Migrant Media Network

Social Media & Migration Training

MIGRANT MEDIA NETWORK
FIELD GUIDE HANDOUT

Edition 2020

#migrantmedianetwork
#planb4upack
#smartmigration
#mmn_ussd
#thinkb4uclick
#safemigration
#positivealternatives
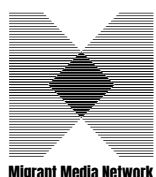
Social Media Migration Training
FIELD GUIDE HANDOUT

The Migrant Media Network Social Media & Migration Field Guide offers information, discussion topics, and resources to be used by potential migrants. The guide is designed to support individuals in clarifying their goals and making informed migration decisions.

THE MIGRANT MEDIA NETWORK AIMS TO ASSIST PEOPLE IN MAKING INFORMED CHOICES ABOUT MIGRATION BY:

- **Engaging members of the diaspora in social media sensitization**
- **Providing offline tools to disseminate information in remote regions**
- **Creating a network of trainers in remote regions**
- **Mitigating propaganda, hate speech, and misinformation on social media**
- **Enabling an informed decision-making process regarding migration**

This guide contains information about setting SMART goals and provides questions to lead discussions about reasons to migrate and the dangers and tactics used by human traffickers and smugglers. The guide also provides resources on how to access reliable information, connect with others, and find opportunities for employment and study.

UNDERSTANDING ONLINE MANIPULATION

Migrants are subject to lies from smugglers and human traffickers. Social media channels have become a tool for smugglers both to contact migrants and to spread false information and lies about migration and Europe.

The media and researchers are starting to talk about "digital refugees," because smartphones, the internet, and social media are becoming key tools used by migrants during their journeys, and central to have besides food, water, and shelter.

Gaining awareness of the way smugglers operate and being aware of online manipulation can improve people's chances of staying safe and avoiding traps. Social media plays a huge role because of the pictures and videos potential migrants see of others living the good life in Europe. But these images have been heavily edited to only show highlights and hide all of the bad parts.

> **"**
> One of the reasons why people resort to irregular migration is a lack of information about how to travel legally and the real dangers of irregular routes. Empowering migrants with correct knowledge is one of the most effective ways to protect potential migrants from unnecessary harm and loss of life. — Sylvia Lopez-Ekra, IOM Ghana Chief of Mission.
> **"**

#SMARTMIGRATION PATHS

#MMN_USSD SYSTEM: INFORMATION ABOUT MIGRATION CHOICES
The #MMN (Migrant Media Network) project uses the USSD system to provide information to people in Ghana who are thinking about migration. The system is free of charge, works on regular phones without internet, and is well known throughout the country.

For more information about #SMARTMIGRATION, please dial ***920*45#** to access the #MMN system.
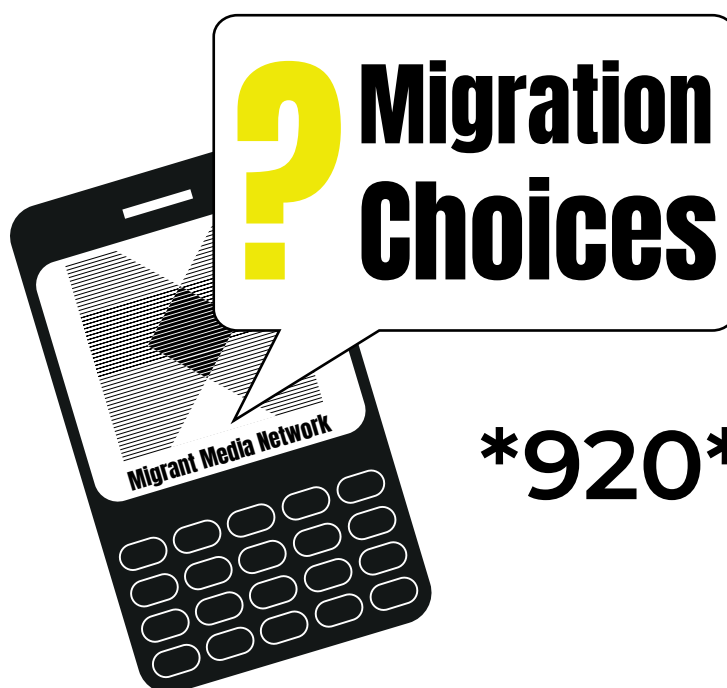
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PLAN BEFORE YOU PACK

