

## **BeAware Project: Youth Ambassadors drive European digital safety campaign with more than 1,268,187 views**

The *BeAware Young Ambassadors* campaign, an innovative European initiative, mobilized young people from several countries to promote digital safety and combat Online Sexual Exploitation and Abuse (OSEA). During four months of intense activity on social media, the youth ambassadors managed to achieve impressive numbers, engaging thousands of people in conversations about digital responsibility, prevention, and online empowerment.

### **A European initiative for digital security**

The *BeAware Project* available in <https://beawareproject.eu/> was created to empower young people and communities to address the growing challenges of online safety. Through the **Young Ambassador Contest**, participants between the ages of 18 and 30 were selected in each partner country to lead a digital campaign, creating content on TikTok, Instagram and Facebook.

Each ambassador worked for **a month**, using various formats such as **reels, stories, short videos, carousels and infographics**. The objective was clear: **to raise awareness about digital risks**, promote safe behaviors and highlight the resources offered by the *BeAware project*.

The project is promoted by the organization **D'Antilles et D'Ailleurs (DA&DA)** and this activity aimed to give a voice to young people and empower them to become leaders of change in their digital communities, demonstrating that, when given tools and space to create, they can engage their peers and generate real impact (<https://www.dantillesetdailleurs.org/en/>).

During the campaign, which took place between May and August 2025, the youth ambassadors achieved significant results:

- **Total Views:** more than **1,268,187**
- **Cumulative Likes (Likes):** more than **17,860**
- **Publications analyzed:** 30 main contents, in different formats

Some videos exceeded **275,000 views** and others had more than **3,400 likes**, demonstrating the viral potential of messages that combine **strong visual**

**storytelling** and **relevant themes**, such as the prevention of online sexual exploitation.

The winner of the **Young Ambassador Contest** come from the partner The Smile of the Child (TSoC) <https://www.hamogelo.gr> and is the influencer Pamairii <https://www.instagram.com/pamairii/>, who achieved over 9,800 likes and more than 586,323 views on posts related to the BeAware campaign. You can check out one of her posts here: <https://www.instagram.com/p/DMAawCVKxS/>

The winning ambassador will be **invited to participate** in the project's final conference and **travel to Martinique** at the end of 2025. During the event, they will have the opportunity to **present their results, share their experiences**, and **inspire other young people** to make the digital world a safer place.

For this accounting, each partner monitored views, likes, comments, and reach on a weekly basis, only considering data up to 7 days after the last publication to ensure a fair evaluation.

*"The active participation of young people is key to combating digital threats. This campaign proved that, when well guided, they can lead crucial conversations about online safety and empowerment,"* says Teresa Valente, coordinator of Storytellme and partner in the project available in <https://storytellme.eu/pt/eu-projects/>.

The *BeAware Young Ambassadors campaign* demonstrated that young people can be **transformative agents in the digital space**, reaching hundreds of thousands of people and fostering a culture of online safety and prevention. With more than **1,268,187 views** and thousands of interactions, the initiative not only exceeded expectations, but also laid the foundations for **an ongoing European movement for digital protection and wellbeing**.

For more information:

<https://beawareproject.eu/>

<https://www.facebook.com/profile.php?id=61561120483784/>

<https://www.linkedin.com/in/be-aware-project-6b0a88315/>

[https://www.instagram.com/be\\_awareproject/](https://www.instagram.com/be_awareproject/)

