- The campaign targeted pre-teens, teenagers, parents, teachers and other adults who influence young people’s decisions and beliefs about social expectations.
- Its central message, “Talent, dreams, and interests have no gender”, was reinforced by the short slogan “Color Outside the Lines.”
- Instagram and Facebook content was planned through short videos and carousel posts contrasting common stereotypes with real examples from ballet, nursing, engineering and other fields.
- Interactive polls, quizzes and personal stories from people who had challenged stereotypes were designed to support participation, reflection and peer discussion across seven planned posts.
- Overall, the campaign used a positive, empowering and inclusive tone to encourage freedom of choice, equal opportunities and respect for each person’s abilities and aspirations.

Campaign links: Instagram and Facebook links to be added by the partner organisation.

Suggested use in the general report: Place one or two screenshots below each campaign summary, followed by the relevant Instagram and Facebook links.



TBL SOCIAL MEDIA CAMPAIGNS

Partner organisation: Tarsus Borsa İstanbul Şehit Umut Sami Şensoy Anadolu Lisesi (TBL), Türkiye
Project: PeerCo - Empowering Secondary Students Against Social Media-caused Distortion through Collaboration

1. RECYCLE YOUR FUTURE

A positive Instagram campaign encouraging teenagers and families to reduce waste and make environmentally responsible choices.

- TBL students developed “Recycle Your Future” to raise awareness of recycling and motivate people to protect the environment through simple everyday actions.
- The campaign addressed a broad audience, with particular attention to teenagers and their families as key agents of change within homes and local communities.
- Its central message emphasised that every individual action can contribute to meaningful long-term environmental change, reinforced by the slogan “Recycle Today, Protect Tomorrow.”
- Weekly Instagram content included photographs of recyclable materials, short Reels, Stories with polls and progress check-ins, motivational graphics and user-generated contributions.
- Ten posts were planned, using a positive, motivating and educational tone to make recycling understandable, practical and easy to incorporate into daily routines.
- Overall, the campaign connected social media participation with environmental responsibility and encouraged followers to reduce waste and adopt more sustainable habits.

Campaign link: Instagram – @gelecegini.donustur.tbl



Co-funded by the European Union

2. READ MORE, SCROLL LESS

A reading-promotion campaign encouraging teenagers and families to replace passive scrolling with meaningful reading habits.

- TBL students created “Read More, Scroll Less” to reduce time spent on endless scrolling and encourage books, articles and other reading materials as valuable alternatives.
- The campaign highlighted the contribution of reading to knowledge, creativity, imagination and critical thinking, while promoting books as part of everyday life.
- Its central message stated that books offer another world beyond screens, reinforced by the concise slogan “Turn Pages, Not Just Screens.”
- Weekly Instagram content included photographs of books and articles, short Reels, Stories with polls and progress check-ins, motivational graphics and user-generated reading updates.
- Ten posts were planned for teenagers and their families, using a positive, motivating and educational tone to encourage realistic changes in digital and reading routines.
- Overall, the campaign linked digital well-being with literacy and invited followers to exchange passive screen time for more reflective and meaningful reading experiences.

Campaign link: Instagram – @cokokuazkaydir

Suggested use in the general report: Place one or two screenshots below each campaign summary, followed by the relevant Instagram link.



COLEGIO VIRGEN DE LA ROSA SOCIAL MEDIA CAMPAIGNS

Partner organisation: Colegio Virgen de la Rosa, Burgos, Spain
Project: PeerCo - Empowering Secondary Students Against Social Media-caused Distortion through Collaboration

1. QUE NO TE ATRAPE

A student-led campaign challenging the normalisation of vaping and strengthening informed, independent decision-making.

- "Que no te atrape" was designed for students aged 13-16, with families and teachers as a secondary audience, to raise awareness of vaping and encourage behavioural change.
- The campaign helps students question the idea that vaping is fashionable, harmless or socially unavoidable, while identifying commercial messages and peer-pressure tactics.
- Its key message is that vaping is not harmless or neutral and that failing to make a conscious choice is also a decision; the central slogan is "Que no te atrape".
- Five posts were planned over two weeks: a launch carousel, a myths-versus-reality carousel, a short Reel, an interactive Stories quiz and a closing poster with a call to action.
- The campaign uses a direct, visual and non-judgemental tone, with a black, acid-green and white identity, and includes practical phrases for refusing pressure without losing social connections.
- The final "7-day challenge" encourages students not to normalise vaping and to choose one personal strategy for responding critically and confidently to social pressure.

Campaign links: Carousel 1: https://www.instagram.com/p/DaQV-WciG8x/ | Carousel 2: https://www.instagram.com/p/DaTkElbiFOV/

| Reel: https://www.instagram.com/reel/DahkgjVgDfe/



2. NO APUESTES TU CONTROL

A preventive campaign helping teenagers recognise online gambling risks and the persuasive language of "easy money".

- "No apuestes tu control" was developed for students aged 14-18, with families and teachers as a secondary audience, to strengthen critical thinking about online gambling and betting.
- The campaign addresses exposure to betting platforms, loot boxes, tipsters and "easy money" messages that may appear entertaining, urgent or free from consequences.
- Its key message warns that what is presented as quick entertainment or easy profit can also reduce personal control; the central slogan is "No apuestes tu control".
- Five posts were planned over two weeks: an awareness carousel, a carousel on three warning signs, a short Reel, an interactive Stories quiz and a final commitment poster.
- The content highlights three main red flags: promises of easy winnings, urgency, and attempts to recover losses, while also exposing persuasion tactics such as "one more time" or "you will win today".
- The closing commitment invites students to question gambling messages when they see them and to seek help when they are concerned, prioritising control and self-care over rapid promises.

Campaign links:

Carousel 1: https://www.instagram.com/p/DaPmy8oju9B/

| Reel: https://www.instagram.com/reel/DaTMXTLpi5_/

| Carousel 2: https://www.instagram.com/p/DagZs7jjh-z/





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