#MMN | HANDOUT 1

PLANNING THE JOURNEY

HOW TO DEFINE S.M.A.R.T. GOALS FOR MIGRATION
(SPECIFIC, MEASURABLE, ATTAINABLE, RELEVANT, TIME-BASED)

#SMARTMIGRATION

If you are thinking about migrating, take time to think about it carefully. Before making any decision, it is very helpful to think about what your goals are. In other words: what outcome or result are you hoping for?

It is helpful to have a clear picture of what you are hoping for. Then the next step is to create a detailed plan for how to reach these goals.

One tool that can be helpful in setting and achieving goals is using SMART goals. SMART stands for: Specific, Measurable, Attainable, Realistic, and Time-Based.

DEVELOPING SMART GOALS

S is for Specific

The first step in deciding if and how you are going to migrate involves asking yourself a lot of specific questions. This is the most important step, because you need to look at many different possibilities. But hopefully, by answering these questions, you will gain a clearer idea of what your goals are.

A specific goal will answer the five "W" questions:

· **Who:** Who is involved? Just you? You and your family? Are other people offering help? Can you trust them? Do you have other options?

· **What:** What are the requirements? What do you need to be successful? What resources (like time, money, health, legal papers, etc) do you need? What are the realistic job prospects? What are the educational prospects? What are the pros and cons of migrating and not migrating? Think through both the good and the bad.

· **When:** When do you have to decide about migrating? By when would you need to apply for a visa or other documents?

· **Where:** Where do you want to go? Do you know the place? The language? The culture?

· **Why:** Why do you want to migrate? Be sure to have a very clear reason. Is this the best thing for all people involved? Are there other options at home that could also lead to a positive outcome?

M is for Measurable

A goal always needs to have a way of measuring progress. How you measure progress depends on what goal you have set. For example, if your goal is to find a new job, you would measure your progress by counting how many people you have contacted about work each week. By seeing these numbers, you can see that you are making progress. If a goal is not measurable, it is hard to know if you are making progress towards achieving that goal. Measuring doesn't have to be complicated.

A measurable goal will answer these questions:

· How will I track my progress?

· How much time do I need?

· How much of a resource (time, money, energy) do I need?

· What are some mini-goals I can set along the way?

A is for Attainable

It is important to set goals that are realistic and attainable. Attainable means that with a lot of effort and work, the goal is possible. Very often, we start with unrealistic goals. That's why this exercise is so important, because if the goal isn't attainable, we are setting ourselves up to fail. But once we have learned to set attainable goals, we are much more likely to have success! And we might notice that previously overlooked opportunities (like vocational college or local employment options) exist close by and can also be a path to reaching our goals. There are many paths to reaching goals.

An attainable goal will answer these questions:

· Is this goal realistic?

· Could the goal be reached? How?

· Are there other paths to reaching my goal? What are they?

R is for Relevant

A relevant goal is a goal you are willing and able to work towards achieving.

A relevant goal will be able to help you ask and answer these questions:

· Does this goal seem worthwhile?

· Have I assessed and compared all of the potential risks and losses?

· Are there better, safer ways of arriving at the same goal?

T is for Time-Based

It is important to map out how long reaching your goal should take, and then setting deadlines to stay on track. This way, you don't fall behind, and it helps you break down the goal into mini-steps along the way. Each of these mini-steps will have a deadline. Working through this process also helps you see if your goal is truly attainable. You might realize you currently do not have the time or resources needed. In that case, go back to the first question and work through those questions again.

A time-based goal will usually answer these questions::

· How long will it take me to reach my goal?

· What can I do in the next week to work towards my goal?

· In the next month? Six months?

· Are there any fixed deadlines (for applications, for example) that I cannot miss?

