

Reporting Digital Rights and Freedoms

Implementing organization	Goce Delcev University (GOCE.MK and University Media)
Location	Macedonia
Thematic focus	Digital rights, online safety, cyber abuse and digital literacy
Primary target group	Young people aged 16–35, with particular attention to women, minorities and people affected by online abuse
Implementation period	9 months
Main delivery channels	Goce.mk; Facebook, Instagram, YouTube and TikTok

1. Project summary

The project will raise awareness of digital rights and online safety in Macedonia through five documentary-style videos of approximately 10 minutes each. The videos will present real-life experiences of people affected by digital abuse, including identity theft, financial fraud, online harassment and cyberbullying, complemented by expert perspectives and practical guidance. A coordinated online campaign will extend the reach of the documentaries through promotional videos, social media visuals and an educational infographic or brochure explaining how people can protect themselves, where to report abuse and which institutions or organisations can provide help.

2. Problem addressed

The application identifies low public awareness of digital rights, limited digital literacy and gaps in access to practical information and support as factors that leave people vulnerable to online abuse in North Macedonia. Women, minorities, young people, journalists and content creators may be particularly affected. People who experience abuse can feel isolated or unsure how to protect their rights or seek assistance. The project responds with accessible journalism, first-person stories and expert-informed information on prevention and available support.

3. Overall goal and specific objectives

Overall goal: To raise awareness about digital rights and online security in North Macedonia.

- Produce at least five documentary-style videos, each approximately 10 minutes long, covering different forms of digital rights violations and cyber abuse.
- Educate audiences about practical ways to prevent online harm and protect their digital rights.
- Develop accessible educational content that explains digital rights abuse, self-protection measures and sources of support.
- Encourage people to speak up about digital rights violations and cyber abuse.
- Contribute to advocacy for improved digital rights protection.

4. Main activities and deliverables

- **Research and participant outreach:** Identify and contact people who have experienced digital abuse; conduct preliminary interviews and research; cooperate with relevant organisations and experts.
- **Documentary production:** Film and edit five documentary-style episodes, drawing on personal experiences and expert/legal input. Participants may remain anonymous; where direct participation is not possible, the case may be discussed with experts or relevant stakeholders.
- **Social media campaign:** Create at least five social media visuals overall, plus one teaser and two reels per episode.
- **Educational infographic or brochure:** Prepare practical online-safety guidance, do's and don'ts, self-protection tools, reporting routes and relevant institutional contacts, with specialist input.
- **Audience engagement:** Use calls to action to invite engagement and, where safe and feasible, experiences from the audience.
- **Publication and distribution:** Publish documentaries and accompanying articles on Goce.mk; share content through Facebook, Instagram, YouTube and TikTok.

5. Expected outputs and results

- 5 documentary-style videos of approximately 10 minutes each.
- At least 5 social media visuals overall, including quotes and key points.
- 1 teaser video and 2 reels per documentary episode (15 short promotional videos in total if the planned format is applied to all five episodes).
- 1 educational infographic or brochure with practical advice and contacts for support/reporting.
- A coordinated digital campaign across the organisation's website and social media channels.
- Improved audience access to information about digital rights, prevention and routes for assistance; increased public discussion of online abuse.

6. Target groups and beneficiaries

- Young people aged 16–35 across Macedonia.
- Women and minority communities who may face online hate speech, harassment, cyberstalking or privacy violations.
- The wider public, including people who need accessible information on digital rights and online safety.
- People who have experienced digital rights violations or cyber abuse, including at least five potential story participants.
- Experts, legal professionals, civil society organisations and activists who can contribute specialist perspectives and information on support mechanisms.