COMMUNICATING THROUGH DISINFORMATION

Strategic approaches to building resilience for social media and external engagement

The most important step is understanding disinformation and accepting that dealing with it is the new normal for communications roles. This can be hard, but it can also be empowering to affirm why your work is important.

"The amount of energy needed to refute bulls**t is an order of magnitude bigger than that needed to produce it."

- Brandolini's law

**INTERNAL**

**PROACTIVE PREVENTION**

- Risk mapping
- Moderation tools
- Terms and standards
- Capturing, measuring and reporting

**RESPONSE**

- Triaging
- Rosters
- Traffic lighting and escalation
- Clarity on permissions space

**WELLBEING**

- HR policy and process
- Support and resourcing
- Clarity on responsibility

**SYSTEMS AND PROCESSES**

- Clarity on responsibility
- Risk mapping
- Moderation tools
- Terms and standards
- Capturing, measuring and reporting

**ACTION AND VALUES**

Critical areas of planning can be roughly grouped as internal/proactive and external/reactive.

**EXTERNAL**

**Values**

What and who do you stand for?
What are your lines in the sand?

**Purpose**

Why are you posting this?
What are your realistic measures of success for engagement?

**Your lane**

Who is your audience?
Who is not?
What do you do best and why is it important?

**Messaging**

What proactive and reactive messages can you prepare in advance?

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