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MIGRATION DECISIONS

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KEY QUESTIONS FOR GROUP DISCUSSION

> Why do you want to migrate?

> How do you imagine your life there?

> What other choices do you have?

· What are your reasons for wanting to migrate to another country?

· How do you imagine life would be there? Where did you get this image from?

· Do you feel pressured by other migrants, returnees, friends, or family to migrate?

· What are some ways of gaining recognition and respect from your community that does not include migration?

· Can you find ways to have a happy and successful life here?

· What are some other options for improving your life here?

· Who could you ask for help in improving your life here?

· Is the information you have about migration and Europe coming from reliable sources?

· Are you aware of possible dangers during the journey? What are some steps you could take to stay as safe as possible?

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HUMAN TRAFFICKING

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KEY QUESTIONS FOR DISCUSSION
MANIPULATION & HUMAN TRAFFICKERS

What is human trafficking?

What strategies are used by traffickers?

How do you escape, if trapped?

· What is human trafficking?

· How does human trafficking work?

· What strategies are used by traffickers?

· What strategies do human traffickers use to attract their victims?

· What can you do to escape if you are trapped by a human trafficker?

· Does social media influence your decision to migrate?

WARNING!

Human traffickers and smugglers provide false information about migration in order to make money for themselves. They do not care about the people they are smuggling. Working with traffickers and smugglers is very dangerous.

Traffickers and smugglers often target unemployed youth. They advertise their business in schools, religious centers, and neighborhoods.

Things to know:

· Smugglers use social media and chat groups to spread malinformation.

· Human traffickers are criminal groups and are very dangerous.

· They lie about promising to escort migrants during the journey, having connections via the smuggler's established networks along the route, and being able to get fake travel documents (passports, I.D. cards, visas, and stamps).

· Human traffickers and smugglers intentionally circulate misinformation, half-truths, and avoid discussing unpleasant possibilities, danger, or risks. They share fake photos and videos that pretend to show migrants happily living in Europe. These are edited and not real!

· Often, economic migrants send misinformation home to influence others' decisions to migrate. They send images of success, and do not honestly talk about how dangerous or difficult life is, because they want to appear successful.

· Anything that sounds too good to be true, is too good to be true. Promises of getting you to Europe, or promising a well-paying job - these are all false promises.

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INTERNET USE: recruitment, advertisement and exploitation

Recruitment on social media and webpages

Advertisement of job offers and exploitative services on the internet

Use of video equipment to stream and broadcast exploitative services

Diagram sourced from report: https://www.unodc.org/documents/data-and-analysis/tip/2021/GLOTiP_2020_15jan_web.pdf

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KEY QUESTIONS FOR GROUP DISCUSSION REGULAR / IRREGULAR MIGRATION

What is irregular migration?

What are the dangers?

What are safer options?

· What are your migration expectations?

· What are the risks of irregular migration?

· Having gained a deeper knowledge of the dangers related to irregular migration, would you still consider "backdoor migration" an option?

· Whether you answer Yes/No, can you explain the reasons for your choice?

· Did you have a realistic idea of what irregular migration can involve?

· Do you think your expectations are too optimistic?

· Do you think regular migration (through work or a study visa) could be a possible option?

· Would you take steps to apply for a study or work visa in the near future?

· Would you consider joining young people in your community to start a business?

GHANA & REGIONAL OPPORTUNITIES

FACILITATORS: DISCUSS OPTIONS AT HOME

Introduce discussion for prospective migrants on the options at home:

· Realistic measures and things that they can do at home.

· Share success stories of people who have made it at home.

· Show the high cost and risk of irregular migration, compared with what they could do with the money at home to build a better life in Ghana.

· Help them develop a plan of what they could instead do with the money they spent years saving. Share ideas of possible alternative options.

· Give examples of how people in Ghana can develop business or NGO ideas, which can awaken the interest of Europeans and investors who will then be interested in what they are doing and can even fund them to come to Europe for a visit.

