ACTIVITIES OF GAZETA.PL AND INTERNET COMPANIES

Shortly after the outbreak of the coronavirus pandemic in Poland, **Gazeta.pl** initiated the **#Putthemask** (#ZałóżMaskę) **campaign**, in which the editorial office encouraged everyone to wear masks, including by publishing articles by the editorial office of **Zdrowie.Gazeta.pl**. Readers could learn from them, for example, what the properties of the masks are, how to make protective masks themselves, how to properly wear them, wash and dispose of them. On its Facebook profile, Gazeta.pl also made available an overlay for a profile photo prepared especially for this occasion.

In addition, the portal team in April 2020 collected funds for the purchase of a respirator for a hospital in Sucha Beskidzka under the slogan **#Webuyarespirator** (#KupujemyRespirator). Almost **PLN 145 000 was collected as part of the campaign** (15 000 more than the collection target).

During the pandemic, the Gazeta.pl team also undertook other actions for their readers, concerning their problems. These were, among others **Another #Koronanewsletter** (Inny #Koronanewsletter) sent once a week with publications on other important issues, or a series of articles **#Businessisfighting** (#Bizneswalczy) of the Next.Gazeta.pl website, where you could learn about the problems of entrepreneurs and their ideas for fighting the economic crisis caused by the pandemic.

#HRsupport

HRlink from Agora's capital group together with partners from the HR industry launched a unique project in April 2020 aimed at people, companies and institutions affected by the current crisis. **#HRsupport** (#HRwspiera) was an action that combined technological and psychological support, proposing concrete actions and real help to dismissed employees, companies reducing employment and those that still recruit employees – mainly online. The HRlink platform included, among others tools for people with a notice who are looking for a new job, and companies could take advantage of a series of free online events – conferences and webinars. As part of the project, in July 2020, a comprehensive set of outplacement advice and solutions was published in the form of an e-book. This is a company's proposal for entrepreneurs, prepared by experts on the basis of experience and webinars taking place from April 2020.