

Consultation with the State Labour Inspectorate via Facebook Messenger, Lithuania

Title of the policy or measure (in English)	Consultations with the State Labour Inspectorate via Facebook Messenger
• Country	Lithuania
• Sectors	All
• What groups are targeted by the measure	- Employers (directly targeted) - Employer representative organisations (directly targeted) - Workers (directly targeted) - Trade unions (directly targeted) - Labour lawyers (directly targeted)
• Purpose of measure	Prevention
• Short sentence summarising the measure	Consultations via Facebook Messenger was introduced by the State Labour Inspectorate in order to introduce more forms of consultation with employers, employees and their representatives, and to improve the availability of consultations on issues concerning occupational health and safety and declared work.
Background	
• Background context driving the implementation of the measure	<p>In 2010 the Lithuanian Government introduced a new approach to tackling undeclared work. New forms of consultation were introduced and the availability of the new consulting techniques was improved. The digital e-consulting programme (digital consultant,) through which answers to various questions are received in an automatic way, was improved and the Consultations via Facebook Messenger were introduced a couple of years later - since then these have become more popular each year.ⁱ</p> <p>Workers and employers are encouraged to use phone, email and social media channels to seek advice about occupational health and safety, and declared work; one of the ways this is facilitated is through Facebook Messenger consultations.ⁱⁱ</p> <p>Besides introducing e-services, the overall tone of the Labour Inspectorate's communications shifted to one of, 'We are consultants - contact us for advice.'ⁱⁱⁱ</p>
• When was the measure implemented? (including start date and end date/ongoing)	2012 - ongoing
• Names(s) of authorities/bodies/organisations involved	State Labour Inspectorate for Lithuania (SLI)

<ul style="list-style-type: none"> • Scope of the measure (a pilot project, nationwide, regional wide) 	Nationwide
<ul style="list-style-type: none"> • Type of (policy) measure 	Tool
<ul style="list-style-type: none"> • Key objectives of the measure 	<p>General objective:</p> <ul style="list-style-type: none"> - To make State Labour Inspectorate for Lithuania (SLI) consultations more available to society and especially to younger audiences <p>Specific objectives:</p> <ul style="list-style-type: none"> - To provide daily consultations in a quicker and more effective way; - To provide more channels for contacting the SLI about work-related issues; - To contribute to the promotion of SLI's Facebook page (to reach wider audiences with preventative and other information)
Specific measure	
<ul style="list-style-type: none"> • Description of how the measure operates in practice 	<p>The activities involved include the following;</p> <ul style="list-style-type: none"> • Labour lawyers working at the State Labour Inspectorate are assigned a timetable each week so that there are two lawyers on duty every day between 8:00 and 16:00 (one covering the first half of the day, the other covering the second half of the day) to answer questions submitted through Facebook Messenger. Daily, frequently asked questions are usually answered within a couple of hours. Queries tend to concern matters related to the Labour code, interpreting different articles, for example, like wages for additional work, holiday leave etc. ^{iv} • When more complicated issues require an answer, the lawyers also have the option to respond by email, phone, or during face-to-face meetings. Also, if questions are related to different topics like safety and health at work they are passed to specialists in those areas to deal with^v. • From time to time, labour lawyers also collect the types of questions most frequently asked, sending them to the Communication's department to be posted as Frequently Asked Questions (FAQs) on the SLI's website and Facebook.
<ul style="list-style-type: none"> • What resources and other relevant organisational aspects are involved? 	Salary costs would approximate to EUR 14 400 annually for one employee. ^{vi}
<ul style="list-style-type: none"> • What are the source(s) of funding? 	National Funding
Evaluation and outcome	
<ul style="list-style-type: none"> • Has the measure achieved its objectives? 	There are a growing number of consultations via Facebook. For example, the number of consultations grew by 46 % between 2016 and 2017.
<ul style="list-style-type: none"> • Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved 	<p>To evaluate their efforts, the Labour Inspectorate monitors both the effects of their consulting activities and the impact of their communication actions^{vii}:</p> <ul style="list-style-type: none"> - Client satisfaction survey: in 2017, 96.55 % of those surveyed considered their consultations with the Labour Inspectorate as useful and evaluated the Labour Inspectorate as "service oriented"; - Since July 2017, the Labour Inspectorate has attached an activity quality assessment questionnaire to every consultation; - The time taken to respond to a Facebook query is monitored. Responses to queries via Facebook are usually provided within a couple of hours of receiving them;