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RESOURCES & INFORMATION

MIGRATION RESOURCES AND INFORMATION

ON THE MOVE

MigApp
MigApp is an app designed by the International Organization for Migration (IOM).
https://www.iom.int/migapp

The app provides:
· Trusted information on migration
· A secure space to communicate with others
· Information on:
  · Migration safety
  · Visa regulations
  · Government policies
  · Health guidelines
· Access to migration services and programs
· A secure space to communicate

International Organization for Migration
Based in Switzerland, IOM is the leading inter-governmental organization in the field of migration.
www.iom.int
migapp@iom.int
Tel: +41 22 717 9111

InfoMigrants
News and information written for migrants, to counter misinformation at all stages of the journey: before migrating, along the route, and in the destination countries. Available in Arabic, French, and English.
https://www.infomigrants.net/en/

Refugee.Info
Covers topics relating to asylum procedures, work permissions, signing children up for school, and finding a doctor.
https://www.refugee.info/
Messaging option on: https://www.facebook.com/refugee.info

Alarmphone
Hotline for boat people in distress. Offers support and organizes rescues.
The Alarmphone is NOT a rescue number, but is there to pressure others to help.

Alarmphone cannot rescue anyone: they are not in the area and do not have boats or helicopters. But if you are in distress at sea, follow these steps:

1. Call the coast guard and tell them about your situation of distress.

2. Call Alarmphone. They will make sure that your distress call is acted upon.

3. If you are not promptly rescued by the coast guard, call Alarmphone again. We will inform humanitarian organizations and public media to put pressure on rescue services.

In case of emergency call **+334 86 51 71 61**
https://alarmphone.org/en/about/

Emergency Contacts
Tunisia: **+216 71 560 240**
Libya: **+218 21 44 46 799 or +218 21 56 30 257**
Spain: **+34 900 202 202 or +34 917 55 9 133**
Morocco: **+212 537 625 877**
Italy: **+39 065 908 45 27**
Malta: **+356 21 257 267**
Greece: **+30 210 41 12 500**

Open Migration, Italian Coalition for Civil Liberties (CILD)
Open Migration aims to provide quality information on refugees and migration, to fill a gap in public opinion and in the media. Open Migration does this through the analysis of data.
https://openmigration.org/
contact@openmigration.org

W2eu.info
Independent information for refugees and migrants coming to Europe. Information on rights, laws, and the border situation of almost every European country (in English, French, Arab and Farsi).
https://w2eu.info/

Rumours about Germany
The German Federal Foreign Office offers migrants reliable information to counter inaccurate information and rumors spread by smugglers and traffickers.
https://rumoursaboutgermany.info

Trace the Face
A number of National Red Cross Societies in Europe are publishing photos of people looking for their missing relatives in the hope of reconnecting families. Check if your family is looking for you or publish your photo to enable your family to contact you.
https://familylinks.icrc.org/europe/en/Pages/Home.aspx

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INFORMATION ON 'IRREGULAR MIGRATION' ROUTES

InfoMigrants Personal Stories
https://www.infomigrants.net/en/stories/

A Deadly Journey for Children: The Central Mediterranean Migration Route
UNICEF Refugee and Migrant Crisis, February 2017
https://www.unicef.org/reports/deadly-journey-children

MIGRATION CONTROL, TAZ PROJECT
https://migration-control.taz.de/#en

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RESOURCES & INFORMATION FOR MIGRANTS IN EUROPE

Couchsurfing: https://www.couchsurfing.com/
Centre for Entrepreneurs: https://centreforentrepreneurs.org/networks/
Give Something Back to Berlin: https://gsbtb.org/de/#!/
Mentor Project: http://www.mentproject.eu/
Migrant Women Network: https://www.migrantwomennetwork.org/
Migration Hub: https://www.migrationhub.network/joinus

Kiron University
https://kiron.ngo/
A free, online learning platform designed specifically for migrants.

Refugees on Rails
http://refugeesonrails.org/en/
Teaches refugees how to program and code, which helps them find employment.

MIGRANT PERSPECTIVES: RETURNEE EXPERT NETWORK

The **CIM Program** is supported by the German government. The program allows migrants who have gained skills in Germany to return home, to work as experts in their home country. CIM supports the returning migrants financially.

"The term 'returning expert' is used for those who have gained technical or managerial skills through study and work in Germany and who then go on to use their knowledge and expertise in their country of origin. We provide all the support you need for your return, from finding a job with a suitable employer through to establishing a network of contacts in your home country. We guide you through the entire process and ensure that your return is a success – for you, your employer, and your home country."
https://www.cimonline.de/en/html/returning-experts.html

AFRIKA KOMMT! Brings together young leaders from African and German companies to learn about German corporations, share knowledge, gain skills, and build up an network of contacts. The goal is to empower young people to become agents of positive change.
https://www.afrika-kommt.de/

INFORMATION ON STUDYING ABROAD

Entervarsity
https://www.entervarsity.com
A university search engine for students in Africa looking for detailed and reliable information on universities and colleges. Includes information on tuition, programs, locations, and extracurricular activities. This site will help prospective students be prepared and ready to apply and attend.

Resources for prospective students
DAAD **https://www.daad.de/en/**
Uni-assist **https://www.uni-assist.de/**
Aachen university applied science **https://www.fh-aachen.de/en/**

Arriving in Berlin
Digital map with helpful information for refugees and newcomers to Berlin.
https://arriving-in-berlin.de/

Make it in Germany
The German government's portal for qualified professionals from around the world.
Make it in Germany provides comprehensive information about entry and visa procedures, vocational training and higher education, finding jobs, and life in Germany. The job listings enable qualified professionals to look for suitable job vacancies and to find out what sectors and regions are looking to recruit.
www.make-it-in-germany.com/en

German Federal Office for Migration and Refugees (BAMF)
Provides information on asylum, refugee protection procedures, and life in Germany.
http://www.bamf.de/EN/Fluechtlingsschutz/fluechtlingsschutz-node.html

Opportunities to study abroad and key visa information:

DAAD Ghana – Admission Requirements to study in Germany
DAAD Ghana offers information regarding studying in Germany.
https://www.daad-ghana.org/en/study-research-in-germany/

Visa information for Ghanaian students to study in Germany
Information regarding the visa needed to study in Germany.
https://www.mastersportal.com/visa-info/167-11/students-from-ghana-to-germany.html

Study in Germany
Lists opportunities and describes the visa application process.
https://www.timelinetrust.com/study_in_germany.html

After School Africa Scholarships
German scholarships for international students from Africa and developing countries.
https://www.afterschoolafrica.com/scholarship/by-country/scholarship-in-germany/

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GHANA JOB SEARCH RESOURCES

Student Jobs Ghana Online Platform
Online platform where students and graduates can find internships and job opportunities.
www.studentjobsgh.com

African Entrepreneurs Hub
Encouraging entrepreneurship through support and programs such as My Business Friday and iHUB.
2 Stephen Quarshie Link, East Legon, Accra, Ghana
http://www.aehub.org/
Tel:+233 55 324 09 98
Email: info@aehub.org

HAPASPACE
Collaborative hub which powers startup business with technology.
The Village Building (same building as GN Bank), opposite the STC station
Adum, Kumasi, Ghana
https://hapaspace.com/
Tel: +233 20 171 3002
Email: info@hapaspace.com

HOPin ACADEMY
A nonprofit educational organization based in Tamale, Ghana designed for students to "hop in and hop out," rather than having strictly organized timetable structures. Offers training, mentorship, event space, meet-ups, and more!
Catholic Guest House Road, Just before SWAD fast food, Tamale, Ghana
Tel: +233 024 046 69 23
http://www.hopinacademy.org/
info@hopinacademy.org

MEST Incubator
MEST is a nonprofit, Pan African training program, seed fund incubator, and hub. Their mission is to create jobs and wealth in Africa by training, supporting, and investing in the continent's most promising software entrepreneurs.
No. 20 Aluguntugui Street, Ambassadorial Enclave, East Legon, Accra, Ghana
accra@meltwater.org
https://meltwater.org/
Phone: +233 30 274 2921

iCODE
Meet. Learn. Build. IT training & mentorship, incubator for entrepreneurship and technology, co-working space and private offices with 24/7 4G internet.
3 Kumasi Rd, Takoradi, Ghana
+233 54 038 9600
info@icodegh.com
http://icodegh.com/