	<p>- The overall rating of the SLI's Facebook page and reviews from users is monitored.</p> <p>Outcomes:</p> <p>- The number of consultations received is monitored - in 2017, there were more than 5 600 consultations via Facebook (a 46 % increase on 2016), accounting for about 4.4 % of the all consultations provided by the Lithuania Labour Inspectorate that year.^{viii}</p> <p>- Facebook statistics are constantly monitored e.g. number of people reached, age groups etc. The overall rating of the Facebook page and reviews by users are monitored with the average daily number of likes in 2017 at approximately five new likes per day, with a 4.4 star (out of five) rating given, while the page is liked and followed mostly by people in the age group 25-34 years old.</p>
<ul style="list-style-type: none"> • What are lessons learnt and the key conditions for success? 	<p>The key lessons learnt and success factors include the following:</p> <p>- The availability of legal and other specialists to consult daily on Facebook Messenger on related matters is crucial to its success;</p> <p>- The resources required to operate the consultation service will depend on the average number of queries received via the service and how quickly these can be answered; social networks tend to expect fast reaction times which should be considered when setting up this consultation service;</p> <p>- Some queries may require different methods of response e.g. more complicated queries requiring more detailed information, and so other methods of response need to be considered as part of the service including for example, email, telephone call, face-to-face consultations etc.</p>
<ul style="list-style-type: none"> • Level of transferability (e.g. other countries/groups/sectors) 	<p>Facebook is a universal tool, thus, consultations via Facebook Messenger can be easily transferred between different groups, sectors and Member States.</p>
Additional information	
<ul style="list-style-type: none"> • Contacts 	<p>Irina Janukevičienė, Head of Consultations and Legal Practice Department, State Labour Inspectorate Email address: irina.janukeviciene@vdi.lt Telephone: (8 5) 210 4728</p>
<ul style="list-style-type: none"> • Useful sources and resources 	<p>Weblink https://www.facebook.com/Valstybin%C4%97-darbo-inspekcija-prie-Socialin%C4%97s-apsaugos-ir-darbo-ministerijos-185017294961513/</p>
<ul style="list-style-type: none"> • Metadata and key words for online search 	<p>Lithuania; Consultation via Facebook; Facebook Messenger; digital e-consulting; digital consultant; occupational health and safety; e-services; social media; labour lawyers; Frequently Asked Questions; FAQs</p>

ⁱ The information in this field is excerpted from the State Labour Inspectorate of the Republic of Lithuania under the Ministry of Social Security and Labour -available at <https://www.vdi.lt/PdfUploads/EngReportSLI2015.pdf>

ⁱⁱ Ibid.

ⁱⁱⁱ European Platform tackling undeclared work (2018 forthcoming), *Practitioner toolkit: Information tools and approaches to reach out to workers and companies in the fight against undeclared work*, Ruslan Stefanov and Daniela Mineva Vitosha Research EOOD (Center for the Study of Democracy Group) in collaboration with ICF.

^{iv} Ibid.

^v European Platform Undeclared Work (2018), Follow-up Visit on Information Tools and Approaches to reach out to Workers and Companies in the Fight against Undeclared Work, Summary Report, 26 June 2018, Vilnius, Lithuania available at <http://ec.europa.eu/social/main.jsp?catId=1299&intPageId=4875&langId=en>

^{vi} This is an approximate amount only since different kinds of specialists are working with Facebook. For example, there are wage differences between civil servants and employees under employment contract.

^{vii} Source: Presentation at the workshop (22-23 March 2018, Stockholm, Sweden) in European Platform Undeclared Work (2018), *Information Tools and Approaches to Reach Out to Workers and Companies in the Fight against Undeclared Work*, Ruslan Stefanov and Daniela Mineva, Vitosha Research EOOD (Centre for the Study of Democracy Group), A Learning resource from the Thematic Review Workshop: 'Information Tools and Approaches to Reach Out to Workers and Companies', Stockholm, Sweden, 22-23 March 2018. Internet: <http://ec.europa.eu/social/main.jsp?catId=1299&intPageId=4875&langId=en>

^{viii} European Platform tackling undeclared work (2018 forthcoming), *op cit*.