TANOE
Hub of Hope for African Entrepreneurs. Offers business development, capacity building, digital marketing, Start-Up 101, financial management, leadership training and incubator for entrepreneurs.
+233 55 774 0130
https://tanoe.org
info@tanoe.org

WORKSHED AFRICA
Consulting, coworking, private offices, and events space.
47 Nungua Link Baatsona
Spintex Road, Accra
+233 303 969 845
joinus@ourworkshed.com
www.ourworkshed.com

Start Finder
Find opportunities, advice and help on the following topics:
· Planning to return to your homeland?
· Searching for new opportunities in your country?
· Seeking advice in your native language?
· Looking for options for regular migration to Germany?
https://www.startfinder.de/en/home

Ghanaian-German Centre for Jobs, Migration and Reintegration (MIAC)
Provides on-site help regarding job and vocational training opportunities in Ghana.
Gnat Heights Building, Ground Floor 30 Independence Avenue, Accra
migrationadvicecentreghana@giz.de
Tel:+233 556 7585 16
Tel:+233 556 7585 18

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NEXT GEN GHANA: YOUNG ENTREPRENEUR'S GUIDE

Evans Ofori Gyebi has a positive view on the chances and momentum for Ghanaian youth to start a business. Resources available in Ghana include seminars, workshops, meetings, hubs, accelerators, incubators, coworking spaces, and funders. Evans says: "As a student or young entrepreneur this is the best time in your life to try something new, whether to learn about the entrepreneurial journey or build a great brand. You're surrounded by the best resource you could ever have: peers as driven and brilliant as you are."

Kumasi Hive

Kumasi Hive is an Innovation and Entrepreneurship hub which provides comprehensive support to local innovations and business start-ups. The hub is a collaborative makerspace located in Kumasi, Ghana, for entrepreneurs to prototype ideas and develop sustainable businesses and products that have market value. Offering co-working space, event space, training space, maker-space and hardware studios.
https://www.facebook.com/kumasihive/
https://kumasihive.com/

CASE STUDY: ENTREPRENEURSHIP TO FIGHT POVERTY

According to the International Monetary Fund (IMF), Ghana will grow faster than any other economy in 2019, slowly leaving behind decades of economic crisis, a general impoverishment of the population and famine. However, in spite of a blossoming economy, Ghana's GDP per capita is roughly half that of developing and emerging economies. Young people in Ghana between the ages of 15 and 35 make up about 33.5% of the population, and the youth enter the job market with limited to no work experience. In 2018, unemployed youth made up 13,7% of the countries population.

The president of All Across Africa, Alicia Wallace, states that "entrepreneurship can be harnessed to fuel positive, sustainable global impact much faster than any other form of social good." In the Ghanaian context, a study from the Global Journal of Business Research argues that entrepreneurship in Ghana could be a solution for youth unemployment, underemployment and vulnerable employment. It stresses that given the fact that the majority of the African youth live in rural areas, entrepreneurship programs for the youth should also be primarily concentrated in rural regions.

Educating for entrepreneurship has the goal to enhance the development of real life skills and behaviours, and some authors say that the ultimate goal is to shift thinking and behavioural patterns. Online learning platforms such as Coursera, edX, Futurelearn, Iversity, Udacity, Openlearning, Openlearn, Alison and Canvas Network offer Massive Open Online Courses (MOOCs) devoted to entrepreneurship, skill building and business start-ups.
https://www.weforum.org/agenda/2019/05/ghana-is-set-to-be-the-worlds-fastest-growing-economy-this-year-according-to-the-imf/

Open Learning Guide by r0g_agency offers an introduction to open learning resources.
https://openculture.agency/open-learning-guide/
https://openculture.agency/outcomes/open-hardware-guide/

Class Central entrepreneurship courses:
https://www.class-central.com/subject/entrepreneurship

MOOC list provides more than 100 courses:
https://www.mooc-list.com/tags/entrepreneurship?static=true